

# YouGov / The Sun Survey Results

Sample Size: 2057 GB Adults  
Fieldwork: 4th - 5th October 2010

	Voting intention			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2057</b>	690	631	169	1003	1054	251	521	705	580	1152	869	266	670	441	502	178
<b>Unweighted Sample</b>	<b>2057</b>	627	638	180	1005	1052	195	491	837	534	1325	696	280	688	410	468	211
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	<b>43</b>	100	0	0	39	47	36	45	35	54	44	41	49	54	48	30	17
Lab	<b>39</b>	0	100	0	43	36	42	37	47	32	37	43	36	29	37	54	51
Lib Dem	<b>11</b>	0	0	100	10	11	13	14	9	8	12	9	10	12	8	12	8
Other	<b>7</b>	0	0	0	8	6	9	5	9	6	7	7	6	5	7	4	23

## Other Parties Voting Intention

SNP / PCY	<b>2</b>	0	0	0	3	2	3	3	2	2	2	3	0	0	2	0	22
UKIP	<b>2</b>	0	0	0	2	2	2	1	3	2	2	2	2	2	2	2	1
Green	<b>1</b>	0	0	0	1	1	3	1	2	0	1	1	2	2	1	1	0
BNP	<b>1</b>	0	0	0	1	0	0	0	2	1	1	1	1	1	2	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	1	0	1	0	0	1	0	0	0	1	0	0	0

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	6	8	8	11	7	2	6	7	5	7	5	9	4
Don't know	<b>15</b>	0	0	0	12	19	21	16	15	14	15	16	19	15	14	16	16

03 - 04  
Oct

04 - 05  
Oct

## Do you approve or disapprove of the Government's record to date?

Approve	41	<b>43</b>	88	7	57	44	42	37	44	37	52	44	41	44	51	45	35	27
Disapprove	39	<b>40</b>	2	81	21	41	39	42	38	46	33	38	42	40	31	39	46	55
Don't know	20	<b>17</b>	10	12	22	15	20	21	18	17	16	18	16	16	17	15	19	18

	Voting intention			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>2057</b>	690	631	169	1003	1054	251	521	705	580	1152	869	266	670	441	502	178
<b>Unweighted Sample</b>	<b>2057</b>	627	638	180	1005	1052	195	491	837	534	1325	696	280	688	410	468	211
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

20-21  
Sep

Which of the following do you think are the most important issues facing the country at this time?  
Please tick up to three.

	20-21 Sep	04 - 05 Oct	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
The economy	79	<b>78</b>	81	82	84	81	75	75	78	79	78	84	71	76	76	80	78	85
Immigration & Asylum	50	<b>50</b>	66	36	29	49	50	33	42	53	60	45	56	53	51	53	45	42
Crime	24	<b>26</b>	31	22	13	25	27	20	24	26	31	22	32	29	25	22	28	31
Health	20	<b>24</b>	17	28	32	21	28	25	20	24	28	23	25	21	24	22	30	21
Tax	23	<b>18</b>	14	19	20	20	17	28	26	15	10	18	18	18	17	17	20	19
Pensions	22	<b>18</b>	17	23	21	20	17	5	10	24	25	18	18	18	18	17	19	22
Afghanistan	17	<b>17</b>	21	14	13	14	19	8	12	15	26	17	17	17	16	16	18	17
Education	16	<b>14</b>	8	21	19	13	14	24	17	11	9	17	9	13	15	13	12	12
Family life & childcare	9	<b>10</b>	9	12	9	7	13	13	14	10	6	10	11	11	11	10	9	10
The environment	9	<b>9</b>	4	10	20	10	8	13	12	9	6	10	8	7	11	9	9	7
Europe	4	<b>3</b>	5	2	1	5	2	3	3	3	4	4	3	4	4	4	3	2
Transport	3	<b>3</b>	3	3	5	3	2	4	4	2	2	4	1	6	3	3	1	2
None of these	0	<b>0</b>	0	0	0	1	0	2	1	0	0	1	0	1	1	0	0	0
Don't know	2	<b>2</b>	0	1	1	1	2	2	2	2	0	1	2	0	2	1	2	2

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

	20-21 Sep	04 - 05 Oct	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
The economy	68	<b>67</b>	69	71	64	68	65	62	69	69	64	70	62	66	66	65	67	74
Health	32	<b>33</b>	30	36	36	29	36	21	22	34	45	28	38	31	33	35	32	29
Pensions	34	<b>33</b>	37	35	31	31	35	13	13	36	56	32	34	27	35	32	31	44
Tax	36	<b>30</b>	32	30	34	33	28	44	39	25	22	33	27	29	31	30	30	27
Crime	15	<b>18</b>	22	14	7	18	17	18	16	17	18	16	20	26	14	17	19	15
Family life & childcare	14	<b>18</b>	14	21	22	15	21	23	27	16	11	17	19	18	19	18	19	16
Immigration & Asylum	16	<b>15</b>	17	10	5	18	13	9	12	17	19	12	19	23	15	17	10	14
Education	14	<b>13</b>	11	16	15	11	15	20	18	12	7	15	11	13	13	14	13	13
The environment	8	<b>8</b>	5	6	14	8	7	9	7	9	6	8	7	7	7	7	10	7
Transport	8	<b>6</b>	5	7	9	7	5	16	6	4	6	7	6	9	8	4	5	4
Afghanistan	2	<b>2</b>	2	1	1	2	2	1	2	2	3	2	2	2	2	1	3	4
Europe	3	<b>2</b>	4	1	2	3	2	0	1	2	4	2	2	2	2	4	1	3
None of these	2	<b>3</b>	2	2	2	3	3	5	2	3	3	3	3	2	2	3	4	2
Don't know	3	<b>2</b>	1	1	3	2	2	3	4	2	0	2	2	1	1	2	3	3

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	76	126
Male 25 to 39	228	263
Male 40 to 54	404	349
Male 55 +	297	266
Female 18 to 24	119	124
Female 25 to 39	263	259
Female 40 to 54	433	357
Female 55 +	237	314
<b>Region</b>		
North England	468	502
Midlands	306	336
East England	207	198
London	280	266
South England	481	472
Wales	104	105
Scotland	211	178
<b>Social Grade</b>		
AB	723	566
C1	602	586
C2	299	424
DE	397	445
<b>Newspaper Type</b>		
Express / Mail	376	309
Sun / Star	254	437
Mirror / Record	154	314
Guardian / Independent	183	63
FT / Times / Telegraph	228	178
Other Paper	192	240
No Paper	670	516
<b>Political Party Identification</b>		
Labour	699	666
Conservative	510	592
Liberal Democrat	220	248
Others	230	64
None/ DK	398	488