

YouGov / The Sun Survey Results

Sample Size: 2089 GB Adults
Fieldwork: 6th - 7th September 2010

	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
Weighted Sample	2089	687	617	207	1014	1075	252	532	719	586	1168	881	264	685	446	512	181
Unweighted Sample	2089	670	590	221	951	1138	140	521	854	574	1352	697	293	727	406	492	171
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding don't know and wouldn't vote]

Con	42	100	0	0	41	43	28	41	38	52	45	38	47	48	42	36	27
Lab	38	0	100	0	36	39	42	40	44	28	35	42	34	30	41	44	48
Lib Dem	13	0	0	100	13	12	21	12	10	13	14	11	13	16	8	15	6
Other	8	0	0	0	10	5	9	7	8	7	6	9	6	6	9	6	18

Other Parties Voting Intention

SNP / PCY	2	0	0	0	3	1	3	1	2	1	2	2	1	0	1	0	16
UKIP	2	0	0	0	3	2	2	1	2	4	2	3	3	2	3	2	0
BNP	2	0	0	0	3	0	2	1	2	1	2	2	0	1	2	3	0
Green	1	0	0	0	1	2	1	3	1	0	1	2	1	2	1	1	1
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0	1

Non Voters

Would Not Vote	7	0	0	0	7	6	11	9	5	4	5	8	4	7	7	8	2
Don't know	15	0	0	0	10	20	19	16	16	11	13	18	14	16	11	17	16

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

	05-06 Sept	06-07 Sept	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
Approve	40	41	84	7	56	46	36	33	37	37	53	46	34	49	47	41	33	27
Disapprove	40	39	5	81	23	39	38	39	38	45	33	36	44	34	32	40	47	50
Don't know	19	20	11	12	21	15	25	28	25	18	15	18	23	17	21	19	20	23

Weighted Sample
Unweighted Sample

Total	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
2089	687	617	207	1014	1075	252	532	719	586	1168	881	264	685	446	512	181
2089	670	590	221	951	1138	140	521	854	574	1352	697	293	727	406	492	171
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

23-24
Aug
06-07
Sept

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

The economy	77	77	84	81	83	79	76	69	78	78	79	81	72	81	77	76	77	77
Immigration & Asylum	54	53	70	39	34	53	52	31	45	57	63	48	59	53	55	54	53	40
Crime	25	25	27	23	27	24	26	14	28	27	25	23	29	28	27	24	23	23
Health	25	23	16	30	25	19	27	23	20	26	21	22	24	21	21	22	25	28
Pensions	21	21	21	23	25	22	19	13	12	24	29	23	18	19	22	20	19	23
Tax	15	18	16	21	16	21	16	29	28	16	8	20	16	17	15	18	22	21
Afghanistan	17	17	20	13	19	17	18	13	13	14	26	16	19	15	17	18	19	13
Education	13	16	11	22	18	15	17	27	16	16	10	18	13	21	16	15	12	19
The environment	9	8	4	10	16	9	7	14	10	7	6	10	6	10	8	8	7	8
Family life & childcare	7	7	5	8	6	5	9	11	9	7	4	6	8	5	9	7	6	8
Europe	5	4	7	1	2	5	3	3	3	5	6	4	4	5	5	3	4	3
Transport	3	3	3	2	6	4	3	6	4	3	2	3	3	6	3	3	3	3
None of these	0	0	0	0	0	1	0	2	0	0	1	1	0	0	0	1	0	1
Don't know	2	2	0	0	1	1	3	6	3	1	1	1	3	1	2	3	1	2

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

The economy	65	64	65	69	67	65	64	61	67	68	59	68	59	64	64	66	61	70
Pensions	37	35	40	35	38	34	35	17	18	33	59	36	33	28	37	35	33	39
Health	36	32	32	35	35	29	35	15	20	35	47	31	33	27	33	32	33	35
Tax	30	31	35	27	28	35	27	38	42	27	24	35	26	31	29	34	30	33
Family life & childcare	14	16	14	18	17	15	16	19	25	15	8	15	17	17	20	13	12	15
Immigration & Asylum	15	15	21	10	9	18	13	11	12	17	18	11	22	19	15	18	14	9
Crime	15	15	17	15	7	17	13	8	17	19	12	13	18	21	13	16	14	13
Education	12	15	14	20	17	14	17	23	17	18	8	17	13	16	16	14	14	21
The environment	9	8	5	9	15	8	8	11	8	8	8	10	6	12	9	8	6	8
Transport	6	7	7	6	8	7	7	12	7	6	6	8	5	10	6	8	6	4
Europe	3	3	4	1	1	3	3	1	1	3	5	2	3	3	3	1	4	1
Afghanistan	2	2	3	2	1	2	2	3	1	2	2	1	3	1	1	3	4	0
None of these	2	3	2	2	2	2	4	3	3	2	4	2	4	4	3	2	4	2
Don't know	3	3	1	2	3	3	3	9	5	1	1	3	4	2	3	3	4	4

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.
Age and Gender		
Male 18 to 24	49	128
Male 25 to 39	217	266
Male 40 to 54	386	353
Male 55 +	299	266
Female 18 to 24	91	124
Female 25 to 39	304	266
Female 40 to 54	468	365
Female 55 +	275	320
Region		
North England	492	512
Midlands	301	341
East England	191	201
London	293	264
South England	536	484
Wales	105	105
Scotland	171	181
Social Grade		
AB	781	574
C1	571	594
C2	291	430
DE	406	451
Newspaper Type		
Express / Mail	429	317
Sun / Star	236	444
Mirror / Record	149	318
Guardian / Independent	173	65
FT / Times / Telegraph	251	180
Other Paper	231	242
No Paper	620	523
Political Party Identification		
Labour	655	680
Conservative	544	597
Liberal Democrat	247	251
Others	232	65
None/ DK	411	496