

## YouGov / The Sun Survey Results

Sample Size: 2185  
Fieldwork: 13th - 14th July 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
<b>All GB Adults</b>	<b>2185</b>	761	608	260	1061	1124	261	562	746	617	1169	1011	276	720	468	533	188
Unweighted Sample	2185	731	593	277	1027	1158	159	580	827	619	1313	868	332	714	416	490	233
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

Con	<b>43</b>	100	0	0	41	45	35	40	39	54	45	41	39	55	45	36	21
Lab	<b>34</b>	0	100	0	35	34	39	36	39	27	32	37	39	21	35	48	42
Lib Dem	<b>15</b>	0	0	100	15	14	21	19	13	11	15	14	16	18	15	11	10
Other	<b>8</b>	0	0	0	9	7	5	5	10	8	7	8	6	6	6	5	27

### Other Parties Voting Intention

SNP / PCY	<b>2</b>	0	0	0	2	2	3	1	3	2	2	2	0	0	1	0	21
Green	<b>1</b>	0	0	0	1	1	1	2	2	1	1	1	1	2	1	1	1
UKIP	<b>3</b>	0	0	0	3	2	0	1	4	4	3	3	3	3	2	3	2
BNP	<b>1</b>	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1	2
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	0	0	0	0	0	0	0	1	1	0	1	0	1

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	6	10	15	11	6	4	5	11	5	8	8	8	7
Don't know	<b>12</b>	0	0	0	9	14	16	12	11	10	12	12	13	10	13	11	15

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

Approve	<b>44</b>	85	6	60	47	40	33	40	41	55	47	40	45	51	46	37	29
Disapprove	<b>36</b>	5	78	18	36	35	39	34	41	30	33	39	34	29	35	44	46
Don't know	<b>20</b>	10	17	22	16	24	28	26	18	15	20	21	21	20	20	19	25

**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	<b>77</b>	82	76	82	81	74	68	79	80	77	81	73	79	78	78	76	73
Immigration & Asylum	<b>50</b>	64	35	38	48	53	39	43	53	59	47	54	49	55	46	53	40
Crime	<b>26</b>	28	24	23	24	28	22	29	24	27	23	30	30	23	25	28	26
Health	<b>26</b>	18	36	27	25	26	20	23	28	28	28	24	24	25	29	26	24
Afghanistan	<b>21</b>	26	16	17	19	22	22	16	19	26	19	23	21	22	20	19	20
Pensions	<b>20</b>	20	23	24	21	20	8	13	24	28	23	17	24	18	21	19	26
Education	<b>16</b>	9	25	20	15	16	18	20	15	11	18	13	19	14	13	18	16
Tax	<b>15</b>	13	19	13	18	13	23	20	14	9	14	17	16	14	13	17	20
The environment	<b>8</b>	4	9	19	8	8	16	9	7	5	8	7	6	9	8	7	9
Family life & childcare	<b>7</b>	5	9	9	7	7	10	9	7	4	9	6	7	7	7	7	10
Europe	<b>5</b>	8	1	3	7	3	5	3	5	7	4	6	4	6	5	4	4
Transport	<b>3</b>	2	3	5	3	2	4	4	2	2	3	3	5	3	3	2	2
None of these	<b>0</b>	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
Don't know	<b>2</b>	0	1	0	1	3	6	3	1	1	2	2	1	1	4	2	1

**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	<b>66</b>	69	69	69	69	62	58	67	71	61	68	63	65	64	67	68	67
Pensions	<b>36</b>	39	34	38	34	37	19	19	35	58	40	30	34	36	38	34	36
Health	<b>33</b>	34	35	31	31	36	17	23	35	47	35	32	32	35	36	32	29
Tax	<b>32</b>	32	34	30	35	29	47	41	27	25	33	31	31	36	29	30	35
Immigration & Asylum	<b>16</b>	20	14	9	16	15	10	10	17	23	13	19	20	17	15	17	7
Education	<b>15</b>	11	18	20	14	15	14	20	18	7	16	13	19	14	13	16	11
Family life & childcare	<b>15</b>	13	13	13	13	16	15	26	13	5	14	15	12	13	16	15	20
Crime	<b>14</b>	18	15	8	15	14	10	15	15	15	14	15	18	12	16	17	9
The environment	<b>8</b>	5	8	13	7	8	6	8	9	8	8	7	9	10	6	5	10
Transport	<b>6</b>	6	5	11	6	6	7	8	5	5	7	5	8	6	5	7	5
Europe	<b>4</b>	6	2	3	4	3	1	1	3	7	3	4	3	4	2	4	3
Afghanistan	<b>3</b>	4	4	3	3	3	5	3	3	4	2	5	4	4	2	4	1
None of these	<b>3</b>	3	2	3	3	3	6	1	3	3	3	3	3	3	2	3	5
Don't know	<b>3</b>	1	2	1	2	4	8	4	3	1	3	3	2	2	3	4	2

## 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	69	133
Male 25 to 39	226	279
Male 40 to 54	391	367
Male 55 +	341	282
Female 18 to 24	90	128
Female 25 to 39	354	283
Female 40 to 54	436	379
Female 55 +	278	335
<b>Region</b>		
North England	490	533
Midlands	316	357
East England	221	212
London	332	276
South England	493	508
Wales	100	110
Scotland	233	188
<b>Social Grade</b>		
AB	788	601
C1	617	623
C2	347	451
DE	396	473
<b>Newspaper Type</b>		
Express / Mail	537	438
Sun / Star	324	509
Mirror / Record	189	326
Guardian / Independent	152	71
FT / Times / Telegraph	232	168
Other Paper	300	308
No Paper	446	363
<b>Political Party Identification</b>		
Labour	694	710
Conservative	575	622
Liberal Democrat	256	264
Others	225	68
None/ DK	435	521

YouGov is a member of the British Polling Council and abides by its rules.

[www.YouGov.com](http://www.YouGov.com)