

YouGov / The Sun Survey Results

Sample Size: 2050 GB Adults
Fieldwork: 15th - 16th November 2010

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	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	2050	611	690	167	613	572	450	1000	1050	245	526	700	580	1141	861	260	674	439	500	176
Unweighted Sample	2050	575	662	161	580	546	470	989	1061	154	507	828	561	1300	702	290	676	393	474	217
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	91	2	18	35	40	26	34	37	45	42	30	39	49	40	27	18
Lab	42	0	100	0	3	94	31	43	41	49	45	46	33	40	46	41	30	41	57	48
Lib Dem	10	0	0	100	1	0	43	11	10	17	12	8	9	11	10	9	12	9	10	11
Other	10	0	0	0	4	3	8	11	9	9	9	12	8	8	14	12	10	10	6	23

Other Parties Voting Intention

SNP / PCY	2	0	0	0	0	1	1	2	2	1	2	2	1	1	2	0	0	1	0	17
Green	2	0	0	0	0	0	4	1	2	2	2	2	1	2	1	2	2	1	1	1
UKIP	5	0	0	0	3	2	3	5	4	1	3	4	9	3	7	6	6	5	3	3
BNP	1	0	0	0	1	0	1	2	1	4	1	1	1	1	2	4	0	2	2	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	0	0	1	0	0	0	1	0	1	1	0	1

Non Voters

Would Not Vote	7	0	0	0	2	1	5	7	8	18	9	6	3	6	9	6	8	8	7	4
Don't know	13	0	0	0	9	9	19	8	18	11	17	13	10	14	12	11	15	14	10	11

14-15
Nov

15-16
Nov

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

Approve	37	38	89	4	63	77	8	37	40	36	27	39	35	45	42	32	41	45	35	32	28
Disapprove	47	48	3	88	22	11	83	49	47	49	49	45	54	43	44	54	46	38	50	58	55
Don't know	16	14	8	9	16	12	9	14	13	15	24	16	11	12	14	14	13	17	15	10	17

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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 2050	611	690	167	613	572	450	1000	1050	245	526	700	580	1141	861	260	674	439	500	176	
Unweighted Sample 2050	575	662	161	580	546	470	989	1061	154	507	828	561	1300	702	290	676	393	474	217	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

1-2 Oct
15-16 Nov

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	78	77	84	76	84	83	77	80	79	75	73	78	79	76	84	69	73	77	76	80	77
Immigration & Asylum	48	47	62	35	33	62	36	34	46	48	39	41	45	59	41	55	47	52	48	44	35
Health	19	23	16	33	24	14	30	27	18	27	21	16	25	27	21	25	20	23	20	27	24
Crime	22	23	28	21	15	26	22	20	22	23	20	23	23	23	20	26	27	22	21	26	16
Pensions	22	22	23	24	20	23	25	22	25	19	7	15	27	28	24	19	24	19	26	18	28
Tax	18	18	11	18	24	13	18	20	21	16	32	26	15	9	17	19	15	19	19	16	22
Afghanistan	18	18	20	15	15	21	16	15	17	19	16	12	18	24	16	19	17	18	19	16	16
Education	12	16	11	21	18	11	21	20	14	18	24	17	16	13	19	12	17	14	14	19	17
Family life & childcare	11	9	4	12	7	4	12	8	6	11	9	14	9	4	9	9	8	8	9	9	14
Europe	9	9	13	4	5	16	4	5	12	6	6	4	9	14	8	9	10	10	9	6	9
The environment	8	7	4	8	20	3	8	14	7	8	10	9	6	7	9	6	8	6	9	7	8
Transport	3	4	3	5	7	2	4	6	5	3	3	4	4	3	5	3	9	4	2	2	4
None of these	1	0	0	1	1	0	1	0	1	0	1	0	1	0	0	1	1	0	1	0	0
Don't know	3	2	1	1	1	1	1	2	2	2	6	3	1	0	2	2	2	2	1	1	5

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	66	72	65	62	70	66	64	69	64	67	70	67	62	71	60	66	64	68	68	67
Health	34	35	30	41	34	30	39	39	31	39	28	24	34	49	31	39	37	37	34	30	37
Pensions	36	35	35	37	34	35	37	36	37	34	15	16	41	54	37	33	31	37	40	31	37
Tax	30	33	33	30	40	36	29	33	36	30	43	39	32	23	34	31	32	34	30	32	37
Education	13	16	14	18	18	12	16	21	14	17	27	17	18	6	19	11	16	15	13	18	16
Family life & childcare	16	15	12	17	13	11	18	17	12	18	10	27	14	7	14	15	9	15	15	17	18
Immigration & Asylum	15	14	19	9	6	20	9	6	15	12	8	11	13	19	9	19	15	13	17	13	5
Crime	15	14	16	15	7	15	19	9	16	11	18	15	13	13	14	14	21	11	12	17	9
The environment	7	7	4	8	13	3	7	10	6	7	6	6	6	8	7	7	8	5	8	6	10
Transport	6	6	6	6	14	6	5	10	7	6	4	8	7	6	7	5	9	10	3	5	5
Europe	4	4	6	1	1	7	2	1	5	3	1	1	4	7	4	4	5	4	4	3	2
Afghanistan	3	2	2	2	0	2	2	2	2	2	3	1	2	3	2	3	2	3	1	3	2
None of these	2	2	2	2	5	3	2	3	3	2	2	3	3	2	3	2	1	2	2	4	1
Don't know	4	3	2	1	2	2	1	2	2	3	9	4	1	1	3	3	2	3	3	2	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.
Age and Gender		
Male 18 to 24	64	124
Male 25 to 39	213	262
Male 40 to 54	402	348
Male 55 +	310	265
Female 18 to 24	90	121
Female 25 to 39	294	263
Female 40 to 54	426	351
Female 55 +	251	314
Region		
North England	474	500
Midlands	290	336
East England	214	200
London	290	260
South England	462	473
Wales	103	103
Scotland	217	176
Social Grade		
AB	722	561
C1	578	581
C2	333	420
DE	369	440
Newspaper Type		
Express / Mail	387	313
Sun / Star	260	433
Mirror / Record	162	312
Guardian / Independent	189	64
FT / Times / Telegraph	242	180
Other Paper	206	234
No Paper	604	513
Political Party Identification		
Labour	663	664
Conservative	525	590
Liberal Democrat	219	245
Others	230	65
None/ DK	413	486

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