

YouGov / The Sun Survey Results

Sample Size: 2011 GB Adults
Fieldwork: 23rd - 24th August 2010

	Voting intention			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2011	646	594	199	980	1031	473	283	695	560	1126	850	260	654	429	495	173	
Unweighted Sample	2011	640	577	224	977	1034	395	315	771	530	1322	654	316	652	386	458	199	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																		
Con	41	100	0	0	38	45	34	39	34	55	44	37	44	54	42	30	20	
Lab	38	0	100	0	42	34	35	44	48	26	35	43	39	27	37	49	47	
Lib Dem	13	0	0	100	12	14	19	13	11	10	15	11	9	12	13	14	14	
Other	8	0	0	0	9	7	12	4	7	9	6	10	8	6	7	7	18	
Other Parties Voting Intention																		
UKIP	3	0	0	0	3	3	2	2	3	5	3	3	3	4	2	4	1	
SNP / PCY	2	0	0	0	2	2	1	0	2	2	1	3	0	0	1	0	14	
Green	1	0	0	0	1	1	2	1	1	1	1	1	0	2	1	0	2	
BNP	1	0	0	0	2	0	4	0	1	1	1	2	3	1	1	1	1	
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Other	1	0	0	0	1	1	2	0	0	0	0	1	1	0	1	1	1	
Non Voters																		
Would Not Vote	6	0	0	0	5	7	12	5	4	3	5	8	4	8	6	6	3	
Don't know	16	0	0	0	14	19	24	20	14	12	16	18	17	16	15	18	16	
Do you approve or disapprove of the Government's record to date?																		
Approve	40	39	85	5	54	40	38	32	39	33	53	44	32	40	47	41	31	24
Disapprove	40	41	4	82	23	43	39	37	39	48	35	37	46	39	33	40	47	53
Don't know	21	20	11	12	23	17	23	31	22	19	12	19	22	21	20	19	22	23

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

9-10
23-24
August
Aug

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	76	77	82	76	83	77	77	70	81	80	77	82	70	75	77	79	77	75
Immigration & Asylum	52	54	69	43	40	50	57	37	45	58	67	50	59	45	54	62	55	43
Health	21	25	17	36	23	24	26	23	25	24	28	24	27	24	28	21	26	23
Crime	24	25	29	21	22	25	26	27	22	25	25	24	28	26	27	23	23	31
Pensions	21	21	21	26	20	25	18	12	11	25	30	21	22	18	21	23	22	22
Afghanistan	22	17	19	15	21	14	20	12	12	18	23	17	18	14	17	19	16	22
Tax	15	15	13	16	13	17	14	22	25	15	6	16	15	20	14	15	14	20
Education	15	13	11	16	16	13	13	17	15	11	10	16	9	19	13	12	11	10
The environment	9	9	5	10	18	9	10	14	12	8	6	11	8	8	10	8	10	10
Family life & childcare	8	7	4	10	6	6	8	9	9	8	4	7	8	5	8	7	8	9
Europe	5	5	6	3	4	5	4	3	2	5	7	4	6	4	3	7	5	5
Transport	3	3	2	2	7	3	2	3	4	3	2	3	2	3	2	3	2	2
None of these	0	0	1	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0
Don't know	2	2	1	1	0	2	2	7	3	1	1	2	3	4	3	1	3	3

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	64	65	68	66	68	66	65	62	69	70	60	68	61	61	63	68	65	72
Pensions	37	37	40	38	45	37	37	15	20	42	58	38	36	28	39	37	38	41
Health	33	36	32	43	37	33	40	26	27	35	52	36	37	34	42	34	35	28
Tax	31	30	31	29	28	33	27	38	37	30	20	32	27	29	28	31	30	35
Immigration & Asylum	16	15	20	10	9	16	14	11	9	17	19	13	18	17	14	19	14	8
Crime	15	15	16	12	9	16	14	18	11	13	16	12	17	15	14	15	16	13
Family life & childcare	13	14	11	18	7	13	15	18	27	13	5	14	14	11	15	15	15	11
Education	13	12	12	15	11	11	12	14	18	14	3	13	11	14	13	12	10	11
The environment	10	9	8	11	16	9	10	8	9	9	11	9	9	10	10	8	10	9
Transport	6	6	6	4	13	7	6	9	7	5	5	7	5	8	6	7	6	3
Europe	3	3	4	1	0	3	3	2	1	3	5	2	4	4	2	5	2	2
Afghanistan	3	2	3	2	3	2	2	1	2	2	4	2	2	0	2	3	1	7
None of these	2	2	1	3	3	2	2	4	1	1	2	2	2	2	3	2	1	3
Don't know	3	3	2	1	1	3	3	8	5	1	1	3	4	5	4	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.
Age and Gender		
Male 18 to 24	70	124
Male 25 to 39	239	257
Male 40 to 54	364	343
Male 55 +	304	257
Female 18 to 24	79	117
Female 25 to 39	321	259
Female 40 to 54	401	346
Female 55 +	233	309
Region		
North England	458	495
Midlands	298	330
East England	169	194
London	316	260
South England	483	461
Wales	88	99
Scotland	199	173
Social Grade		
AB	753	553
C1	569	573
C2	290	415
DE	364	435
Newspaper Type		
Express / Mail	381	304
Sun / Star	225	428
Mirror / Record	115	308
Guardian / Independent	178	60
FT / Times / Telegraph	253	175
Other Paper	223	230
No Paper	636	505
Political Party Identification		
Labour	631	649
Conservative	557	579
Liberal Democrat	250	239
Others	202	64
None/ DK	371	479

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