

# YouGov / The Sun Survey Results

Sample Size: 2028 GB Adults  
Fieldwork: 26th - 27th July 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	
<b>Weighted Sample</b>	<b>2028</b>	665	591	219	993	1035	460	306	699	560	1138	857	259	662	432	500	175	
Unweighted Sample	2028	625	585	227	934	1094	373	325	791	538	1283	712	269	666	398	483	212	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Headline Voting Intention</b>																		
Con	<b>42</b>	100	0	0	42	42	37	40	39	49	43	40	45	51	42	35	20	
Lab	<b>37</b>	0	100	0	37	37	40	40	40	30	37	38	35	27	37	47	53	
Lib Dem	<b>14</b>	0	0	100	14	14	16	14	13	13	15	13	15	17	12	11	11	
Other	<b>7</b>	0	0	0	8	7	6	6	8	8	6	9	6	5	9	7	16	
<b>Other Parties Voting Intention</b>																		
SNP / PCY	<b>2</b>	0	0	0	2	2	2	1	2	2	1	2	0	0	2	0	16	
UKIP	<b>2</b>	0	0	0	2	3	2	1	3	3	1	4	1	2	3	4	0	
BNP	<b>2</b>	0	0	0	2	1	1	2	1	2	1	2	3	1	3	1	0	
Green	<b>1</b>	0	0	0	2	1	1	2	1	1	2	1	1	2	1	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	0	0	1	0	0	0	0	1	0	0	1	0	0	
<b>Non Voters</b>																		
Would Not Vote	<b>8</b>	0	0	0	8	8	11	10	8	3	6	11	5	9	11	7	4	
Don't know	<b>14</b>	0	0	0	10	17	18	15	12	12	12	16	15	13	11	14	19	
<b>Do you approve or disapprove of the Government's record to date?</b>																		
Approve	40	<b>40</b>	82	6	54	42	37	31	34	40	49	42	35	42	47	37	35	25
Disapprove	37	<b>38</b>	6	78	17	39	37	39	41	40	33	36	41	33	32	40	42	54
Don't know	23	<b>22</b>	12	16	29	19	26	30	25	20	18	22	23	25	21	23	23	21

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<b>Unweighted Sample</b>	<b>2028</b>	625	585	227	934	1094	373	325	791	538	1283	712	269	666	398	483	212
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

13-14  
July

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

	26-27 July	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
The economy	77	74	80	76	85	78	71	69	76	77	74	79	68	73	74	72	75	82
Immigration & Asylum	50	50	64	36	34	49	50	43	37	55	56	45	56	49	52	51	50	41
Crime	26	27	28	25	22	25	28	26	26	27	28	24	31	35	24	25	29	23
Health	26	24	18	34	21	21	28	20	23	25	28	25	23	24	26	21	26	21
Afghanistan	21	23	25	22	25	22	25	17	18	22	34	23	24	17	25	24	22	30
Pensions	20	20	22	21	21	24	17	10	16	23	27	21	19	14	20	21	21	22
Education	16	16	13	21	24	15	18	18	24	16	11	19	13	23	16	15	16	11
Tax	15	15	14	20	13	17	14	30	18	12	6	15	15	14	12	15	17	24
The environment	8	8	4	8	20	7	10	12	9	7	7	9	8	13	9	9	6	5
Family life & childcare	7	7	4	10	6	6	8	8	14	5	4	7	8	5	7	7	8	10
Europe	5	4	6	2	2	5	3	2	3	4	7	4	4	4	5	4	4	3
Transport	3	2	2	2	3	3	2	2	2	3	1	3	2	6	2	1	2	2
None of these	0	1	0	1	0	1	0	1	1	1	1	1	1	1	1	0	1	1
Don't know	2	3	1	1	1	3	2	7	3	1	0	2	3	2	1	5	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.

	26-27 July	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
The economy	66	63	67	63	68	66	61	58	67	68	60	64	62	58	64	61	66	68
Pensions	36	35	40	32	36	36	35	15	18	38	57	36	34	29	36	33	38	40
Health	33	34	31	39	37	32	36	23	24	36	46	34	35	36	35	31	34	33
Tax	32	30	33	31	28	32	29	45	41	25	20	32	28	28	29	31	32	33
Immigration & Asylum	16	15	20	11	6	17	12	10	10	16	19	11	19	16	17	13	13	10
Crime	14	15	16	14	13	15	14	13	11	16	16	14	15	20	12	14	16	15
Education	15	15	12	19	18	13	17	16	22	17	7	16	13	17	15	17	13	14
Family life & childcare	15	15	13	20	9	12	18	20	25	14	7	15	16	13	16	16	14	18
The environment	8	9	5	8	20	7	10	9	7	9	10	9	8	13	9	7	8	10
Transport	6	7	6	7	9	7	6	11	7	5	6	7	6	9	7	6	5	8
Afghanistan	3	3	4	4	4	3	4	2	1	2	7	3	4	2	4	3	3	6
Europe	4	3	5	2	1	4	2	1	1	3	5	3	3	3	3	2	2	1
None of these	3	3	2	3	2	4	3	5	3	3	3	3	3	4	4	4	2	3
Don't know	3	3	1	2	2	3	3	9	5	1	0	3	3	4	2	4	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	55	126
Male 25 to 39	219	263
Male 40 to 54	375	343
Male 55 +	285	261
Female 18 to 24	97	119
Female 25 to 39	326	258
Female 40 to 54	410	348
Female 55 +	261	311
<b>Region</b>		
North England	483	500
Midlands	304	331
East England	199	197
London	269	259
South England	467	464
Wales	94	101
Scotland	212	175
<b>Social Grade</b>		
AB	702	559
C1	581	579
C2	317	419
DE	395	438
<b>Newspaper Type</b>		
Express / Mail	471	309
Sun / Star	294	432
Mirror / Record	203	312
Guardian / Independent	148	61
FT / Times / Telegraph	226	174
Other Paper	251	232
No Paper	433	505
<b>Political Party Identification</b>		
Labour	642	659
Conservative	516	579
Liberal Democrat	245	241
Others	233	63
None/ DK	392	486

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