

YouGov / The Sun Survey Results

Sample Size: 1881 GB Adults
Fieldwork: 28th - 29th June 2010

	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	
Weighted Sample	1881	629	546	231	919	962	226	479	643	532	1054	795	242	611	404	464	161	
Unweighted Sample	1881	673	480	275	1016	865	141	454	702	584	1268	581	270	666	361	461	123	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																		
Con	42	100	0	0	43	41	31	39	40	49	43	40	49	52	41	30	21	
Lab	36	0	100	0	36	36	42	37	38	32	33	41	32	22	38	50	50	
Lib Dem	15	0	0	100	14	17	20	19	15	12	18	11	13	20	14	14	8	
Other	7	0	0	0	8	7	8	6	7	7	6	9	5	6	7	6	21	
Other Parties Voting Intention																		
SNP / PCY	2	0	0	0	1	2	4	1	2	1	2	2	0	0	2	0	18	
UKIP	2	0	0	0	3	2	0	1	3	4	2	4	1	3	2	3	0	
Green	1	0	0	0	1	1	2	2	1	1	1	1	1	2	1	1	2	
BNP	1	0	0	0	2	0	1	1	1	1	1	2	1	0	2	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	0	1	0	0	1	1	1	0	1	0	0	1	0	
Non Voters																		
Would Not Vote	7	0	0	0	6	8	9	8	6	6	6	8	10	6	7	5	10	
Don't know	13	0	0	0	10	15	16	15	12	10	10	16	12	11	14	13	15	
Do you approve or disapprove of the Government's record to date?																		
Approve	46	44	86	8	55	46	41	26	40	43	55	46	40	47	53	43	34	33
Disapprove	33	33	5	71	19	34	32	41	33	34	29	32	35	28	25	29	47	40
Don't know	21	23	9	21	26	19	27	33	28	23	16	22	25	25	22	28	19	28

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

14-15
June

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

	28-29 June	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
The economy	80	78	84	78	91	81	75	68	82	78	78	84	69	83	79	78	75	72
Immigration & Asylum	53	48	61	39	32	46	50	31	38	52	59	43	54	46	49	48	49	44
Afghanistan	18	25	27	25	23	23	27	22	15	25	35	23	28	18	28	27	24	22
Crime	22	22	26	16	14	21	23	20	23	22	21	22	22	24	19	22	22	29
Pensions	16	21	23	25	23	25	18	12	12	25	29	21	21	16	23	21	23	19
Tax	16	18	16	21	17	21	15	27	24	16	12	20	15	22	16	15	20	20
Health	20	17	14	22	18	14	20	14	13	19	20	16	19	14	17	17	16	24
The environment	11	12	5	17	22	11	12	25	14	9	7	14	10	13	12	12	11	12
Education	13	11	9	14	15	10	12	22	13	8	9	14	8	13	13	9	10	15
Family life & childcare	8	9	6	10	9	6	12	7	10	10	7	8	10	5	9	8	10	12
Europe	7	5	7	3	1	6	4	4	2	5	8	5	5	3	6	7	4	1
Transport	2	2	1	2	4	3	1	3	3	2	1	2	2	4	2	3	1	0
None of these	1	1	0	0	0	0	1	2	2	1	0	1	1	1	0	1	1	2
Don't know	2	2	0	1	0	3	1	8	4	0	0	1	3	2	1	3	4	1

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

	28-29 June	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
The economy	64	67	69	72	72	67	66	59	75	67	61	71	60	68	65	66	67	70
Pensions	32	40	47	41	40	40	40	24	24	40	62	40	41	34	40	43	45	31
Tax	34	36	37	37	38	38	35	50	43	33	29	40	32	36	35	36	37	41
Health	32	30	30	29	30	28	33	22	19	35	38	29	32	27	31	34	26	39
Family life & childcare	17	15	14	13	14	13	16	10	23	13	11	15	15	9	18	11	14	20
Crime	12	13	16	13	9	15	12	13	14	15	11	14	12	13	12	12	15	16
Immigration & Asylum	12	11	18	8	5	12	11	3	6	14	16	9	14	15	11	12	11	7
Education	16	11	9	14	15	9	13	19	13	12	5	12	10	12	12	9	11	12
The environment	11	8	5	10	11	7	8	10	7	8	8	9	7	6	9	7	8	8
Transport	6	6	6	4	12	8	4	8	6	5	5	6	6	7	6	7	4	6
Afghanistan	3	3	3	3	3	2	4	1	1	3	7	3	4	1	3	5	3	3
Europe	4	3	4	2	3	4	3	1	2	4	5	2	4	2	4	3	4	2
None of these	3	3	2	2	1	3	3	7	3	2	2	2	4	6	1	2	3	2
Don't know	2	3	0	2	1	3	3	9	4	1	1	3	3	3	3	4	4	1

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	76	124
Male 25 to 39	219	243
Male 40 to 54	238	210
Male 55 +	483	342
Female 18 to 24	81	118
Female 25 to 39	245	244
Female 40 to 54	222	217
Female 55 +	317	383
Region		
North England	461	464
Midlands	318	310
East England	184	179
London	270	242
South England	482	432
Wales	43	93
Scotland	123	161
Social Grade		
ABC1	1165	1004
C2DE	714	873
Newspaper Type		
Express / Mail	418	281
Sun / Star	219	402
Mirror / Record	143	288
Guardian / Independent	230	58
FT / Times / Telegraph	357	171
Other Paper	166	214
No Paper	348	467
Political Party Identification		
Labour Loyal	390	464
Labour Disloyal	108	108
Conservative	515	481
Liberal Democrat	186	162
Others	89	63
None	516	503
Don't know	75	98