

# YouGov / The Sun Survey Results

Sample Size: 1975 GB Adults  
Fieldwork: 29th - 30th November 2010

	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	
<b>Weighted Sample</b>	<b>1975</b>	612	609	148	629	521	435	963	1012	238	503	672	563	1111	838	251	645	423	484	171
<b>Unweighted Sample</b>	<b>1975</b>	567	620	157	585	516	459	927	1048	141	512	787	535	1280	669	294	657	387	446	191
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>40</b>	100	0	0	91	3	11	38	42	30	38	36	50	42	37	46	46	43	35	16
Lab	<b>40</b>	0	100	0	3	94	35	41	39	48	41	45	29	38	43	40	31	40	46	53
Lib Dem	<b>10</b>	0	0	100	1	0	43	10	9	13	13	8	8	11	9	10	12	8	8	10
Other	<b>10</b>	0	0	0	5	3	11	11	10	9	8	11	12	9	11	4	11	9	10	22

## Other Parties Voting Intention

UKIP	<b>4</b>	0	0	0	3	1	2	4	4	1	2	4	6	4	4	1	6	3	5	0
SNP / PCY	<b>2</b>	0	0	0	1	1	2	3	1	2	1	3	2	2	3	0	0	4	0	16
Green	<b>2</b>	0	0	0	0	1	4	1	2	3	3	2	1	2	2	1	3	1	1	3
BNP	<b>2</b>	0	0	0	1	0	1	2	1	2	2	1	2	1	2	2	1	1	3	3
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	1	0	1	0	1	1	0	1	0	2	0

## Non Voters

Would Not Vote	<b>6</b>	0	0	0	3	1	2	6	6	12	5	5	5	6	6	4	8	4	6	4
Don't know	<b>17</b>	0	0	0	8	12	25	12	21	21	22	14	13	14	20	18	17	15	17	17

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

	28-29 Nov	29-30 Nov	28-29 Nov		29-30 Nov		28-29 Nov		29-30 Nov		28-29 Nov		29-30 Nov		28-29 Nov		29-30 Nov		28-29 Nov		29-30 Nov	
Approve	39	<b>38</b>	89	6	57	77	9	30	40	36	30	38	33	46	43	31	40	43	39	36	21	
Disapprove	45	<b>46</b>	3	86	20	12	79	52	47	45	44	43	54	40	43	52	41	42	46	49	63	
Don't know	16	<b>16</b>	8	8	22	11	12	18	14	18	26	18	12	14	15	17	20	16	15	15	16	

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

15-16  
Nov

29-30  
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	77	<b>78</b>	85	77	83	82	78	82	79	77	69	78	83	76	81	73	78	76	79	77	82
Immigration & Asylum	47	<b>50</b>	67	36	39	68	38	36	48	52	33	40	52	64	47	54	51	51	52	54	30
Crime	23	<b>23</b>	24	20	17	26	21	20	25	20	19	23	22	25	20	26	25	21	19	26	27
Health	23	<b>21</b>	14	32	24	13	32	22	21	22	28	15	21	26	21	23	24	20	26	20	16
Education	16	<b>19</b>	13	28	26	13	25	28	18	21	35	18	18	15	23	15	25	19	19	19	15
Tax	18	<b>17</b>	14	18	20	15	18	19	18	16	23	26	17	8	19	15	14	19	17	17	16
Pensions	22	<b>17</b>	16	19	20	16	18	20	20	15	3	12	22	22	18	16	19	18	16	15	21
Afghanistan	18	<b>15</b>	20	12	13	20	13	13	14	17	7	9	16	23	16	15	8	16	17	15	19
Europe	9	<b>11</b>	14	7	9	16	8	7	12	11	8	8	10	17	10	12	9	12	11	11	11
Family life & childcare	9	<b>7</b>	3	13	8	3	10	10	5	9	6	8	9	4	6	9	6	10	5	5	10
The environment	7	<b>7</b>	5	8	16	5	7	10	6	8	12	9	6	3	8	5	6	8	8	5	8
Transport	4	<b>3</b>	3	3	6	3	2	5	4	3	3	6	2	3	4	2	5	4	3	3	1
None of these	0	<b>0</b>	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1
Don't know	2	<b>3</b>	0	1	0	1	1	2	3	3	11	6	1	1	2	5	4	3	2	3	4

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	66	<b>66</b>	71	69	66	70	72	68	67	66	51	69	75	60	68	64	65	65	67	67	71
Pensions	35	<b>33</b>	36	33	36	36	32	33	33	33	12	18	34	53	35	30	27	37	34	29	32
Health	35	<b>32</b>	28	39	30	29	37	36	31	33	26	17	31	49	30	36	29	30	36	33	34
Tax	33	<b>31</b>	31	30	37	33	30	33	34	28	40	37	30	21	34	27	28	31	28	34	30
Education	16	<b>14</b>	11	20	15	10	18	19	12	16	22	14	17	7	16	12	15	15	14	15	8
Immigration & Asylum	14	<b>13</b>	16	10	8	17	11	6	15	12	8	9	15	17	12	15	17	12	13	16	6
Crime	14	<b>13</b>	16	11	7	15	13	8	17	10	10	13	13	15	14	12	16	11	14	13	18
Family life & childcare	15	<b>12</b>	9	18	14	9	15	15	11	13	9	22	10	7	10	14	13	12	14	11	12
The environment	7	<b>7</b>	5	8	13	4	8	8	6	8	8	5	6	9	7	7	6	9	6	7	5
Transport	6	<b>7</b>	8	8	14	7	7	9	9	7	9	10	6	6	9	6	11	8	7	6	5
Europe	4	<b>6</b>	9	3	4	10	3	3	7	5	3	1	6	11	5	7	7	6	6	7	3
Afghanistan	2	<b>3</b>	3	3	3	3	3	3	3	2	1	1	4	3	2	3	2	3	3	3	2
None of these	2	<b>3</b>	3	1	5	3	1	4	3	3	4	4	2	3	3	3	3	4	2	1	4
Don't know	3	<b>4</b>	0	2	0	1	2	2	4	4	12	7	2	1	2	6	5	3	3	4	6

## 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	62	121
Male 25 to 39	195	252
Male 40 to 54	384	331
Male 55 +	286	259
Female 18 to 24	79	117
Female 25 to 39	317	251
Female 40 to 54	403	340
Female 55 +	249	304
<b>Region</b>		
North England	446	484
Midlands	282	324
East England	193	190
London	294	251
South England	464	455
Wales	105	99
Scotland	191	171
<b>Social Grade</b>		
AB	743	546
C1	537	565
C2	310	409
DE	359	429
<b>Newspaper Type</b>		
Express / Mail	389	298
Sun / Star	211	419
Mirror / Record	143	303
Guardian / Independent	180	62
FT / Times / Telegraph	234	175
Other Paper	213	224
No Paper	605	493
<b>Political Party Identification</b>		
Labour	669	638
Conservative	492	565
Liberal Democrat	221	236
Others	216	62
None/ DK	377	473

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