

YouGov / The Sun Survey Results

Sample Size: 2864 GB Adults
Fieldwork: 8th - 9th August 2011

	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	2864	802	944	193	872	758	640	1392	1472	347	730	979	808	1632	1232	367	931	613	705	249	
Unweighted Sample	2864	733	936	191	806	760	646	1409	1455	246	793	1094	731	1725	1139	427	882	607	694	254	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	36	100	0	0	89	2	15	33	39	27	33	34	44	40	30	41	46	40	24	19
Lab	43	0	100	0	2	94	38	43	42	49	46	47	33	39	48	41	30	44	59	43
Lib Dem	9	0	0	100	2	0	35	9	8	10	11	7	9	10	7	7	13	8	7	5
Other	13	0	0	0	7	3	12	14	11	14	10	12	14	11	15	11	11	9	11	33

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	3	6	4	4	2	4	9	4	6	5	7	3	6	2
SNP / PCY	3	0	0	0	0	1	3	3	3	4	3	3	3	3	3	0	0	1	0	28
Green	2	0	0	0	0	1	4	2	3	5	2	2	1	2	2	2	2	1	2	2
BNP	1	0	0	0	1	0	1	2	1	1	2	1	1	1	2	2	1	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	1	0	0	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	0

Non Voters

Would Not Vote	8	0	0	0	3	1	5	7	9	14	12	6	3	6	10	8	7	9	8	5
Don't know	15	0	0	0	13	8	22	11	19	18	17	14	12	15	15	18	14	16	13	15

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

	August 7-8	August 8-9																				
Approve	29	29	77	3	43	61	5	24	32	25	23	28	28	34	34	22	28	36	29	21	21	
Disapprove	56	56	9	92	30	23	89	59	55	56	48	53	61	55	51	61	53	48	54	64	68	
Don't know	15	16	14	5	27	16	7	17	12	19	30	19	11	12	15	16	19	15	17	14	11	

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Unweighted Sample	2864	733	936	191	806	760	646	1409	1455	246	793	1094	731	1725	1139	427	882	607	694	254	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 25-26	August 8-9																			
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	74	76	78	82	74	76	80	77	71	67	74	78	73	78	69	73	75	74	71	82
Crime	23	48	54	47	41	56	50	42	46	50	46	47	47	51	47	50	63	49	42	47	42
Immigration & Asylum	49	46	63	32	25	64	34	34	47	46	29	38	48	60	43	51	42	48	50	47	40
Pensions	27	23	19	29	27	20	28	27	24	23	14	17	28	28	25	21	15	24	21	29	25
Health	28	20	14	29	21	14	28	24	19	22	18	17	21	24	20	21	20	20	22	20	20
Europe	17	13	16	9	10	16	10	10	14	11	10	10	13	16	12	13	11	13	13	12	14
Tax	14	12	10	13	11	10	11	12	13	10	21	17	9	6	11	12	9	10	13	12	16
Education	13	11	9	12	19	8	10	16	10	11	19	12	10	7	12	9	13	11	11	9	11
Afghanistan	8	7	8	7	6	7	7	6	7	8	5	4	8	11	6	9	6	7	8	8	8
Family life & childcare	7	6	4	9	4	5	9	5	5	7	5	9	6	4	5	7	7	5	6	7	6
The environment	7	6	2	6	16	2	4	11	6	6	9	8	5	4	7	4	5	6	5	6	8
Transport	3	2	1	3	4	2	2	2	3	1	5	2	2	1	2	2	3	3	1	2	1
None of these	0	1	0	1	0	0	1	0	0	1	2	0	1	0	1	1	2	0	1	0	0
Don't know	2	2	0	1	3	0	2	3	2	3	7	4	1	0	2	3	2	2	3	2	2

	July 25-26	August 8-9																			
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	68	71	71	67	69	72	71	70	66	60	69	72	66	71	64	64	71	66	66	74
Pensions	37	37	36	39	42	39	40	42	36	37	21	25	40	50	39	34	29	37	36	39	40
Health	33	32	30	35	38	28	36	35	30	33	21	20	35	43	31	33	33	32	30	32	31
Tax	26	26	26	26	19	26	24	24	28	24	34	35	23	17	26	26	20	29	26	24	26
Crime	14	19	24	18	6	24	19	13	22	17	15	19	19	22	17	21	31	18	18	17	15
Immigration & Asylum	16	15	20	10	5	22	11	10	16	14	6	11	17	21	12	19	19	14	16	15	11
Family life & childcare	16	13	11	15	15	13	12	15	11	15	17	22	10	7	12	15	10	13	15	14	11
Education	14	11	8	13	13	9	12	11	10	11	20	13	11	4	12	9	9	9	12	10	15
The environment	7	7	5	7	17	4	6	11	6	9	7	8	6	8	8	6	7	8	7	6	7
Transport	8	7	7	7	10	8	6	7	8	6	13	7	6	6	7	7	7	7	6	7	9
Europe	7	6	9	3	4	9	4	4	7	5	3	2	6	10	5	7	5	6	6	6	6
Afghanistan	1	2	2	2	1	2	1	1	2	2	3	1	2	2	1	2	1	1	3	2	1
None of these	2	2	2	2	4	2	2	2	2	2	6	2	1	2	2	2	4	1	3	2	2
Don't know	3	3	1	2	3	1	2	3	2	4	9	5	1	1	3	4	3	3	4	3	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.
Age and Gender		
Male 18 to 24	104	178
Male 25 to 39	348	367
Male 40 to 59	544	484
Male 60 +	413	364
Female 18 to 24	142	169
Female 25 to 39	445	364
Female 40 to 59	550	495
Female 60 +	318	444
Region		
North England	694	705
Midlands	451	470
East England	264	275
London	427	367
South England	618	656
Wales	156	143
Scotland	254	249
Social Grade		
AB	925	802
C1	800	831
C2	524	601
DE	615	630
Newspaper Type		
Express / Mail	512	430
Sun / Star	516	616
Mirror / Record	256	444
Guardian / Independent	194	86
FT / Times / Telegraph	229	243
Other Paper	345	329
No Paper	812	716
Political Party Identification		
Labour	940	931
Conservative	710	816
Liberal Democrat	297	344
Others	173	86
None/ DK	744	687

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