

YouGov / The Sun Survey Results

Sample Size: 2099 GB Adults
Fieldwork: 18th - 19th October 2010

	Voting intention			Gender		Age				Social grade		Region					
	Total	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	2099	693	636	184	1026	1073	253	535	720	592	1182	891	268	681	452	516	182
Unweighted Sample	2099	641	656	192	1018	1081	182	503	823	591	1342	731	310	699	413	497	180
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	42	100	0	0	39	46	42	39	38	50	44	40	49	56	36	32	24
Lab	39	0	100	0	41	37	30	42	43	34	38	40	28	28	47	50	46
Lib Dem	11	0	0	100	12	11	13	13	12	9	11	11	16	12	10	11	6
Other	8	0	0	0	8	7	14	5	7	8	7	9	7	5	7	7	23

Other Parties Voting Intention

SNP / PCY	2	0	0	0	2	2	3	2	1	2	2	2	0	0	1	0	19
UKIP	2	0	0	0	2	2	1	1	3	3	2	3	1	2	3	3	2
Green	1	0	0	0	1	2	4	1	1	1	1	1	1	1	1	1	2
BNP	1	0	0	0	2	0	5	0	2	0	1	2	3	1	2	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	1	1	0	1	0	1	1	0	1	1	0

Non Voters

Would Not Vote	8	0	0	0	7	10	16	11	8	3	7	11	8	7	11	9	8
Don't know	14	0	0	0	10	17	15	15	14	12	13	15	15	13	12	15	13

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

		17-18 Oct	18-19 Oct														
Approve	40	41	89	7	54	43	39	37	38	40	47	43	38	46	51	37	33
Disapprove	42	42	4	83	27	45	40	45	40	46	38	39	46	36	31	47	52
Don't know	18	17	8	10	20	12	21	18	22	14	15	17	16	19	18	16	15

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

04 - 05
Oct

18-19
Oct

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	78	78	83	82	79	80	76	70	80	80	77	81	74	77	80	76	77	80
Immigration & Asylum	50	48	62	32	38	46	51	34	38	51	61	45	53	50	50	50	49	35
Crime	26	23	25	18	24	23	24	20	27	23	23	21	27	28	22	20	24	28
Pensions	18	23	23	28	19	25	21	8	13	29	31	24	21	19	23	23	23	31
Health	24	21	15	27	19	19	23	18	18	20	26	20	21	18	21	22	19	25
Tax	18	16	15	18	19	18	15	23	21	17	9	16	17	17	14	18	18	14
Education	14	16	13	18	25	14	17	30	16	13	12	18	12	19	16	15	14	16
Afghanistan	17	16	21	12	13	15	16	12	9	16	23	14	18	11	16	16	16	19
Family life & childcare	10	11	7	15	10	9	13	13	16	11	6	9	13	10	11	10	13	11
The environment	9	10	6	12	18	11	9	21	13	7	6	11	8	11	11	13	7	5
Europe	3	5	9	1	2	6	4	6	1	4	8	5	4	2	6	6	3	5
Transport	3	3	2	3	7	5	1	5	3	4	2	4	2	12	2	1	3	1
None of these	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0
Don't know	2	2	1	2	1	2	2	4	4	1	0	2	3	2	2	2	3	2

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	67	64	67	68	66	67	61	62	64	70	59	66	62	66	64	64	64	66
Pensions	33	39	41	42	38	38	39	17	20	42	60	38	39	35	40	38	39	40
Health	33	33	30	37	39	31	34	24	23	31	47	31	35	31	32	36	31	38
Tax	30	31	33	29	33	34	28	42	36	31	21	32	30	29	30	30	33	33
Family life & childcare	18	16	14	18	14	14	18	14	28	14	9	15	17	13	17	18	15	14
Crime	18	15	20	12	9	17	13	16	15	14	15	15	15	17	14	14	17	13
Education	13	15	13	17	13	15	15	27	20	14	6	17	12	18	14	15	16	12
Immigration & Asylum	15	14	20	5	7	15	13	13	8	15	19	13	15	17	15	14	12	7
The environment	8	8	7	9	16	8	8	7	9	6	10	9	6	6	10	8	8	7
Transport	6	6	6	7	14	7	5	5	7	6	7	6	6	13	6	5	4	4
Europe	2	3	4	1	2	3	2	3	1	3	5	2	3	2	3	3	3	1
Afghanistan	2	2	3	1	1	2	2	3	1	2	3	2	3	1	3	2	3	4
None of these	3	3	2	3	2	3	3	6	2	3	2	3	3	5	3	2	3	5
Don't know	2	3	1	2	1	2	3	6	6	1	0	2	3	3	2	3	3	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	77	129
Male 25 to 39	207	269
Male 40 to 54	420	358
Male 55 +	314	270
Female 18 to 24	105	124
Female 25 to 39	296	265
Female 40 to 54	403	362
Female 55 +	277	321
Region		
North England	497	516
Midlands	309	347
East England	218	202
London	310	268
South England	481	479
Wales	104	105
Scotland	180	182
Social Grade		
AB	731	580
C1	611	601
C2	311	435
DE	420	456
Newspaper Type		
Express / Mail	415	315
Sun / Star	231	449
Mirror / Record	140	321
Guardian / Independent	172	64
FT / Times / Telegraph	253	183
Other Paper	205	241
No Paper	683	525
Political Party Identification		
Labour	706	681
Conservative	554	601
Liberal Democrat	232	251
Others	238	65
None/ DK	369	502