

YouGov / The Sun Survey Results

Sample Size: 2655 GB Adults
Fieldwork: 11th - 12th July 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	2655	757	857	194	845	716	575	1290	1365	321	677	908	749	1513	1142	340	863	568	653	231
Unweighted Sample	2655	749	827	198	840	696	582	1258	1397	211	735	1010	699	1730	925	427	860	545	638	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	88	3	11	33	40	29	39	32	43	41	31	45	46	35	28	15
Lab	42	0	100	0	5	91	38	44	39	47	39	48	34	39	45	36	31	46	54	45
Lib Dem	9	0	0	100	1	1	38	9	10	13	11	7	10	10	8	10	12	9	8	2
Other	12	0	0	0	7	5	12	14	10	12	11	13	13	10	16	9	11	10	10	38

Other Parties Voting Intention

UKIP	4	0	0	0	5	1	3	5	4	2	3	4	7	3	6	3	6	5	4	1
SNP / PCY	3	0	0	0	0	2	1	4	3	1	3	5	3	3	4	0	1	1	0	34
Green	2	0	0	0	1	1	5	2	2	5	2	2	1	2	2	1	3	1	2	1
BNP	1	0	0	0	0	1	1	1	1	1	2	1	0	1	1	0	1	1	2	0
Respect	1	0	0	0	0	0	0	0	1	0	1	0	0	0	1	1	0	0	1	1
Other	1	0	0	0	0	0	1	1	1	2	1	1	1	1	1	4	1	1	0	0

Non Voters

Would Not Vote	7	0	0	0	3	1	4	5	8	11	9	5	5	7	7	8	8	6	8	3
Don't know	15	0	0	0	12	11	22	11	19	17	18	14	14	13	18	14	15	15	15	21

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

		July 10-11	July 11-12																		
Approve	27	29	75	4	43	59	3	25	30	28	25	30	25	34	33	23	34	36	26	25	13
Disapprove	58	56	11	92	37	25	89	61	58	55	50	49	65	54	52	61	48	49	58	63	73
Don't know	15	15	15	5	20	16	8	14	12	18	25	21	10	12	14	16	18	16	16	12	14

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

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

	July 10-11	July 11-12																			
The economy	75	75	81	78	83	77	78	80	76	74	67	76	78	73	79	70	72	78	75	72	76
Immigration & Asylum	48	49	61	39	29	64	41	35	47	51	34	39	51	62	43	58	49	49	50	54	36
Pensions	34	33	31	38	38	31	36	38	32	35	19	27	37	40	35	31	30	32	36	33	35
Health	29	29	21	41	28	22	40	32	25	32	20	22	32	35	29	29	30	29	29	28	29
Crime	21	20	22	19	14	22	20	13	20	19	15	21	18	22	19	20	27	17	19	22	13
Education	14	14	13	16	22	12	15	18	12	16	28	14	14	9	17	10	20	13	13	13	16
Tax	14	13	11	12	13	10	14	12	17	9	17	21	11	6	13	12	12	11	14	15	14
Europe	10	10	15	5	9	15	5	7	13	7	4	8	10	15	10	11	12	11	10	8	14
Family life & childcare	8	8	5	9	8	6	9	7	6	10	9	12	7	4	7	9	7	9	6	9	8
The environment	7	8	3	7	21	3	6	17	8	7	16	9	6	5	9	5	7	10	7	6	6
Afghanistan	9	7	9	5	6	9	6	6	6	8	5	4	7	12	7	9	5	8	7	7	13
Transport	3	3	2	4	3	3	3	4	4	2	5	4	3	1	3	3	3	4	2	3	2
None of these	1	1	0	0	1	1	0	1	1	1	1	1	0	0	1	1	0	1	0	1	0
Don't know	2	3	1	1	1	1	2	2	2	3	9	5	1	0	2	3	2	2	3	2	4

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

	July 4-5	July 11-12																			
The economy	66	67	67	72	65	68	72	70	68	66	62	65	72	64	69	63	64	66	67	67	70
Pensions	40	38	39	41	38	39	39	43	36	41	27	24	41	53	40	36	35	40	37	41	35
Health	33	33	27	39	36	30	38	38	29	37	20	21	34	47	32	33	33	33	32	32	34
Tax	26	27	30	25	24	28	26	25	31	24	37	36	26	17	27	27	23	27	28	26	31
Immigration & Asylum	14	16	18	13	6	19	13	10	17	14	9	10	17	22	12	20	17	15	18	17	9
Family life & childcare	16	14	12	15	17	13	15	13	12	17	13	23	14	7	13	16	14	14	14	16	13
Education	15	13	11	15	17	11	14	16	11	14	21	16	12	7	15	10	14	15	12	11	13
Crime	11	12	14	12	6	13	13	9	14	11	13	11	11	14	11	13	20	10	10	14	8
The environment	7	8	6	7	17	6	7	14	8	8	6	9	9	9	9	7	7	9	8	8	9
Transport	8	8	7	8	9	6	7	10	8	7	10	9	7	6	8	6	11	8	5	8	6
Europe	5	6	9	2	2	11	2	2	8	4	2	4	5	10	6	5	5	6	6	5	8
Afghanistan	2	1	2	1	0	2	1	0	1	2	1	1	1	2	1	2	1	1	1	1	3
None of these	2	2	2	1	3	2	1	1	2	1	2	1	2	2	2	2	2	2	2	1	0
Don't know	3	4	2	2	2	2	4	2	3	4	9	5	2	2	2	5	3	3	5	4	4

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	84	165
Male 25 to 39	315	340
Male 40 to 59	494	449
Male 60 +	365	337
Female 18 to 24	127	157
Female 25 to 39	420	337
Female 40 to 59	516	459
Female 60 +	334	412
Region		
North England	638	653
Midlands	431	435
East England	249	255
London	427	340
South England	611	608
Wales	114	133
Scotland	185	231
Social Grade		
AB	918	743
C1	812	770
C2	400	558
DE	525	584
Newspaper Type		
Express / Mail	528	398
Sun / Star	371	571
Mirror / Record	193	412
Guardian / Independent	162	80
FT / Times / Telegraph	209	226
Other Paper	329	305
No Paper	863	664
Political Party Identification		
Labour	841	863
Conservative	753	757
Liberal Democrat	296	319
Others	153	80
None/ DK	612	637

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