

YouGov / The Sun Survey Results

Sample Size: 2595 GB Adults
Fieldwork: 14th - 15th March 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	2595	722	921	184	765	689	563	1261	1334	314	661	887	732	1480	1115	332	844	555	638	226	
Unweighted Sample	2595	698	881	182	737	671	570	1250	1345	217	691	990	696	1648	947	395	780	511	560	349	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	86	4	12	34	36	39	31	31	42	40	28	38	45	35	27	16
Lab	45	0	100	0	5	92	45	45	44	41	47	48	40	41	50	44	36	44	56	44
Lib Dem	9	0	0	100	1	1	33	9	9	11	10	8	8	9	8	8	11	8	8	7
Other	11	0	0	0	7	3	10	12	11	9	12	13	10	10	13	11	8	12	8	32

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	3	5	5	1	4	6	6	5	6	3	4	7	5	5
SNP / PCY	2	0	0	0	0	1	2	2	3	4	2	3	2	2	3	1	0	1	0	23
BNP	2	0	0	0	2	0	1	2	2	2	4	2	1	1	3	2	2	4	1	0
Green	1	0	0	0	0	0	4	2	1	2	2	2	1	2	1	3	2	1	1	3
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	1	0	0	1	2

Non Voters

Would Not Vote	7	0	0	0	4	2	4	7	7	12	9	7	4	5	9	7	7	9	6	4
Don't know	13	0	0	0	10	8	19	9	17	12	15	13	13	12	16	15	13	13	12	16

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

	13-14 Mar	14-15 Mar																			
Approve	28	29	77	3	50	60	6	26	32	27	27	26	27	36	35	22	30	34	33	24	19
Disapprove	56	57	9	92	29	24	88	59	56	57	52	56	61	54	53	62	56	50	55	63	69
Don't know	16	14	14	5	21	16	6	15	12	16	21	18	12	10	12	16	15	17	13	12	12

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

28 Feb - 1 Mar
14-15 Mar

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	77	84	77	79	82	76	80	79	76	69	76	79	78	81	72	73	79	74	78	81
Immigration & Asylum	46	46	57	32	30	60	33	33	44	47	35	37	50	54	41	51	40	47	52	44	38
Health	29	29	23	39	28	20	42	31	26	31	22	23	30	35	30	27	35	29	21	33	25
Pensions	18	27	22	32	30	24	33	30	27	26	10	21	30	36	27	27	29	24	28	29	26
Tax	23	21	20	22	15	20	22	20	25	17	30	30	20	11	20	23	18	20	23	24	20
Crime	21	18	20	16	18	20	16	16	17	19	17	17	18	20	17	20	22	19	20	15	17
Education	18	16	11	22	24	10	21	21	16	17	26	15	17	12	19	13	21	16	15	14	22
Afghanistan	10	9	11	7	14	11	7	8	8	10	6	6	8	14	10	8	7	8	11	9	11
The environment	8	8	4	10	20	4	8	14	8	9	14	10	6	7	10	6	8	8	8	7	11
Family life & childcare	9	7	6	10	4	6	9	8	5	9	5	10	8	5	7	8	8	8	7	6	8
Europe	7	7	13	2	3	12	2	4	8	5	8	4	6	10	7	6	5	8	8	6	7
Transport	5	5	5	5	6	5	5	6	5	5	4	6	4	6	5	5	6	5	5	5	5
None of these	1	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0
Don't know	2	2	1	1	2	1	2	2	2	2	5	5	1	0	2	3	2	2	2	3	3

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	68	67	69	70	65	68	69	69	67	67	58	69	72	63	67	67	61	70	67	67	70
Pensions	31	38	40	39	36	40	40	37	36	39	18	22	40	57	39	36	37	36	39	38	37
Tax	35	35	34	33	34	36	34	35	39	31	44	43	34	24	34	36	33	34	38	34	36
Health	34	33	29	38	32	29	39	35	29	36	22	20	34	49	32	35	33	34	29	34	33
Education	15	14	12	18	16	10	19	17	12	16	26	16	15	7	16	12	18	13	13	13	19
Family life & childcare	15	14	12	17	8	12	17	12	11	16	13	21	12	8	13	14	14	14	14	11	15
Immigration & Asylum	12	13	17	7	10	18	8	6	15	10	5	11	13	17	11	14	15	13	14	12	5
Transport	9	12	11	12	15	10	10	16	12	11	13	11	11	12	12	11	8	12	13	12	10
Crime	11	11	11	10	9	11	11	9	12	10	7	10	12	12	10	12	14	10	11	10	12
The environment	8	7	5	8	14	4	5	10	6	7	7	6	6	8	8	5	6	8	6	6	8
Europe	3	4	8	1	1	7	1	3	5	3	4	2	4	6	4	4	4	5	3	4	2
Afghanistan	2	1	2	1	1	2	0	1	1	1	1	1	1	2	1	1	1	1	1	1	1
None of these	2	2	2	1	4	2	1	2	2	2	2	3	1	2	2	2	5	2	2	1	2
Don't know	3	3	1	2	2	2	2	2	3	3	8	5	1	1	2	4	3	3	3	3	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	86	161
Male 25 to 39	321	332
Male 40 to 59	475	438
Male 60 +	368	329
Female 18 to 24	131	153
Female 25 to 39	370	329
Female 40 to 59	515	449
Female 60 +	328	402
Region		
North England	560	638
Midlands	382	425
East England	236	249
London	395	332
South England	544	595
Wales	129	130
Scotland	349	226
Social Grade		
AB	898	726
C1	750	753
C2	415	545
DE	532	571
Newspaper Type		
Express / Mail	526	389
Sun / Star	409	558
Mirror / Record	221	402
Guardian / Independent	162	78
FT / Times / Telegraph	194	220
Other Paper	284	298
No Paper	799	650
Political Party Identification		
Labour	844	844
Conservative	710	739
Liberal Democrat	305	311
Others	193	78
None/ DK	543	623

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