

YouGov / The Sun Survey Results

Sample Size: 2585 GB Adults
Fieldwork: 22nd - 23rd 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	2585	746	869	176	773	699	542	1256	1329	313	659	884	729	1473	1112	331	840	553	636	225	
Unweighted Sample	2585	686	865	172	728	707	559	1231	1354	184	683	1014	704	1629	956	431	736	555	579	284	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	89	2	15	36	39	28	35	35	46	42	32	41	45	39	32	19
Lab	44	0	100	0	3	94	39	44	43	50	47	47	35	39	50	40	36	43	55	45
Lib Dem	9	0	0	100	2	0	38	9	8	14	10	7	8	11	6	10	12	8	7	5
Other	10	0	0	0	5	3	8	10	10	8	8	11	12	9	12	9	7	11	6	30

Other Parties Voting Intention

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

Non Voters

Would Not Vote	8	0	0	0	3	3	6	7	8	12	12	5	4	6	9	7	9	6	8	4
Don't know	15	0	0	0	11	9	24	11	19	18	15	15	15	15	16	19	14	15	14	20

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

	August 21-22	August 22-23																			
Approve	29	29	78	3	42	64	5	22	32	26	22	27	27	35	34	23	34	34	27	25	18
Disapprove	56	56	8	91	42	21	86	64	56	56	55	54	60	54	51	63	51	50	56	63	65
Don't know	15	15	14	6	16	16	9	14	12	18	24	19	12	11	16	14	15	15	18	12	16

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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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.

	August 8-9	August 22-23																			
The economy	74	76	78	80	76	77	82	75	79	74	68	76	78	79	78	74	75	77	72	77	82
Crime	48	48	52	46	41	51	49	47	46	51	42	51	50	46	44	53	54	47	48	47	47
Immigration & Asylum	46	47	60	36	29	62	36	37	45	50	33	37	50	60	42	54	42	47	48	54	38
Pensions	23	22	17	27	26	18	27	23	25	18	15	17	23	27	23	19	19	20	20	24	27
Health	20	17	11	24	15	11	24	17	14	19	19	14	17	18	17	16	17	16	17	18	15
Education	11	16	11	22	19	11	21	18	15	16	25	18	15	10	19	12	22	14	15	16	13
Tax	12	12	9	12	16	9	10	15	15	10	21	17	11	6	11	13	11	13	13	10	17
Family life & childcare	6	10	8	12	12	8	11	11	8	11	10	12	9	9	11	9	9	12	9	8	8
Europe	13	10	17	5	9	18	4	9	11	9	7	6	10	15	11	9	8	12	11	9	8
Afghanistan	7	6	4	5	7	5	5	7	5	6	4	3	5	9	5	6	4	5	7	5	8
The environment	6	5	3	6	9	3	6	8	5	5	8	6	5	5	6	4	5	6	6	4	7
Transport	2	3	2	3	8	2	2	4	4	1	3	3	3	1	3	2	4	2	3	2	1
None of these	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Don't know	2	2	1	1	1	1	1	2	1	3	8	3	1	1	2	3	2	2	3	2	1

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	68	71	70	67	70	71	70	71	65	61	67	72	68	68	68	62	71	65	69	71
Pensions	37	34	35	38	36	37	37	33	36	33	17	24	34	51	36	32	29	33	34	37	40
Health	32	30	27	34	33	28	36	29	28	31	22	21	28	44	29	31	36	30	26	31	27
Tax	26	26	25	26	28	26	24	28	30	22	34	34	25	15	28	22	25	29	25	23	27
Crime	19	18	21	18	12	22	17	16	18	18	15	18	18	19	16	21	23	16	19	19	14
Education	11	16	14	19	16	13	19	17	15	18	30	17	20	6	18	14	19	16	17	16	14
Immigration & Asylum	15	15	20	10	5	21	10	10	15	15	8	10	16	21	13	18	14	15	16	18	6
Family life & childcare	13	14	9	17	10	12	16	15	13	16	12	26	14	6	13	16	12	15	14	14	17
Transport	7	8	7	7	15	5	6	13	10	6	13	9	7	6	8	7	9	8	8	7	7
The environment	7	7	5	6	16	5	6	10	5	8	5	7	6	8	7	6	6	8	6	4	9
Europe	6	6	10	2	4	11	2	3	6	5	3	2	6	10	6	6	5	6	5	6	5
Afghanistan	2	1	1	1	3	2	1	1	1	1	2	1	1	2	1	1	1	1	1	2	1
None of these	2	2	2	2	1	1	2	1	2	2	5	2	1	2	2	2	3	2	2	2	1
Don't know	3	3	2	2	3	2	2	3	2	4	8	4	1	1	3	3	4	2	4	2	3

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	80	160
Male 25 to 39	304	331
Male 40 to 59	473	437
Male 60 +	374	328
Female 18 to 24	104	153
Female 25 to 39	379	328
Female 40 to 59	541	447
Female 60 +	330	401
Region		
North England	579	636
Midlands	344	424
East England	226	248
London	431	331
South England	510	592
Wales	211	129
Scotland	284	225
Social Grade		
AB	888	724
C1	741	750
C2	426	543
DE	530	569
Newspaper Type		
Express / Mail	497	388
Sun / Star	379	556
Mirror / Record	203	401
Guardian / Independent	176	78
FT / Times / Telegraph	234	220
Other Paper	320	297
No Paper	776	646
Political Party Identification		
Labour	855	840
Conservative	653	737
Liberal Democrat	283	310
Others	177	78
None/ DK	617	620

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