

YouGov / The Sun Survey Results

Sample Size: 2615 GB Adults
Fieldwork: 25th - 26th 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	2615	715	888	188	819	698	549	1270	1344	316	666	894	737	1490	1124	334	850	560	643	228	
Unweighted Sample	2614	727	842	186	828	650	565	1264	1350	222	707	1025	660	1732	882	362	854	512	657	229	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	88	2	9	34	36	27	36	33	40	39	30	37	44	34	29	17
Lab	44	0	100	0	5	93	44	44	44	48	44	46	38	40	48	47	32	44	56	46
Lib Dem	9	0	0	100	1	1	35	10	9	15	11	8	7	11	7	7	12	10	7	3
Other	12	0	0	0	7	4	12	12	12	10	10	12	15	10	15	9	11	12	7	34

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	4	5	5	3	3	5	8	4	7	5	7	6	4	1
SNP / PCY	3	0	0	0	0	2	2	4	3	2	4	3	4	3	4	0	0	2	0	31
Green	2	0	0	0	0	0	5	2	2	4	2	2	1	2	2	2	3	2	1	0
BNP	1	0	0	0	1	0	1	1	1	1	0	1	2	1	1	2	1	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0

Non Voters

Would Not Vote	9	0	0	0	4	2	4	8	10	13	13	8	4	7	11	9	9	9	9	7
Don't know	13	0	0	0	10	8	19	9	17	15	13	14	12	12	14	16	13	10	15	12

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

		July 24-25	July 25-26																		
Approve	29	29	79	3	42	62	6	22	31	26	25	30	28	31	33	23	26	36	30	23	19
Disapprove	55	57	8	92	38	22	89	62	57	56	51	52	61	59	53	62	57	46	58	65	71
Don't know	16	14	13	4	20	16	5	15	11	17	25	18	12	10	14	15	17	18	12	12	10

Fieldwork: 25th - 26th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	
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Unweighted Sample	2614	727	842	186	828	650	565	1264	1350	222	707	1025	660	1732	882	362	854	512	657	229
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 18-19	July 25-26																			
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	77	76	82	78	78	81	79	77	79	74	69	74	79	78	79	72	77	73	78	77	82
Immigration & Asylum	48	49	62	39	35	64	40	39	48	51	33	38	51	64	45	55	48	51	48	54	36
Health	28	28	22	36	35	21	35	34	25	31	26	25	30	29	30	26	29	28	29	27	25
Pensions	29	27	25	33	24	25	34	28	26	28	13	21	31	34	29	25	27	28	25	28	28
Crime	21	23	23	24	18	24	25	19	23	24	20	23	22	27	21	26	28	23	19	27	22
Europe	14	17	26	12	13	25	11	15	19	15	8	15	19	21	17	18	16	17	17	18	18
Tax	14	14	10	13	13	11	12	14	16	11	20	18	13	7	13	15	13	14	15	11	17
Education	14	13	11	15	20	10	15	15	12	14	27	15	12	8	16	10	15	15	13	12	12
Afghanistan	10	8	8	5	8	8	6	6	7	8	6	5	7	11	8	7	5	9	7	6	14
Family life & childcare	7	7	4	11	5	6	10	6	5	9	7	11	6	5	6	9	6	6	8	8	8
The environment	7	7	3	7	17	2	6	13	7	6	15	8	5	4	8	5	6	7	7	6	7
Transport	3	3	2	3	7	2	3	5	4	2	3	4	4	1	3	3	2	3	3	3	4
None of these	1	0	0	0	0	0	0	0	1	0	2	1	0	0	0	1	0	0	1	1	0
Don't know	3	2	1	1	1	1	1	2	1	3	6	3	1	0	1	3	3	2	1	2	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	65	69	69	59	69	70	61	66	64	55	63	70	65	68	62	63	61	66	68	73
Pensions	39	37	37	41	34	37	43	39	35	39	24	21	39	55	38	36	34	38	34	41	35
Health	33	33	33	37	34	32	36	37	30	35	23	24	34	43	33	33	31	34	30	36	26
Tax	29	26	27	24	24	27	21	26	29	23	33	34	25	17	28	24	25	23	27	29	26
Immigration & Asylum	15	16	20	11	8	22	10	11	16	15	6	9	19	21	13	19	18	15	16	18	9
Family life & childcare	13	16	13	19	12	15	19	16	13	18	15	27	13	10	15	16	13	15	17	15	17
Crime	13	14	14	14	9	15	14	12	14	14	11	12	16	15	13	15	19	12	13	15	14
Education	14	14	13	16	22	11	16	17	14	15	26	19	13	7	16	12	16	16	15	11	16
Transport	8	8	9	6	18	7	7	10	9	7	13	9	7	6	9	6	10	8	7	7	8
The environment	7	7	5	6	14	6	6	11	8	7	8	8	5	8	8	6	5	9	8	5	5
Europe	6	7	11	4	4	13	5	3	10	5	4	4	8	12	6	9	7	8	6	8	8
Afghanistan	2	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
None of these	2	2	2	2	3	2	2	2	2	3	4	4	2	1	3	2	3	3	2	2	1
Don't know	4	3	1	2	1	1	3	2	2	3	8	3	2	1	2	4	5	3	2	2	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	83	162
Male 25 to 39	313	335
Male 40 to 59	531	442
Male 60 +	338	332
Female 18 to 24	139	154
Female 25 to 39	395	332
Female 40 to 59	494	452
Female 60 +	322	405
Region		
North England	657	643
Midlands	393	429
East England	259	251
London	363	335
South England	595	599
Wales	119	131
Scotland	229	228
Social Grade		
AB	967	732
C1	766	758
C2	409	549
DE	473	575
Newspaper Type		
Express / Mail	470	392
Sun / Star	392	562
Mirror / Record	215	405
Guardian / Independent	190	78
FT / Times / Telegraph	238	222
Other Paper	305	301
No Paper	805	654
Political Party Identification		
Labour	808	850
Conservative	749	745
Liberal Democrat	271	314
Others	175	78
None/ DK	612	628

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