

YouGov / The Sun Survey Results

Sample Size: 1579 GB Adults
Fieldwork: 9th - 10th September 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	UKIP	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	1579	399	473	116	129	466	357	338	766	813	188	399	540	452	900	679	202	513	338	388	137
Unweighted Sample	1579	454	434	94	167	533	340	338	761	818	98	359	610	512	1124	455	219	535	305	390	130
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	2	14	33	32	18	32	34	37	37	27	33	44	27	29	17
Lab	39	0	100	0	0	5	85	39	34	44	47	43	38	34	36	43	39	25	46	49	40
Lib Dem	9	0	0	100	0	1	1	34	11	8	11	12	9	7	11	7	11	13	7	6	11
Other	19	0	0	0	100	17	13	13	22	16	23	13	19	22	16	22	17	17	20	16	32

Other Parties Voting Intention

UKIP	11	0	0	0	100	15	5	7	11	10	5	5	11	16	8	14	8	12	12	12	1
SNP / PCY	4	0	0	0	0	1	4	2	7	1	16	2	4	2	5	3	1	1	2	2	29
Green	3	0	0	0	0	0	1	4	2	3	2	3	3	2	3	2	3	3	4	1	0
BNP	1	0	0	0	0	1	0	0	1	1	0	2	0	1	0	1	2	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	2	0	1	1	0	1	1	1	0	2	3	1	0	0	2

Non Voters

Would Not Vote	9	0	0	0	0	5	0	6	8	9	25	12	5	4	8	10	4	12	11	7	6
Don't know	14	0	0	0	0	10	12	19	10	18	16	17	10	15	14	14	14	14	18	11	12

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

		Sep 8-9	Sep 9-10																			
Approve	26	28	82	7	29	12	60	8	20	31	25	8	29	31	33	33	22	38	35	22	24	16
Disapprove	56	56	8	87	41	77	26	87	66	55	56	60	48	57	59	51	62	47	47	64	61	66
Don't know	17	16	10	7	30	12	14	5	14	13	19	32	23	12	8	16	16	15	18	14	15	18

Fieldwork: 9th - 10th September 2013

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

	Sept 3-4	Sept 9-10																				
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																						
Strongly support	2	3	7	1	6	0	4	2	3	4	2	3	2	3	4	4	2	4	3	3	3	2
Tend to support	27	24	45	7	54	18	40	8	32	27	22	15	25	25	26	29	17	30	28	22	18	23
TOTAL SUPPORT	29	27	52	8	60	18	44	10	35	31	24	18	27	28	30	33	19	34	31	25	21	25
Tend to oppose	36	36	34	39	26	36	32	37	37	35	37	35	40	36	32	37	34	36	35	40	37	25
Strongly oppose	24	28	10	49	4	42	19	48	24	29	27	27	17	31	35	21	37	19	22	28	37	38
TOTAL OPPOSE	60	64	44	88	30	78	51	85	61	64	64	62	57	67	67	58	71	55	57	68	74	63
Don't know	11	9	4	3	9	4	6	6	4	6	13	21	15	6	4	9	10	10	13	8	5	12

	Aug 27-28	Sept 9-10																				
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	67	62	67	67	70	59	63	66	71	66	60	43	62	66	67	65	59	65	60	64	62	67
Immigration & Asylum	53	51	69	35	26	88	71	43	41	46	56	20	43	58	62	44	60	45	53	53	52	44
Health	29	32	27	44	28	28	29	43	34	27	37	23	23	33	42	30	34	27	36	32	31	28
Welfare benefits	30	27	32	29	22	24	28	27	30	23	31	20	26	29	29	28	26	21	22	29	33	38
Housing	17	16	11	22	20	13	10	16	22	15	16	13	17	17	14	16	15	23	18	12	15	5
Pensions	13	14	10	18	20	15	14	20	12	15	14	13	8	12	22	15	13	13	11	15	16	21
Education	13	12	11	18	16	9	11	11	15	11	14	20	17	8	11	15	9	15	12	13	13	6
Crime	15	11	11	12	11	13	12	10	10	9	14	11	9	14	10	12	11	15	9	10	14	11
Europe	13	11	16	2	7	29	19	7	7	13	9	4	7	12	16	10	12	9	13	10	10	9
Tax	9	10	7	14	6	5	7	16	7	12	8	17	18	7	5	11	9	13	8	10	10	17
Family life & childcare	6	6	3	9	5	6	3	7	6	6	6	7	12	5	2	6	6	4	7	6	6	6
The environment	8	6	3	5	11	2	5	5	8	7	5	9	6	6	4	8	3	3	6	8	5	7
Transport	3	3	2	3	7	4	3	3	4	5	1	2	2	4	2	3	2	7	2	3	1	3
None of these	1	1	0	0	0	0	1	0	3	1	2	6	1	0	0	1	1	1	0	3	1	0
Don't know	2	4	0	1	11	0	0	1	2	5	4	18	6	1	0	5	4	3	8	3	2	3

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	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
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Unweighted Sample	1579	454	434	94	167	533	340	338	761	818	98	359	610	512	1124	455	219	535	305	390	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Aug 27-28	Sep 9-10																				
The economy	54	50	50	54	51	56	52	58	55	53	47	34	42	58	53	53	45	46	47	54	53	44
Health	34	34	31	41	26	33	31	39	42	31	37	24	22	37	45	33	36	32	31	39	34	39
Pensions	29	26	27	25	33	34	30	31	26	24	29	12	14	26	44	29	22	25	24	25	28	35
Tax	21	19	22	17	11	23	21	17	15	20	18	25	24	18	13	22	15	20	18	15	24	16
Immigration & Asylum	18	16	21	9	8	39	27	9	8	19	13	6	9	17	23	13	19	20	17	18	13	7
Welfare benefits	14	16	10	23	8	12	11	18	15	15	18	21	15	17	14	10	24	20	14	14	16	25
Education	13	14	12	18	17	14	13	14	18	10	18	31	17	13	6	17	10	14	15	17	15	5
Family life & childcare	13	13	13	18	11	5	11	15	10	13	13	5	26	10	8	13	14	9	15	12	14	13
Housing	12	13	9	17	14	11	8	10	17	11	14	20	22	10	5	11	15	23	15	10	11	4
Crime	10	8	10	8	12	9	7	9	8	8	8	3	8	10	8	9	7	10	7	9	9	5
Europe	6	7	9	2	3	19	14	3	3	9	5	1	5	7	10	6	8	14	8	8	3	3
Transport	7	7	7	7	15	6	7	7	11	8	7	10	8	9	4	8	7	10	7	12	4	4
The environment	9	6	4	5	17	7	6	5	11	6	6	5	5	7	8	7	5	5	7	7	4	11
None of these	4	3	7	2	3	2	5	2	4	2	4	2	3	2	6	4	3	2	3	1	4	7
Don't know	3	6	2	3	10	0	3	4	4	5	7	19	8	4	2	5	8	4	9	5	5	2

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	41	95
	Male 25 to 39	159	199
	Male 40 to 59	283	267
	Male 60 +	278	205
	Female 18 to 24	57	93
	Female 25 to 39	200	201
	Female 40 to 59	327	273
	Female 60 +	234	246
Region			
	North England	390	388
	Midlands	231	259
	East England	157	152
	London	219	202
	South England	378	362
	Wales	74	79
	Scotland	130	137
Social Grade			
	AB	646	442
	C1	478	458
	C2	201	332
	DE	254	347
Newspaper Type			
	Express / Mail	356	253
	Sun / Star	110	371
	Mirror / Record	60	158
	Guardian / Independent	128	71
	FT / Times / Telegraph	129	150
	Other Paper	219	182
	No Paper	577	395
Political Party Identification			
	Labour	460	505
	Conservative	503	442
	Liberal Democrat	126	174
	SNP/Plaid Cymru	22	27
	Others	108	36
	None/ DK	360	395

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