

YouGov / The Sun Survey Results

Sample Size: 1707 GB Adults
Fieldwork: 16th - 17th January 2012

	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	1707	501	513	105	523	428	374	830	877	207	435	584	481	973	734	218	555	365	420	149	
Unweighted Sample	1707	493	501	107	507	422	389	830	877	133	471	666	437	1114	593	248	527	350	402	180	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	89	3	18	42	36	41	37	36	44	43	33	46	49	44	26	18
Lab	40	0	100	0	4	89	37	35	45	38	39	44	37	36	46	37	32	36	59	33
Lib Dem	8	0	0	100	1	1	34	9	7	9	10	8	7	10	5	12	8	8	8	5
Other	12	0	0	0	5	6	11	13	12	13	14	12	12	11	15	4	10	12	8	44
Other Parties Voting Intention																				
SNP / PCY	5	0	0	0	0	5	2	5	4	6	5	4	3	4	5	0	1	2	0	40
UKIP	4	0	0	0	5	0	3	4	4	1	3	4	7	3	6	1	4	8	3	3
Green	2	0	0	0	0	0	5	2	3	3	4	2	0	3	1	2	4	2	1	1
BNP	1	0	0	0	0	0	0	1	0	1	1	1	1	1	1	0	1	1	1	0
Respect	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	1	0	1	0	2	0	1	1	0	2	1	0	0	3	0
Non Voters																				
Would Not Vote	8	0	0	0	4	2	4	6	10	13	9	7	5	6	10	9	9	7	8	4
Don't know	17	0	0	0	14	11	24	14	21	23	20	15	15	17	18	17	16	19	19	15

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

	Jan 15-16	Jan 16-17	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
Approve	32	32	80	4	48	65	7	29	38	26	33	30	28	37	37	26	33	38	34	26	18	
Disapprove	53	54	9	92	36	20	86	57	51	56	45	51	59	53	50	59	53	47	47	64	68	
Don't know	15	14	10	4	17	14	7	14	11	18	22	19	12	10	14	16	15	15	18	11	15	

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

Jan 2-3
Jan 16-17

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

Strongly support	4	4	9	1	16	8	1	4	7	2	5	3	3	6	6	1	6	6	4	2	2
Tend to support	29	30	58	6	58	52	8	37	31	28	24	31	30	31	34	23	31	31	34	26	20
TOTAL SUPPORT	34	34	67	6	74	60	9	41	37	30	29	34	33	36	41	24	36	37	38	28	22
Tend to oppose	31	31	24	36	20	26	32	32	29	32	33	29	31	31	30	32	29	32	29	31	29
Strongly oppose	26	25	6	54	6	8	53	20	26	23	16	22	28	27	22	28	25	20	22	29	38
TOTAL OPPOSE	57	55	30	90	25	34	85	52	56	55	48	51	60	57	52	60	54	52	51	60	67
Don't know	10	11	3	4	1	6	6	7	7	15	22	15	8	6	7	16	10	11	12	11	11

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	81	82	85	82	87	85	85	87	83	81	77	82	85	82	86	78	82	83	81	81	89
Immigration & Asylum	41	45	56	33	31	59	36	35	42	48	23	32	49	61	35	58	44	44	50	46	36
Europe	27	28	39	22	38	35	22	30	31	25	19	23	28	36	29	27	22	27	31	29	26
Pensions	28	25	26	29	27	24	32	27	25	26	15	20	31	28	27	24	25	22	24	27	39
Health	22	22	17	33	21	19	28	24	19	25	20	19	23	25	21	23	18	25	17	25	20
Crime	26	21	21	20	15	21	22	18	20	22	20	22	22	20	21	22	30	21	19	21	15
Education	12	14	10	19	18	12	17	18	14	15	30	14	12	11	18	9	19	17	12	12	9
Tax	11	10	9	10	8	9	9	8	13	8	12	17	9	6	11	10	10	10	10	11	9
Family life & childcare	7	9	6	12	5	6	12	12	7	11	6	13	10	5	8	9	9	10	8	7	8
The environment	6	7	2	9	16	2	8	10	8	6	14	8	5	4	9	4	8	7	5	6	12
Afghanistan	5	4	4	5	2	4	5	3	4	5	5	2	4	8	3	6	3	5	3	5	8
Transport	3	3	2	4	5	3	3	4	5	2	4	4	4	2	3	4	9	3	3	2	2
None of these	1	0	0	1	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0
Don't know	3	2	1	1	0	1	1	1	2	3	9	4	1	0	2	3	2	2	4	2	2

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

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	71	71	71	73	73	74	78	71	73	70	62	72	76	69	73	69	73	72	70	70	73
Pensions	36	35	37	35	35	40	36	33	33	36	16	24	37	49	34	36	32	34	32	38	39
Health	34	32	28	38	27	31	36	33	28	35	23	19	34	44	30	34	30	35	25	34	30
Tax	23	21	25	19	19	24	18	21	24	18	28	28	21	13	22	20	21	22	23	19	21
Family life & childcare	13	15	10	20	12	11	16	16	13	17	14	23	15	7	13	17	18	14	14	15	17
Crime	12	13	16	14	8	16	17	7	14	13	9	12	14	16	12	15	17	11	13	15	12
Education	12	13	12	14	20	12	14	16	11	16	22	17	13	6	16	10	17	12	13	15	8
Immigration & Asylum	11	12	15	9	9	16	10	9	12	12	4	6	12	20	9	16	15	11	15	10	11
Transport	10	11	10	12	15	9	10	14	13	9	21	13	9	7	12	10	18	12	8	9	8
Europe	9	8	12	7	8	11	6	8	10	7	5	5	7	14	9	8	7	7	12	7	10
The environment	6	7	5	8	17	5	7	8	8	6	10	7	8	5	8	6	8	9	5	5	10
Afghanistan	1	2	1	2	1	1	2	1	1	2	3	1	1	1	1	2	1	1	2	2	3
None of these	3	3	4	2	3	2	2	3	3	2	2	4	2	2	3	2	1	2	4	3	3
Don't know	3	3	1	1	0	1	1	1	3	3	10	3	1	0	2	4	3	2	6	2	1

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	54	106
Male 25 to 39	207	218
Male 40 to 59	344	288
Male 60 +	225	217
Female 18 to 24	79	101
Female 25 to 39	264	217
Female 40 to 59	322	295
Female 60 +	212	265
Region		
North England	402	420
Midlands	236	280
East England	155	164
London	248	218
South England	372	391
Wales	114	85
Scotland	180	149
Social Grade		
AB	588	478
C1	526	495
C2	254	358
DE	339	376
Newspaper Type		
Express / Mail	320	273
Sun / Star	205	401
Mirror / Record	135	171
Guardian / Independent	74	77
FT / Times / Telegraph	134	162
Other Paper	227	196
No Paper	612	427
Political Party Identification		
Labour	542	555
Conservative	479	486
Liberal Democrat	204	205
SNP/Plaid Cymru	46	29
Others	70	22
None/ DK	366	410

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