

# YouGov / The Sun Survey Results

Sample Size: 1722 GB Adults  
Fieldwork: 30th - 31st 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	
<b>Weighted Sample</b>	<b>1722</b>	499	510	115	519	434	392	837	885	208	439	589	486	982	740	220	560	369	424	150	
Unweighted Sample	1722	496	474	123	522	407	411	795	927	94	495	681	452	1150	572	208	556	345	429	184	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>39</b>	100	0	0	86	6	14	40	38	35	40	34	45	42	35	39	50	40	31	21
Lab	<b>40</b>	0	100	0	6	89	41	39	41	44	37	47	33	36	45	42	29	41	54	35
Lib Dem	<b>9</b>	0	0	100	1	0	36	9	9	11	10	7	10	10	7	10	12	9	6	6
Other	<b>12</b>	0	0	0	7	5	8	13	11	9	13	12	12	12	12	9	9	10	9	38
<b>Other Parties Voting Intention</b>																				
SNP / PCY	<b>4</b>	0	0	0	0	1	2	4	4	4	4	4	2	4	4	0	0	2	0	33
UKIP	<b>4</b>	0	0	0	5	2	2	5	4	1	2	5	7	4	6	4	4	6	5	1
Green	<b>2</b>	0	0	0	1	1	4	2	3	4	2	2	1	3	2	3	3	1	2	3
BNP	<b>1</b>	0	0	0	0	1	0	2	1	0	2	1	1	1	1	0	2	1	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
Other	<b>0</b>	0	0	0	0	0	0	1	0	0	1	0	0	1	0	1	0	1	0	0
<b>Non Voters</b>																				
Would Not Vote	<b>9</b>	0	0	0	4	5	6	7	10	10	13	9	5	8	10	11	8	8	9	7
Don't know	<b>17</b>	0	0	0	9	13	26	13	20	25	16	18	14	15	20	16	17	22	15	14

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

	Jan 29-30	Jan 30-31	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	34	<b>31</b>	79	4	39	63	8	23	35	27	22	31	26	41	35	26	39	34	30	24	30
Disapprove	50	<b>54</b>	10	89	37	23	82	63	53	54	52	51	60	49	50	59	47	48	54	64	56
Don't know	17	<b>15</b>	11	7	23	14	10	14	12	19	26	18	14	10	15	15	14	18	16	12	14

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

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

Jan 23-24  
Jan 30-31

Strongly support	5	4	10	1	8	7	1	4	6	2	3	5	3	5	3	6	4	2	4	3	
Tend to support	31	31	59	7	55	51	9	34	33	29	30	32	25	38	35	26	34	38	31	22	28
<b>TOTAL SUPPORT</b>	<b>36</b>	<b>35</b>	<b>69</b>	<b>8</b>	<b>63</b>	<b>58</b>	<b>10</b>	<b>38</b>	<b>39</b>	<b>31</b>	<b>34</b>	<b>36</b>	<b>28</b>	<b>43</b>	<b>40</b>	<b>29</b>	<b>40</b>	<b>42</b>	<b>33</b>	<b>26</b>	<b>31</b>
Tend to oppose	29	32	22	38	29	27	37	35	28	35	32	31	34	29	29	36	30	33	28	33	35
Strongly oppose	25	23	5	49	3	9	46	19	26	20	14	17	30	24	21	26	20	16	26	29	25
<b>TOTAL OPPOSE</b>	<b>54</b>	<b>55</b>	<b>28</b>	<b>87</b>	<b>32</b>	<b>36</b>	<b>83</b>	<b>53</b>	<b>54</b>	<b>56</b>	<b>46</b>	<b>48</b>	<b>64</b>	<b>54</b>	<b>50</b>	<b>61</b>	<b>51</b>	<b>50</b>	<b>54</b>	<b>63</b>	<b>59</b>
Don't know	10	10	4	5	5	5	7	9	8	13	20	16	8	4	10	10	10	9	12	11	10

**Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.**

Jan 16-17  
Jan 30-31

The economy	82	82	84	82	86	84	87	85	82	82	76	85	83	80	84	79	78	83	83	81	84
Immigration & Asylum	45	47	62	33	31	64	38	35	43	51	30	39	48	62	41	55	42	49	53	47	35
Health	22	25	17	37	26	20	32	30	22	28	22	20	28	28	26	25	28	25	25	27	16
Europe	28	24	38	18	17	35	18	21	27	20	14	19	24	32	26	21	20	26	26	23	19
Crime	21	23	23	22	23	23	23	21	22	24	15	21	23	28	21	26	29	22	21	24	18
Pensions	25	22	18	27	26	20	23	27	22	23	13	20	26	24	24	21	19	22	18	25	31
Tax	10	14	12	16	12	11	12	13	16	12	22	19	12	8	14	13	17	13	13	14	15
Education	14	13	8	18	19	7	14	18	14	11	28	14	11	7	15	10	16	13	13	10	13
Family life & childcare	9	9	6	10	6	7	11	8	6	11	7	12	11	4	8	9	11	8	6	9	14
The environment	7	7	4	8	16	4	9	8	8	6	16	7	4	6	6	7	7	8	3	7	9
Afghanistan	4	4	4	3	8	3	3	5	4	4	3	2	4	6	4	3	5	4	4	4	5
Transport	3	4	3	4	4	3	2	5	6	2	3	5	3	4	5	3	8	4	2	3	4
None of these	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Don't know	2	2	0	1	1	0	1	3	2	2	8	2	1	0	1	3	0	1	3	1	5

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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	<b>69</b>	69	70	72	71	72	71	71	68	62	72	74	65	71	68	67	70	68	71	70
Pensions	35	<b>36</b>	36	38	31	40	33	40	36	37	30	26	36	48	38	34	28	39	30	44	32
Health	32	<b>31</b>	29	37	27	31	39	29	29	33	21	21	31	45	30	33	38	30	36	31	17
Tax	21	<b>25</b>	27	23	28	27	20	26	28	23	37	34	22	17	28	22	28	29	18	26	25
Family life & childcare	15	<b>16</b>	16	16	14	16	15	16	13	19	13	29	15	8	17	15	17	16	16	17	16
Education	13	<b>15</b>	11	19	21	9	18	19	13	17	28	16	15	7	17	12	17	18	13	12	12
Immigration & Asylum	12	<b>12</b>	14	10	7	15	8	8	13	12	5	6	13	20	9	17	17	11	14	13	6
Crime	13	<b>12</b>	13	12	9	11	14	11	11	12	2	8	14	17	10	15	21	9	13	11	8
Europe	8	<b>10</b>	16	6	8	17	5	8	12	8	9	5	9	16	9	11	11	12	10	8	6
Transport	11	<b>9</b>	7	8	14	7	7	13	9	8	11	12	6	7	10	6	12	9	9	5	8
The environment	7	<b>6</b>	5	7	9	4	10	7	6	6	9	5	5	7	7	5	4	7	4	6	11
Afghanistan	2	<b>1</b>	2	0	0	2	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1
None of these	3	<b>2</b>	3	1	3	2	3	2	2	3	4	2	2	3	2	3	1	4	1	2	3
Don't know	3	<b>3</b>	1	1	3	1	2	3	3	2	12	2	2	1	2	4	1	2	4	2	8

## 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.
<b>Age and Gender</b>		
Male 18 to 24	34	107
Male 25 to 39	202	220
Male 40 to 59	341	291
Male 60 +	218	219
Female 18 to 24	60	102
Female 25 to 39	293	219
Female 40 to 59	340	298
Female 60 +	234	267
<b>Region</b>		
North England	429	424
Midlands	253	282
East England	161	165
London	208	220
South England	395	394
Wales	92	86
Scotland	184	150
<b>Social Grade</b>		
AB	593	482
C1	557	499
C2	237	362
DE	335	379
<b>Newspaper Type</b>		
Express / Mail	332	276
Sun / Star	224	405
Mirror / Record	114	172
Guardian / Independent	103	77
FT / Times / Telegraph	113	164
Other Paper	234	198
No Paper	602	431
<b>Political Party Identification</b>		
Labour	508	560
Conservative	504	491
Liberal Democrat	204	207
SNP/Plaid Cymru	48	29
Others	76	22
None/ DK	382	413

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