

# YouGov / The Sun Survey Results

Sample Size: 1673 GB Adults

Fieldwork: 31st October - 1st November 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	
<b>Weighted Sample</b>	<b>1673</b>	455	532	120	540	412	349	813	860	202	427	572	472	954	719	214	544	358	412	146	
Unweighted Sample	1673	461	480	135	548	379	376	818	855	124	495	588	466	1049	624	255	550	336	370	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>35</b>	100	0	0	83	2	13	35	35	29	38	30	41	41	27	36	44	31	31	19
Lab	<b>41</b>	0	100	0	4	93	33	40	42	52	37	45	34	36	47	45	29	45	53	34
Lib Dem	<b>9</b>	0	0	100	0	1	41	9	9	10	13	8	7	10	8	11	12	8	5	10
Other	<b>15</b>	0	0	0	12	4	12	17	13	8	12	17	18	13	19	8	15	16	10	36

## Other Parties Voting Intention

UKIP	<b>6</b>	0	0	0	9	1	2	7	5	1	5	5	11	6	8	5	9	6	5	2
SNP / PCY	<b>4</b>	0	0	0	1	2	4	4	4	3	2	5	4	3	6	0	0	5	0	33
Green	<b>2</b>	0	0	0	0	0	6	1	2	4	3	2	1	2	2	3	3	1	1	1
BNP	<b>2</b>	0	0	0	1	1	0	2	1	0	1	3	1	1	3	0	2	2	3	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	0	1	1	1	0	1	2	1	1	1	0	1	1	1	1

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	3	2	4	7	8	14	11	7	2	6	8	7	5	7	10	7
Don't know	<b>15</b>	0	0	0	12	8	24	10	19	15	18	14	13	13	17	19	16	13	15	14

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

	Oct 30-31	Oct 31-Nov 1	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	31	<b>29</b>	80	5	43	59	6	26	32	27	26	33	26	32	35	23	31	34	28	26	24
Disapprove	53	<b>56</b>	8	90	36	27	86	59	56	56	53	46	62	59	52	62	56	49	57	63	58
Don't know	16	<b>15</b>	12	6	20	14	8	16	12	17	21	22	12	9	14	16	13	17	15	11	18

Fieldwork: 31st October - 1st November 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	
<b>Weighted Sample</b>	<b>1673</b>	455	532	120	540	412	349	813	860	202	427	572	472	954	719	214	544	358	412	146	
Unweighted Sample	1673	461	480	135	548	379	376	818	855	124	495	588	466	1049	624	255	550	336	370	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 17-18	Oct 31-Nov 1																			
<b>Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?</b>																					
Strongly support	4	3	8	1	10	5	0	5	4	2	3	3	4	3	4	2	5	3	3	1	7
Tend to support	31	30	60	8	63	51	8	36	32	28	22	33	27	33	36	22	29	38	30	22	21
<b>TOTAL SUPPORT</b>	<b>35</b>	<b>33</b>	<b>68</b>	<b>9</b>	<b>72</b>	<b>56</b>	<b>8</b>	<b>41</b>	<b>36</b>	<b>30</b>	<b>25</b>	<b>37</b>	<b>30</b>	<b>36</b>	<b>40</b>	<b>24</b>	<b>34</b>	<b>42</b>	<b>33</b>	<b>23</b>	<b>28</b>
Tend to oppose	29	30	21	34	21	22	34	33	25	34	31	28	29	30	28	32	35	27	30	34	16
Strongly oppose	26	28	6	53	5	15	53	21	32	24	27	19	33	31	24	34	21	24	28	33	41
<b>TOTAL OPPOSE</b>	<b>56</b>	<b>58</b>	<b>28</b>	<b>87</b>	<b>26</b>	<b>37</b>	<b>87</b>	<b>54</b>	<b>57</b>	<b>58</b>	<b>58</b>	<b>47</b>	<b>62</b>	<b>62</b>	<b>52</b>	<b>65</b>	<b>56</b>	<b>51</b>	<b>57</b>	<b>68</b>	<b>57</b>
Don't know	9	9	5	4	2	7	5	5	7	12	16	16	7	2	8	11	10	7	10	9	15

	Oct 17-18	Oct 31-Nov 1																			
<b>Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.</b>																					
The economy	85	80	83	82	86	81	83	84	81	79	73	78	84	80	82	76	77	79	79	84	79
Immigration & Asylum	45	48	62	38	25	65	40	31	46	50	39	37	50	59	45	52	38	53	48	49	40
Europe	18	29	38	21	22	42	20	26	32	27	23	25	27	39	31	28	25	32	28	29	28
Crime	22	24	26	22	23	26	23	21	23	24	20	24	27	22	22	27	26	26	23	21	26
Pensions	25	23	18	29	23	19	31	27	24	22	9	17	28	28	23	24	19	22	24	21	35
Health	29	23	15	32	26	15	30	26	19	26	17	20	23	26	23	23	26	21	23	23	21
Education	11	12	8	17	17	7	16	18	12	12	22	15	8	10	14	10	18	13	10	12	10
Tax	13	11	10	11	13	10	11	12	13	10	17	17	9	7	10	13	11	11	14	12	8
Family life & childcare	10	8	6	10	11	6	11	10	5	10	8	10	9	5	8	8	10	7	8	9	8
The environment	7	7	3	9	18	3	8	14	8	7	13	8	6	7	9	5	7	8	8	7	7
Afghanistan	7	4	5	4	4	4	4	5	3	5	4	4	4	5	5	4	3	4	5	5	5
Transport	2	2	2	3	2	2	2	3	4	1	3	4	2	1	3	1	5	2	2	2	1
None of these	0	1	1	0	1	0	0	0	1	0	1	1	0	0	0	1	1	1	0	0	2
Don't know	2	2	0	0	1	1	1	1	1	3	6	3	1	1	2	3	2	1	3	2	4

Fieldwork: 31st October - 1st November 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	
<b>Weighted Sample</b>	<b>1673</b>	455	532	120	540	412	349	813	860	202	427	572	472	954	719	214	544	358	412	146	
Unweighted Sample	1673	461	480	135	548	379	376	818	855	124	495	588	466	1049	624	255	550	336	370	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	74	<b>73</b>	72	76	80	70	77	76	74	71	64	72	79	69	74	70	67	74	73	75	68
Pensions	38	<b>36</b>	34	38	33	37	38	41	34	37	21	23	37	52	37	34	33	35	37	36	36
Health	32	<b>31</b>	25	38	28	26	38	37	31	31	22	22	31	42	30	32	28	33	30	29	36
Tax	28	<b>25</b>	30	20	29	27	20	26	28	21	28	32	23	18	24	25	23	27	25	23	22
Family life & childcare	14	<b>16</b>	12	19	17	12	19	17	13	18	14	27	15	6	14	17	16	16	17	15	13
Immigration & Asylum	13	<b>14</b>	16	9	4	21	9	6	17	11	10	9	16	18	12	17	15	16	12	14	10
Europe	7	<b>13</b>	20	7	5	24	8	6	14	12	8	8	12	22	13	14	11	15	12	14	11
Education	12	<b>12</b>	11	15	14	10	14	14	11	13	26	15	12	3	13	11	14	11	14	13	10
Crime	11	<b>11</b>	11	11	4	9	13	9	10	11	7	10	13	10	10	11	15	10	9	12	10
The environment	7	<b>8</b>	6	8	16	7	8	9	8	8	11	7	6	9	8	7	7	9	7	8	6
Transport	8	<b>7</b>	7	7	10	6	7	7	8	6	8	8	6	8	8	7	9	6	9	6	7
Afghanistan	2	<b>1</b>	1	1	0	1	1	1	1	1	1	1	0	1	1	1	1	1	0	1	0
None of these	2	<b>2</b>	3	2	1	2	1	1	2	2	5	1	2	3	2	2	0	2	2	2	5
Don't know	3	<b>2</b>	1	1	0	1	1	0	2	2	6	2	1	0	2	2	3	1	3	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.
<b>Age and Gender</b>		
Male 18 to 24	64	106
Male 25 to 39	188	218
Male 40 to 59	325	288
Male 60 +	231	216
Female 18 to 24	82	100
Female 25 to 39	257	216
Female 40 to 59	340	294
Female 60 +	215	264
<b>Region</b>		
North England	422	419
Midlands	257	279
East England	154	163
London	257	218
South England	373	390
Wales	74	85
Scotland	165	148
<b>Social Grade</b>		
AB	581	477
C1	494	494
C2	287	357
DE	340	374
<b>Newspaper Type</b>		
Express / Mail	334	272
Sun / Star	264	400
Mirror / Record	156	170
Guardian / Independent	98	77
FT / Times / Telegraph	120	162
Other Paper	191	196
No Paper	539	426
<b>Political Party Identification</b>		
Labour	537	553
Conservative	463	485
Liberal Democrat	181	204
SNP/Plaid Cymru	36	29
Others	62	22
None/ DK	423	408

YouGov is a member of the British Polling Council and abides by its rules.

<http://today.yougov.co.uk>