

# YouGov / The Sun Survey Results

Sample Size: 1695 GB Adults  
Fieldwork: 27th - 28th August 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>1695</b>	415	558	125	535	404	369	824	871	205	432	580	478	966	729	217	551	363	417	147	
<b>Unweighted Sample</b>	<b>1695</b>	409	541	118	531	398	382	788	907	90	512	697	396	1145	550	317	566	328	360	124	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>32</b>	100	0	0	78	3	10	30	35	42	29	31	34	37	26	30	39	39	26	13
Lab	<b>44</b>	0	100	0	7	94	38	43	44	39	49	46	39	38	51	49	34	40	55	48
Lib Dem	<b>10</b>	0	0	100	1	1	38	9	10	7	14	9	8	12	7	13	12	9	6	8
Other	<b>14</b>	0	0	0	14	2	14	18	11	13	9	15	19	13	17	8	15	12	13	31

## Other Parties Voting Intention

UKIP	<b>8</b>	0	0	0	11	1	6	9	7	2	4	7	14	7	10	5	10	8	10	2
SNP / PCY	<b>3</b>	0	0	0	1	1	1	3	2	3	2	3	3	2	3	0	0	1	0	25
Green	<b>3</b>	0	0	0	2	0	6	4	1	6	2	3	2	3	2	2	4	1	3	1
BNP	<b>1</b>	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0	1	1	1	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	0	0	0	1	0	2	1	1	0	1	0	1	0	0	0	2

## Non Voters

Would Not Vote	<b>9</b>	0	0	0	4	2	4	6	11	18	12	6	5	6	12	6	7	11	10	11
Don't know	<b>16</b>	0	0	0	15	8	22	14	17	18	19	15	12	17	14	19	17	13	15	11

Aug 23-24  
Aug 27-28

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

Approve	23	<b>23</b>	71	3	32	47	5	18	23	22	25	23	22	22	27	17	24	28	25	19	6
Disapprove	60	<b>61</b>	15	92	38	36	89	63	66	57	45	57	66	67	56	68	56	54	61	68	78
Don't know	18	<b>16</b>	13	5	31	17	5	19	11	21	30	20	12	12	16	16	20	18	14	13	16

Aug 20-21  
Aug 27-28

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

Strongly support	3	<b>3</b>	5	1	15	4	0	4	4	2	0	3	3	3	3	2	3	3	3	2	1
Tend to support	26	<b>25</b>	55	7	56	39	9	31	24	26	26	27	24	26	29	21	28	33	25	19	14
<b>TOTAL SUPPORT</b>	<b>29</b>	<b>28</b>	<b>60</b>	<b>8</b>	<b>71</b>	<b>43</b>	<b>9</b>	<b>35</b>	<b>28</b>	<b>28</b>	<b>26</b>	<b>30</b>	<b>27</b>	<b>29</b>	<b>32</b>	<b>23</b>	<b>31</b>	<b>36</b>	<b>28</b>	<b>21</b>	<b>15</b>
Tend to oppose	34	<b>34</b>	30	39	24	36	36	36	31	38	38	33	32	38	37	32	37	29	34	42	33
Strongly oppose	28	<b>28</b>	8	50	3	15	49	23	32	23	13	22	34	31	23	33	24	26	27	29	37
<b>TOTAL OPPOSE</b>	<b>62</b>	<b>62</b>	<b>38</b>	<b>89</b>	<b>27</b>	<b>51</b>	<b>85</b>	<b>59</b>	<b>63</b>	<b>61</b>	<b>51</b>	<b>55</b>	<b>66</b>	<b>69</b>	<b>60</b>	<b>65</b>	<b>61</b>	<b>55</b>	<b>61</b>	<b>71</b>	<b>70</b>
Don't know	9	<b>10</b>	2	3	2	6	6	6	8	11	22	15	7	3	8	12	9	8	11	9	15

Fieldwork: 27th - 28th August 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>1695</b>	<b>415</b>	<b>558</b>	<b>125</b>	<b>535</b>	<b>404</b>	<b>369</b>	<b>824</b>	<b>871</b>	<b>205</b>	<b>432</b>	<b>580</b>	<b>478</b>	<b>966</b>	<b>729</b>	<b>217</b>	<b>551</b>	<b>363</b>	<b>417</b>	<b>147</b>	
Unweighted Sample	1695	409	541	118	531	398	382	788	907	90	512	697	396	1145	550	317	566	328	360	124	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 30-31	Aug 27-28																			
<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	79	<b>79</b>	83	81	84	81	78	86	82	76	76	78	82	78	83	73	77	81	81	80	70
Immigration & Asylum	46	<b>47</b>	61	33	29	63	36	29	44	49	36	36	48	60	41	54	43	47	51	46	43
Health	28	<b>24</b>	16	37	28	15	36	30	23	26	20	22	22	31	24	25	20	23	26	27	21
Europe	21	<b>22</b>	30	14	20	31	13	22	26	18	17	15	22	30	23	21	19	24	22	22	17
Pensions	22	<b>21</b>	24	24	15	23	27	20	18	23	9	14	24	27	21	21	20	20	18	22	26
Crime	17	<b>20</b>	22	21	19	20	21	13	19	21	27	22	21	15	18	22	19	19	22	20	22
Tax	14	<b>16</b>	12	16	16	13	15	17	17	14	13	22	16	11	15	16	17	15	18	13	21
Education	16	<b>15</b>	13	18	16	12	15	21	15	15	26	15	15	12	19	11	19	18	13	14	12
Family life & childcare	8	<b>7</b>	5	9	8	7	9	7	6	9	9	12	6	4	7	7	9	7	6	9	5
Afghanistan	6	<b>6</b>	7	5	9	7	5	7	5	7	2	3	8	8	5	7	3	6	8	6	6
The environment	7	<b>6</b>	2	8	14	2	8	11	7	5	9	7	6	5	6	6	7	6	7	5	9
Transport	3	<b>5</b>	4	6	8	3	6	9	8	3	5	7	4	5	6	4	10	4	4	5	4
None of these	1	<b>0</b>	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Don't know	2	<b>3</b>	1	1	0	1	3	2	3	3	8	5	1	0	3	3	4	2	2	2	6

	July 30-31	Aug 27-28																			
<b>And which of the following do you think are the most important issues facing you and your family? Please tick up to three.</b>																					
The economy	66	<b>66</b>	65	70	61	68	68	66	70	62	61	66	69	63	66	66	65	70	64	64	61
Pensions	35	<b>34</b>	36	40	35	34	41	37	32	36	11	18	35	57	37	30	26	35	33	38	32
Health	33	<b>32</b>	30	38	32	29	43	35	29	36	25	22	31	45	31	34	25	34	31	34	33
Tax	27	<b>29</b>	31	26	25	30	27	28	32	25	26	32	29	25	30	27	29	29	33	26	22
Education	12	<b>14</b>	14	15	18	13	13	15	12	15	20	15	17	6	17	10	14	15	15	11	12
Immigration & Asylum	13	<b>14</b>	18	9	6	21	8	6	14	14	8	9	15	18	10	19	15	14	14	12	16
Family life & childcare	14	<b>13</b>	14	13	9	11	13	12	12	15	14	21	14	5	14	12	12	13	16	14	10
Crime	10	<b>11</b>	11	13	10	12	11	7	12	9	11	11	11	10	9	13	17	7	11	12	8
Transport	8	<b>10</b>	12	11	7	9	9	11	12	8	23	12	7	7	13	7	17	9	11	8	11
Europe	8	<b>8</b>	11	4	9	13	4	6	9	6	1	6	8	12	7	9	9	9	7	6	7
The environment	8	<b>7</b>	7	8	11	5	10	9	9	6	5	10	5	9	7	8	8	9	8	6	4
Afghanistan	1	<b>1</b>	1	1	3	0	1	1	1	0	0	1	0	1	0	1	0	1	1	0	1
None of these	3	<b>3</b>	2	2	5	3	2	4	2	4	5	3	2	3	4	1	4	2	3	3	4
Don't know	3	<b>4</b>	2	1	1	2	2	3	4	3	13	6	2	0	3	4	4	3	2	4	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	41	105
Male 25 to 39	187	217
Male 40 to 59	357	286
Male 60 +	203	215
Female 18 to 24	49	100
Female 25 to 39	325	215
Female 40 to 59	340	293
Female 60 +	193	263
<b>Region</b>		
North England	360	417
Midlands	240	278
East England	174	163
London	317	217
South England	392	388
Wales	88	85
Scotland	124	147
<b>Social Grade</b>		
AB	623	475
C1	522	492
C2	244	356
DE	306	373
<b>Newspaper Type</b>		
Express / Mail	331	271
Sun / Star	176	398
Mirror / Record	88	170
Guardian / Independent	98	76
FT / Times / Telegraph	115	161
Other Paper	239	195
No Paper	648	424
<b>Political Party Identification</b>		
Labour	526	551
Conservative	477	483
Liberal Democrat	175	203
SNP/Plaid Cymru	29	29
Others	78	22
None/ DK	410	407

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