

YouGov / The Sun Survey Results

Sample Size: 1787 GB Adults
Fieldwork: 23rd - 24th April 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	1787	442	586	113	563	470	372	868	919	216	456	611	504	1019	768	229	581	382	440	155	
Unweighted Sample	1787	450	539	117	574	424	414	870	917	76	473	707	531	1173	614	273	607	400	416	91	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	79	3	10	32	33	30	23	32	41	37	26	36	45	31	23	13
Lab	43	0	100	0	6	91	41	41	45	52	49	45	33	37	52	44	31	43	55	50
Lib Dem	8	0	0	100	3	0	32	9	8	14	11	6	6	10	6	9	11	9	7	2
Other	16	0	0	0	12	5	17	18	14	4	16	17	19	16	16	11	13	17	15	34

Other Parties Voting Intention

UKIP	8	0	0	0	10	1	5	8	7	1	3	8	13	7	9	5	8	9	9	2
SNP / PCY	4	0	0	0	1	2	2	4	3	0	6	3	3	4	3	1	0	3	0	30
Green	3	0	0	0	1	1	6	2	3	3	5	2	1	3	1	3	3	2	3	1
BNP	1	0	0	0	1	1	1	2	1	0	1	2	1	1	1	0	1	2	2	0
Other	1	0	0	0	0	0	2	1	1	0	1	1	1	1	1	0	1	0	1	1
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0

Non Voters

Would Not Vote	8	0	0	0	3	2	4	7	9	13	12	7	2	6	10	8	8	8	7	8
Don't know	16	0	0	0	14	10	22	11	20	21	18	14	14	15	18	14	19	16	15	11

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

	April 22-23	April 23-24	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
			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	22	24	73	3	42	51	5	17	28	20	26	19	23	28	29	17	29	30	24	18	12
Disapprove	62	64	17	94	36	36	89	73	64	64	58	64	66	63	60	68	57	57	65	71	78
Don't know	15	12	11	3	21	13	5	11	9	16	16	17	11	8	11	15	14	14	11	12	11

Fieldwork: 23rd - 24th April 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 9-10	April 23-24	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
			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
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																					
Strongly support	4	3	10	0	12	8	0	3	5	2	4	3	3	4	4	3	5	4	4	3	0
Tend to support	28	25	54	7	55	42	8	29	26	24	19	22	25	28	29	19	26	29	23	23	13
TOTAL SUPPORT	32	28	64	7	67	50	8	32	31	26	23	25	28	32	33	22	31	33	27	26	13
Tend to oppose	31	30	27	31	27	28	30	37	28	33	32	33	30	28	33	27	31	31	30	27	40
Strongly oppose	26	32	9	58	2	17	56	25	36	28	18	28	35	37	27	37	28	26	34	37	36
TOTAL OPPOSE	57	62	36	89	29	45	86	62	64	61	50	61	65	65	60	64	59	57	64	64	76
Don't know	11	10	1	4	4	5	6	6	6	14	27	14	7	3	7	15	11	10	9	10	12

	April 9-10	April 23-24	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
			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
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	77	78	83	81	87	79	80	82	80	76	75	76	82	76	81	74	82	78	78	76	77
Immigration & Asylum	47	47	60	37	27	62	42	29	46	48	24	34	52	62	42	53	38	48	53	48	39
Health	26	25	27	34	29	16	34	33	24	26	21	23	23	30	26	23	29	24	23	26	21
Pensions	26	25	24	28	30	24	29	27	23	26	18	17	26	33	25	24	17	27	24	26	25
Crime	22	19	21	17	17	21	17	14	19	20	17	21	21	17	19	21	29	16	19	21	14
Tax	21	19	14	22	22	16	23	20	20	18	31	22	17	13	20	17	21	18	18	22	13
Europe	11	17	27	10	15	26	12	12	20	14	16	12	17	23	18	16	14	17	19	14	29
Education	13	13	10	16	19	11	13	20	14	13	20	17	11	10	16	9	22	13	8	13	18
Family life & childcare	8	11	8	14	9	10	15	11	8	13	6	18	11	6	9	13	9	13	11	10	8
Afghanistan	10	7	9	7	3	8	6	8	6	7	5	3	6	11	7	6	4	8	5	8	5
The environment	6	6	3	6	15	3	4	15	6	6	5	9	6	4	8	4	5	6	10	5	5
Transport	5	5	2	6	8	3	4	8	5	4	4	6	6	2	5	3	9	4	3	4	5
Don't know	2	2	0	0	1	1	1	1	1	3	8	4	1	0	2	4	2	2	3	2	9
None of these	0	1	0	0	0	0	0	1	1	0	3	1	0	0	0	1	0	1	0	1	1

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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	65	67	68	72	73	67	70	71	66	67	62	65	72	64	67	66	64	66	71	67	61
Tax	34	33	35	31	26	34	33	32	37	29	47	39	29	26	34	31	29	38	26	31	41
Pensions	38	33	36	34	33	35	36	35	32	34	13	20	34	53	35	31	27	36	36	32	33
Health	34	31	29	35	36	27	34	36	28	34	23	22	31	42	31	31	34	30	31	32	27
Family life & childcare	14	19	13	24	22	16	23	19	16	21	12	33	18	10	18	20	15	17	17	23	23
Immigration & Asylum	13	12	17	10	6	17	9	8	13	12	3	5	16	18	10	16	11	13	14	11	16
Education	11	12	6	15	24	10	15	15	10	14	22	17	12	5	15	9	17	10	11	13	16
Transport	14	11	11	11	22	10	9	18	11	10	14	13	10	9	12	10	18	11	9	10	7
Crime	11	10	13	12	5	12	13	7	11	9	6	8	12	12	9	12	15	6	12	11	13
Europe	4	6	13	3	3	13	2	3	8	4	5	4	5	10	6	6	6	8	6	5	6
The environment	8	6	6	5	13	5	6	9	5	7	3	7	7	7	7	5	7	6	9	5	3
Don't know	2	4	1	1	2	2	2	1	3	4	13	5	1	1	3	5	2	4	3	4	5
None of these	2	2	3	1	2	2	2	2	2	2	2	2	2	3	2	2	5	2	1	2	3
Afghanistan	2	1	1	1	0	1	1	1	1	1	1	1	1	1	1	2	1	1	1	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	31	111
Male 25 to 39	206	229
Male 40 to 59	356	302
Male 60 +	277	227
Female 18 to 24	45	105
Female 25 to 39	267	227
Female 40 to 59	351	309
Female 60 +	254	277
Region		
North England	416	440
Midlands	272	293
East England	177	172
London	273	229
South England	430	409
Wales	128	89
Scotland	91	155
Social Grade		
AB	643	500
C1	530	518
C2	271	375
DE	343	393
Newspaper Type		
Express / Mail	395	286
Sun / Star	226	420
Mirror / Record	114	179
Guardian / Independent	88	80
FT / Times / Telegraph	123	170
Other Paper	228	206
No Paper	613	447
Political Party Identification		
Labour	540	581
Conservative	498	509
Liberal Democrat	219	214
SNP/Plaid Cymru	26	30
Others	83	23
None/ DK	421	429

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