

YouGov / The Sun Survey Results

Sample Size: 1704 GB Adults
Fieldwork: 30th - 31st July 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	1704	438	549	135	529	448	381	828	876	206	435	583	481	971	733	218	554	365	419	148
Unweighted Sample	1704	454	507	127	547	406	402	815	889	107	480	625	492	1095	609	226	581	342	401	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	82	4	10	35	33	33	35	32	35	36	31	37	43	38	23	18
Lab	42	0	100	0	7	88	39	41	44	46	42	44	39	40	45	43	30	42	57	42
Lib Dem	10	0	0	100	1	2	40	10	11	10	11	11	10	11	10	9	14	7	11	5
Other	14	0	0	0	10	6	10	15	13	11	13	13	16	13	15	11	13	13	9	34

Other Parties Voting Intention

UKIP	6	0	0	0	8	2	5	8	5	1	4	5	12	6	7	2	10	7	5	1
SNP / PCY	3	0	0	0	1	2	1	3	4	6	5	3	2	3	3	2	0	2	0	29
Green	2	0	0	0	0	1	3	1	2	3	2	2	1	2	2	3	2	0	2	2
BNP	1	0	0	0	1	1	0	2	1	0	1	1	2	1	2	1	1	2	2	0
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	1	1	0	1	1	1	0	0	0	1	2	0	1	0	2

Non Voters

Would Not Vote	7	0	0	0	3	4	4	7	7	10	10	7	5	6	9	8	8	8	6	6
Don't know	16	0	0	0	15	10	21	12	21	13	20	16	16	17	16	18	18	16	15	15

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

	July 29-30	July 30-31																			
Approve	26	26	75	4	38	53	6	20	31	21	29	26	26	24	28	24	28	32	25	21	17
Disapprove	58	59	12	91	44	33	84	67	58	60	49	54	61	66	59	60	56	51	61	67	68
Don't know	16	15	13	6	18	14	10	13	11	18	22	20	13	9	14	16	16	17	14	12	15

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

	July 23-24	July 30-31																			
Strongly support	3	4	9	1	19	7	1	7	7	2	7	5	3	3	4	4	5	3	4	5	5
Tend to support	27	28	57	10	50	47	10	32	30	26	20	27	31	30	31	25	30	33	31	22	18
TOTAL SUPPORT	30	32	66	11	69	54	11	39	37	28	27	32	34	33	35	29	35	36	35	27	23
Tend to oppose	30	28	22	33	22	27	28	33	27	30	28	28	24	34	29	27	31	30	28	26	26
Strongly oppose	30	29	8	54	6	13	54	21	30	28	26	24	33	30	26	32	22	21	30	38	40
TOTAL OPPOSE	60	57	30	87	28	40	82	54	57	58	54	52	57	64	55	59	53	51	58	64	66
Don't know	10	10	4	3	2	7	7	7	7	14	20	16	9	4	9	12	13	12	8	8	11

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

July 16-17
July 30-31

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	79	79	85	82	78	83	81	84	80	78	71	78	81	80	82	75	70	81	79	79	82
Immigration & Asylum	50	46	58	34	22	64	39	31	45	48	24	33	51	63	42	52	39	50	50	46	34
Health	28	28	15	39	33	17	39	36	23	33	22	22	31	34	28	29	32	24	28	34	24
Pensions	23	22	23	25	21	21	25	23	24	21	15	18	27	24	24	20	23	21	23	21	29
Europe	21	21	34	12	16	33	15	15	26	16	23	16	21	25	24	17	18	23	23	17	25
Crime	19	17	19	19	10	17	19	14	17	17	21	18	16	16	15	21	25	13	20	20	9
Education	13	16	10	21	33	11	17	25	15	16	36	14	14	11	18	13	16	13	17	19	16
Tax	15	14	14	16	11	12	13	13	16	13	12	21	14	10	15	13	14	14	13	13	22
Family life & childcare	9	8	6	9	12	6	9	9	6	10	6	13	7	5	8	7	10	9	7	7	6
The environment	8	7	4	7	15	3	7	12	6	8	5	9	7	6	8	6	9	8	5	5	11
Afghanistan	6	6	9	6	3	8	7	3	6	5	7	3	6	8	5	6	4	6	7	5	7
Transport	3	3	3	2	3	2	2	3	3	2	3	4	2	1	3	2	5	3	3	1	1
None of these	2	1	0	0	6	1	0	2	1	0	4	1	0	0	0	2	0	0	0	2	2
Don't know	0	2	1	1	0	1	1	1	2	2	4	4	1	0	2	3	4	2	2	2	1

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	67	66	72	67	53	75	66	61	65	66	58	66	69	64	67	63	58	67	65	68	68
Pensions	34	35	33	38	35	36	39	33	32	38	16	23	37	52	36	34	25	34	37	41	37
Health	33	33	31	37	35	30	35	38	32	34	20	18	36	49	31	35	28	34	33	35	30
Tax	25	27	32	25	21	29	23	25	27	26	29	35	26	20	29	24	24	29	26	24	31
Family life & childcare	16	14	11	18	16	11	16	16	11	18	12	26	13	7	14	15	14	13	16	16	14
Immigration & Asylum	14	13	13	9	5	17	12	7	14	12	9	8	13	18	12	14	16	12	15	11	9
Education	14	12	10	15	11	11	16	14	11	14	25	14	14	4	12	13	9	12	13	15	9
Crime	10	10	11	11	5	10	11	8	11	9	7	11	10	11	10	11	23	6	12	9	4
Europe	10	8	13	5	7	13	6	5	11	6	3	6	7	14	9	8	9	10	6	7	11
The environment	8	8	6	9	18	5	10	13	9	7	8	6	9	10	8	8	9	9	6	9	9
Transport	10	8	9	6	14	7	5	12	9	6	11	10	6	6	9	5	18	6	7	7	4
Afghanistan	1	1	1	1	1	1	1	1	2	0	2	1	1	1	1	2	1	1	4	0	1
None of these	3	3	4	2	10	2	3	5	4	2	10	2	2	2	3	4	1	3	3	4	4
Don't know	3	3	1	2	2	1	2	2	3	4	10	5	2	1	3	4	5	4	3	3	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	40	106
Male 25 to 39	231	218
Male 40 to 59	289	288
Male 60 +	255	216
Female 18 to 24	67	101
Female 25 to 39	249	216
Female 40 to 59	336	295
Female 60 +	237	264
Region		
North England	401	419
Midlands	255	279
East England	182	164
London	226	218
South England	399	390
Wales	87	85
Scotland	154	148
Social Grade		
AB	616	477
C1	479	494
C2	283	358
DE	326	375
Newspaper Type		
Express / Mail	360	273
Sun / Star	168	400
Mirror / Record	79	170
Guardian / Independent	100	77
FT / Times / Telegraph	116	162
Other Paper	234	196
No Paper	647	426
Political Party Identification		
Labour	508	554
Conservative	506	486
Liberal Democrat	192	204
SNP/Plaid Cymru	39	29
Others	82	22
None/ DK	377	409

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