

YouGov / The Sun Survey Results

Sample Size: 1971 GB Adults
Fieldwork: 28th - 29th January 2013

	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	
Weighted Sample	1971	509	655	175	608	498	453	958	1013	238	503	674	556	1123	848	252	641	422	485	171
Unweighted Sample	1971	485	697	149	590	522	456	921	1050	164	508	763	536	1262	709	292	640	423	450	166
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	73	5	12	33	33	37	27	31	38	35	30	34	47	28	24	17
Lab	42	0	100	0	8	93	34	42	43	42	48	45	35	40	46	42	26	50	54	49
Lib Dem	11	0	0	100	3	1	38	10	12	10	15	12	8	14	8	14	13	11	9	8
Other	14	0	0	0	15	2	16	15	12	11	10	13	19	12	17	10	15	12	12	26

Other Parties Voting Intention

UKIP	8	0	0	0	13	1	8	9	7	4	4	6	15	7	9	8	10	6	9	2
SNP / PCY	3	0	0	0	1	1	2	2	3	2	2	3	3	2	3	0	0	1	0	23
Green	2	0	0	0	0	0	3	1	2	2	2	2	1	1	2	2	3	1	1	1
BNP	1	0	0	0	0	0	0	1	1	1	1	0	0	1	0	1	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	2	1	0	0	1	1	1	0	1	0	0	1	1	0

Non Voters

Would Not Vote	8	0	0	0	4	2	4	8	7	16	10	7	3	5	11	7	9	7	8	3
Don't know	14	0	0	0	11	7	20	9	18	17	15	11	15	13	15	16	13	15	13	14

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

	Jan 27-28	Jan 28-29																			
Approve	28	27	75	3	42	53	7	21	31	24	27	25	27	30	30	23	29	36	22	23	17
Disapprove	56	58	10	90	41	31	86	63	57	58	48	56	61	59	54	62	54	49	62	61	73
Don't know	16	15	15	7	17	16	8	15	12	18	25	18	13	11	15	15	16	16	15	16	10

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

	Jan 21-22	Jan 28-29																			
Strongly support	4	3	6	0	17	4	0	6	4	3	3	3	4	3	4	2	4	4	3	3	1
Tend to support	29	29	55	9	51	48	9	32	30	27	23	30	27	31	34	22	33	35	26	22	24
TOTAL SUPPORT	33	32	61	9	68	52	9	38	34	30	26	33	31	34	38	24	37	39	29	25	25
Tend to oppose	29	32	26	39	25	31	36	33	29	36	36	29	33	34	33	31	27	32	35	33	34
Strongly oppose	27	26	6	48	4	11	49	22	31	21	18	23	29	28	22	31	26	20	25	30	34
TOTAL OPPOSE	56	58	32	87	29	42	85	55	60	57	54	52	62	62	55	62	53	52	60	63	68
Don't know	11	10	6	4	3	5	5	6	7	12	20	15	7	5	7	14	10	8	11	12	6

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

	Jan 14-15 2013	Jan 28-29																			
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	79	84	83	84	81	82	85	80	77	73	79	81	78	84	72	74	78	79	79	85
Immigration & Asylum	47	49	64	37	29	67	41	34	45	52	26	36	51	67	43	56	44	52	48	48	46
Health	28	26	17	34	29	16	35	33	21	31	19	18	28	33	26	27	31	24	28	26	24
Europe	21	25	38	18	19	38	17	21	28	22	29	19	22	32	27	22	24	27	22	24	26
Pensions	22	17	15	21	17	15	20	18	17	16	14	10	20	19	19	14	13	18	11	19	23
Tax	16	17	13	17	20	14	17	17	20	14	27	27	14	8	17	17	19	16	18	15	21
Crime	18	16	16	15	18	16	14	12	15	17	14	18	15	15	13	19	21	14	16	19	8
Education	13	14	11	18	16	10	15	18	12	16	20	12	15	12	15	12	16	15	17	10	9
Family life & childcare	11	10	6	13	9	8	12	11	9	12	12	17	9	6	9	12	9	8	13	13	10
The environment	8	9	5	8	18	4	8	15	8	10	13	9	8	8	10	7	11	10	9	6	8
Afghanistan	5	5	7	4	3	7	4	4	5	5	5	2	4	8	3	7	3	6	5	5	3
Transport	5	4	3	5	5	2	4	4	5	2	8	3	4	1	5	3	6	4	5	3	2
None of these	0	0	0	0	2	0	0	1	0	0	1	0	0	0	0	1	0	0	0	1	2
Don't know	2	2	0	0	2	1	1	1	2	2	7	3	1	0	2	3	2	2	1	2	2

	Jan 14-15 2013	Jan 28-29																			
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	71	72	67	68	70	69	68	66	65	65	72	64	69	64	69	65	66	69	71
Health	34	33	30	38	34	27	41	36	30	36	25	23	32	47	31	36	33	35	32	33	31
Pensions	36	31	32	33	32	35	30	33	27	34	17	17	32	47	33	28	25	36	28	30	31
Tax	28	27	27	22	31	30	21	24	31	23	45	35	23	15	29	24	28	27	26	27	24
Family life & childcare	16	16	13	19	13	15	16	18	14	19	16	27	15	8	15	18	15	14	21	17	16
Immigration & Asylum	14	14	17	10	7	20	11	10	15	12	8	8	13	21	12	16	16	13	12	16	10
Education	13	13	10	15	14	9	14	17	11	16	23	16	15	5	16	10	10	16	16	12	6
Crime	10	9	10	10	8	11	9	6	10	8	8	9	9	10	9	10	13	7	9	9	12
Europe	8	9	16	6	5	16	7	6	12	7	7	6	7	17	10	9	8	11	9	8	11
The environment	7	9	7	9	15	7	10	11	8	10	10	7	8	11	9	9	9	9	9	9	7
Transport	10	9	8	8	15	6	7	16	11	8	18	9	8	7	10	8	13	10	8	8	5
Afghanistan	1	1	1	1	1	2	1	1	0	2	0	1	2	1	1	2	2	1	2	1	0
None of these	2	3	4	1	1	4	1	2	3	3	3	2	3	3	2	3	1	3	3	2	3
Don't know	3	3	1	1	3	2	1	1	3	2	6	4	2	1	2	3	2	3	2	3	3

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	61	122
Male 25 to 39	209	252
Male 40 to 59	388	333
Male 60 +	263	250
Female 18 to 24	103	116
Female 25 to 39	299	250
Female 40 to 59	375	341
Female 60 +	273	306
Region		
North England	450	485
Midlands	314	323
East England	186	189
London	292	252
South England	454	451
Wales	109	99
Scotland	166	171
Social Grade		
AB	703	552
C1	559	572
C2	299	414
DE	410	434
Newspaper Type		
Express / Mail	359	315
Sun / Star	233	463
Mirror / Record	110	197
Guardian / Independent	124	89
FT / Times / Telegraph	140	187
Other Paper	254	227
No Paper	751	493
Political Party Identification		
Labour	689	641
Conservative	532	562
Liberal Democrat	182	237
SNP/Plaid Cymru	34	34
Others	103	26
None/ DK	431	473

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