

YouGov / The Sun Survey Results

Sample Size: 1762 GB Adults
Fieldwork: 2nd - 3rd January 2012

	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	1762	527	552	124	569	454	411	856	906	213	449	603	497	1004	758	226	573	377	433	153
Unweighted Sample	1762	524	540	125	564	446	424	878	884	130	523	691	418	1174	588	337	567	315	411	132
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	88	3	13	39	39	34	38	32	49	43	33	41	51	41	26	22
Lab	41	0	100	0	5	92	36	40	41	46	40	49	30	36	47	40	28	40	58	37
Lib Dem	9	0	0	100	1	0	38	8	10	5	12	9	8	10	8	9	11	8	8	6
Other	12	0	0	0	6	5	14	12	11	16	10	10	13	11	12	10	9	10	7	35

Other Parties Voting Intention

SNP / PCY	4	0	0	0	0	2	5	3	4	4	3	4	4	3	4	0	1	2	0	32
UKIP	4	0	0	0	5	1	3	5	4	3	2	4	6	4	4	7	5	4	4	0
Green	2	0	0	0	0	1	5	2	2	2	4	2	2	2	3	2	3	1	2	2
BNP	1	0	0	0	0	1	0	1	1	4	1	1	1	1	1	0	1	2	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	3	0	0	0	1	1	0	0	1	1	1

Non Voters

Would Not Vote	7	0	0	0	2	2	6	6	8	18	9	6	3	6	10	7	6	10	9	5
Don't know	15	0	0	0	12	10	21	12	18	15	17	16	14	14	17	17	17	15	13	14

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

	Dec 21-22 2011	Jan 2-3 2012	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	31	32	80	4	44	66	6	25	38	27	18	31	28	45	37	27	32	41	30	27	23
Disapprove	54	50	7	90	28	19	84	55	49	50	46	47	58	44	46	54	48	39	52	59	61
Don't know	15	18	13	6	28	15	10	21	13	23	36	22	14	11	17	19	20	20	18	14	16

Fieldwork: 2nd - 3rd January 2012

	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	1762	527	552	124	569	454	411	856	906	213	449	603	497	1004	758	226	573	377	433	153
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 19-20 2011	Jan 2-3 2012																			
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																					
Strongly support	4	4	10	1	14	7	1	6	6	3	4	3	3	7	6	2	6	6	2	4	4
Tend to support	30	29	51	7	61	46	9	35	32	27	27	32	27	32	34	24	30	38	30	21	19
TOTAL SUPPORT	34	34	61	7	75	52	10	41	38	30	31	35	30	39	40	26	36	44	32	24	23
Tend to oppose	30	31	26	37	19	28	38	32	27	35	24	33	31	32	31	31	29	29	29	34	38
Strongly oppose	26	26	7	52	4	13	46	21	29	22	22	19	33	24	21	31	25	17	27	33	32
TOTAL OPPOSE	56	57	33	89	22	40	84	53	56	57	46	52	64	57	53	62	54	46	56	67	70
Don't know	10	10	6	4	3	8	5	7	6	13	23	14	6	4	8	12	11	10	11	8	7

	Dec 12-13 2011	Jan 2-3 2012																			
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	81	81	86	80	92	87	82	83	82	79	69	82	83	81	83	78	82	80	80	81	81
Immigration & Asylum	41	41	52	34	23	52	36	31	39	44	33	28	44	53	36	48	38	42	45	43	30
Pensions	30	28	22	33	26	23	36	29	29	26	14	26	32	29	28	27	22	27	26	30	35
Europe	38	27	38	19	23	39	21	24	32	23	23	25	30	29	29	25	24	31	24	26	32
Crime	18	26	34	21	22	33	20	24	23	29	20	24	26	30	24	29	29	27	22	29	19
Health	20	22	16	31	23	15	30	26	20	24	19	15	20	33	23	21	24	21	25	23	17
Education	12	12	9	16	21	9	14	17	11	14	17	13	12	10	15	9	15	13	12	11	12
Tax	11	11	9	13	13	10	11	10	12	9	7	17	11	7	10	12	10	10	10	13	10
Family life & childcare	6	7	5	8	7	6	8	8	6	8	5	11	7	6	7	8	11	8	6	6	6
The environment	6	6	2	6	9	3	6	8	6	5	11	7	4	4	7	3	6	5	5	6	10
Afghanistan	5	5	4	5	6	4	4	6	5	5	5	3	5	6	4	6	2	4	7	6	2
Transport	3	3	3	4	11	3	3	5	5	2	1	5	3	4	5	2	6	4	3	2	2
Don't know	0	3	1	2	1	1	2	3	3	3	13	4	1	0	2	4	4	2	5	2	4
None of these	3	1	0	1	0	0	1	0	0	1	1	0	0	1	0	1	0	0	0	0	3

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

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	68	71	72	75	74	73	76	73	74	68	61	75	77	63	73	68	68	71	65	74	78
Pensions	37	36	35	40	32	36	40	38	36	36	19	22	43	48	36	35	34	38	31	39	34
Health	32	34	33	36	38	32	38	37	32	36	24	22	29	53	32	35	36	35	35	33	26
Tax	27	23	26	20	25	26	19	23	24	23	24	29	22	19	25	21	24	24	20	25	24
Family life & childcare	14	13	12	13	15	12	16	11	11	15	7	24	12	7	14	12	15	12	14	13	12
Crime	11	12	15	13	8	16	11	10	13	12	7	9	13	18	11	14	16	12	10	16	6
Education	13	12	11	15	9	9	14	13	12	12	22	12	12	7	14	9	12	13	14	9	14
Immigration & Asylum	14	11	14	7	6	14	7	8	11	10	7	6	10	17	9	12	13	10	11	11	4
Transport	8	10	8	9	17	8	7	15	10	9	14	13	8	7	10	10	14	8	10	9	9
Europe	11	9	14	7	6	15	7	6	12	7	4	7	10	13	11	7	7	10	9	10	10
The environment	6	6	4	7	7	4	7	8	6	7	8	6	7	6	7	6	7	6	8	4	8
Afghanistan	1	1	1	1	2	1	1	1	1	1	3	1	1	2	1	1	1	1	3	0	0
Don't know	2	3	1	2	2	1	2	3	3	3	11	5	2	0	2	4	4	2	5	2	4
None of these	4	3	3	2	3	3	3	2	2	3	5	1	2	4	3	3	3	2	3	2	5

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	35	107
Male 25 to 39	179	220
Male 40 to 59	361	291
Male 60 +	268	219
Female 18 to 24	48	102
Female 25 to 39	313	219
Female 40 to 59	331	298
Female 60 +	186	267
Region		
North England	420	423
Midlands	259	282
East England	163	165
London	247	220
South England	375	394
Wales	86	86
Scotland	171	150
Social Grade		
AB	609	482
C1	530	499
C2	263	361
DE	319	379
Newspaper Type		
Express / Mail	358	275
Sun / Star	202	404
Mirror / Record	109	172
Guardian / Independent	96	77
FT / Times / Telegraph	137	163
Other Paper	224	198
No Paper	595	430
Political Party Identification		
Labour	505	559
Conservative	507	490
Liberal Democrat	187	207
SNP/Plaid Cymru	38	29
Others	75	22
None/ DK	409	413

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