

YouGov / Sun Survey Results

Sample Size: 1758 GB Adults
Fieldwork: 13th - 14th 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	
Weighted Sample	1758	454	588	130	558	437	396	854	904	213	448	601	496	1002	756	225	571	376	432	153
Unweighted Sample	1758	468	549	118	574	433	394	803	955	63	465	711	519	1180	578	260	583	323	420	172
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	82	3	9	33	35	22	33	35	37	38	28	35	41	36	25	22
Lab	44	0	100	0	6	92	48	43	45	58	48	43	37	39	50	47	32	46	56	42
Lib Dem	10	0	0	100	2	2	34	9	11	10	11	10	8	10	9	10	14	9	8	1
Other	13	0	0	0	10	4	9	16	10	10	8	11	19	12	14	8	13	9	10	35

Other Parties Voting Intention

UKIP	7	0	0	0	9	1	2	8	5	2	4	6	11	5	8	6	9	5	6	4
SNP / PCY	3	0	0	0	0	2	1	5	2	7	2	3	5	4	3	0	2	2	0	30
Green	1	0	0	0	1	0	5	1	1	1	1	1	1	2	1	1	2	1	2	0
BNP	1	0	0	0	0	0	0	1	1	0	1	1	1	0	1	1	0	0	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	1	1	0

Non Voters

Would Not Vote	6	0	0	0	3	2	4	5	7	13	9	6	2	5	7	4	6	8	6	10
Don't know	17	0	0	0	15	9	21	12	22	16	22	16	15	15	20	19	18	17	17	16

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

	Aug 12-13	Aug 13-14	Aug 12-13		Aug 13-14		Aug 12-13		Aug 13-14		Aug 12-13		Aug 13-14		Aug 12-13		Aug 13-14		Aug 12-13		Aug 13-14	
Approve	28	27	77	5	33	55	8	19	29	24	23	27	28	27	33	19	32	31	27	21	19	
Disapprove	57	58	11	90	49	28	86	66	60	57	62	55	58	60	53	65	55	49	58	68	71	
Don't know	14	15	13	5	19	17	6	15	11	19	15	18	15	13	15	16	13	20	16	11	10	

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

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

	July 30-31	Aug 13-14																			
Strongly support	4	3	7	1	11	4	2	3	3	2	4	4	2	3	4	1	7	3	2	2	1
Tend to support	28	29	57	9	59	44	9	33	31	27	27	31	28	29	33	23	29	33	29	25	22
TOTAL SUPPORT	32	32	64	10	70	48	11	36	34	29	31	35	30	32	37	24	36	36	31	27	23
Tend to oppose	28	29	26	32	23	30	25	30	26	32	28	28	29	31	28	31	34	29	27	25	36
Strongly oppose	29	30	6	56	8	13	59	27	33	26	25	24	32	34	26	35	24	22	32	39	35
TOTAL OPPOSE	57	59	32	88	31	43	84	57	59	58	53	52	61	65	54	66	58	51	59	64	71
Don't know	10	10	5	2	0	8	5	8	6	13	15	14	10	3	9	11	6	12	10	8	7

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	80	86	80	80	84	80	83	83	78	64	80	82	85	83	76	78	80	80	81	84
Immigration & Asylum	46	46	56	34	36	60	36	34	43	49	28	36	48	62	39	56	34	48	51	50	36
Health	28	27	16	38	31	16	37	35	24	31	29	25	28	28	27	28	30	27	29	26	28
Pensions	22	22	21	27	25	21	25	23	22	22	14	17	25	25	23	20	18	23	21	22	24
Crime	17	20	19	19	24	19	19	18	16	23	16	20	22	18	16	25	19	15	19	23	30
Europe	21	20	31	15	7	32	15	13	26	14	11	13	22	28	21	18	18	22	19	18	23
Tax	14	14	12	13	10	11	11	15	16	11	21	17	12	9	14	13	17	12	17	14	9
Education	16	14	9	16	19	10	17	18	12	17	24	16	13	10	17	10	14	16	12	15	9
Family life & childcare	8	8	8	8	8	6	7	10	6	9	5	12	7	6	8	7	11	6	9	7	8
The environment	7	8	5	9	14	3	5	15	8	7	14	9	6	5	10	5	8	9	6	8	6
Afghanistan	6	6	7	8	3	7	7	5	6	7	4	4	6	10	6	7	3	6	8	6	10
Transport	3	4	2	5	10	1	5	6	5	3	7	5	3	1	4	4	5	4	2	2	5
None of these	1	2	0	4	0	0	4	1	2	1	8	1	0	0	1	2	4	1	0	2	2
Don't know	2	1	1	0	1	1	1	1	1	2	3	2	1	0	1	1	3	2	1	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	66	69	66	74	65	68	72	67	72	66	58	70	72	68	69	68	73	67	72	67	70
Pensions	35	35	34	39	36	35	38	37	33	37	16	23	37	51	35	35	28	38	32	34	41
Health	33	33	28	39	32	29	37	37	27	38	25	23	31	48	32	34	28	33	36	32	32
Tax	27	23	25	23	16	21	20	23	26	20	30	24	25	17	24	21	22	21	31	23	15
Family life & childcare	14	15	14	14	15	14	17	15	13	17	11	26	15	6	14	16	15	13	17	15	19
Immigration & Asylum	13	12	17	7	5	18	9	5	12	12	8	7	13	17	9	16	10	12	14	10	11
Education	12	12	11	12	10	12	12	17	10	13	15	16	13	4	13	10	14	12	13	10	9
Crime	10	11	10	12	12	10	11	8	10	11	8	8	13	12	9	13	13	6	10	14	19
The environment	8	8	8	7	15	6	7	11	7	8	4	7	7	10	9	6	8	8	9	5	7
Europe	8	7	12	4	7	14	4	4	10	5	4	4	7	13	8	7	6	11	6	6	5
Transport	8	7	7	9	11	4	7	13	9	6	14	10	6	4	10	4	10	9	8	5	5
Afghanistan	1	1	1	1	0	1	1	1	0	1	0	1	0	2	1	1	1	1	0	2	1
None of these	3	4	4	3	1	4	4	1	3	6	12	5	2	3	4	5	6	5	2	5	6
Don't know	3	3	2	3	1	2	4	2	4	3	10	4	2	0	3	4	4	3	1	5	3

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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	34	109
Male 25 to 39	194	225
Male 40 to 59	315	297
Male 60 +	260	223
Female 18 to 24	29	104
Female 25 to 39	271	223
Female 40 to 59	396	304
Female 60 +	259	272
Region		
North England	420	432
Midlands	226	288
East England	173	169
London	260	225
South England	410	403
Wales	97	88
Scotland	172	153
Social Grade		
AB	666	492
C1	514	510
C2	249	369
DE	329	387
Newspaper Type		
Express / Mail	331	281
Sun / Star	172	413
Mirror / Record	90	176
Guardian / Independent	112	79
FT / Times / Telegraph	119	167
Other Paper	266	202
No Paper	668	440
Political Party Identification		
Labour	548	571
Conservative	505	501
Liberal Democrat	191	211
SNP/Plaid Cymru	46	30
Others	82	23
None/ DK	386	422

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