

YouGov / The Sun Survey Results

Sample Size: 1876 GB Adults
Fieldwork: 3rd - 4th January 2011

	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	1876	555	583	112	600	484	420	911	965	224	485	639	528	1050	792	244	609	401	459	163
Unweighted Sample	1876	536	567	110	568	463	428	918	958	119	483	729	545	1205	637	289	610	355	437	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	40	100	0	0	92	2	16	36	44	29	37	38	48	43	34	36	50	38	36	25
Lab	42	0	100	0	5	95	37	44	40	48	49	43	33	39	47	47	30	47	46	55
Lib Dem	8	0	0	100	1	2	35	10	5	12	8	7	7	9	7	7	10	6	10	3
Other	10	0	0	0	3	2	12	10	10	11	5	11	12	9	13	10	11	10	8	17

Other Parties Voting Intention

UKIP	4	0	0	0	2	1	3	4	5	1	1	4	7	4	5	2	6	3	3	2
SNP / PCY	2	0	0	0	0	1	1	2	2	1	1	2	2	1	2	0	0	3	0	12
Green	2	0	0	0	0	0	6	1	3	3	2	2	1	2	2	3	2	1	1	3
BNP	2	0	0	0	1	0	1	2	0	3	1	2	1	1	3	2	1	2	2	0
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	4	1	1	0	1	1	2	1	1	2	0

Non Voters

Would Not Vote	9	0	0	0	3	2	6	7	11	18	12	7	4	9	9	7	9	9	11	7
Don't know	17	0	0	0	12	9	31	12	21	16	19	17	14	15	19	10	18	19	16	19

22-23 Dec
3-4 Jan

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

Approve	33	33	85	4	51	71	6	22	35	31	24	30	31	41	39	24	34	40	29	31	22
Disapprove	52	52	4	90	27	16	87	59	53	51	54	51	54	51	47	60	51	45	55	57	62
Don't know	14	15	11	6	21	13	7	18	11	18	23	18	15	8	14	15	15	15	16	11	16

	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 1876	555	583	112	600	484	420	911	965	224	485	639	528	1050	792	244	609	401	459	163	
Unweighted Sample 1876	536	567	110	568	463	428	918	958	119	483	729	545	1205	637	289	610	355	437	185	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

13-14 Dec
3-4 Jan

**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	75	77	79	82	83	77	81	80	79	74	71	78	80	73	81	71	71	73	81	78	82
Immigration & Asylum	47	47	57	37	33	58	36	31	44	50	33	36	52	56	41	54	43	48	48	49	38
Tax	16	28	22	31	27	22	29	31	32	23	34	39	26	16	25	32	34	24	25	28	35
Health	22	26	26	32	18	24	32	26	21	30	15	22	25	34	25	26	32	26	24	27	16
Crime	25	24	29	21	10	31	19	19	23	24	20	23	24	25	21	27	21	26	24	23	18
Pensions	17	18	20	18	25	20	19	20	20	16	8	10	20	26	20	15	17	18	19	18	17
Education	26	16	12	24	21	11	26	21	16	16	24	17	15	13	19	13	19	16	16	15	18
Afghanistan	16	12	12	10	11	14	11	12	10	13	6	9	13	15	13	10	8	10	14	12	17
Family life & childcare	9	7	5	8	5	6	9	7	5	9	6	13	6	5	7	7	9	8	5	9	7
The environment	7	7	3	7	23	2	6	11	8	5	11	9	5	4	8	5	8	8	7	5	5
Europe	7	7	12	4	5	12	4	2	9	6	5	4	7	11	7	7	9	8	7	6	7
Transport	4	6	6	7	14	5	9	8	8	5	11	8	5	5	8	4	11	5	6	6	9
None of these	0	0	0	0	1	0	0	1	0	1	1	1	0	0	1	0	0	0	0	1	1
Don't know	2	2	0	1	2	0	1	4	2	3	9	2	1	0	2	3	1	3	1	3	3

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	66	70	72	66	68	70	68	69	63	57	68	71	62	69	62	63	62	66	70	72
Tax	29	39	36	40	41	40	39	37	42	36	37	50	40	27	38	40	40	36	39	39	46
Health	32	36	33	40	35	33	39	40	32	39	27	23	38	48	36	36	38	39	36	32	27
Pensions	34	31	35	29	34	33	31	31	30	31	11	15	33	52	32	29	31	31	34	28	29
Crime	15	15	17	15	8	18	15	11	14	15	18	12	16	14	12	18	19	13	15	15	11
Family life & childcare	14	15	14	16	14	14	17	15	13	18	12	28	13	8	16	15	13	17	15	16	10
Immigration & Asylum	13	14	19	13	4	20	11	8	17	12	12	11	15	18	11	19	18	15	15	14	9
Education	16	12	12	13	10	12	13	14	11	13	20	13	14	6	15	9	14	13	15	8	11
Transport	9	11	11	10	20	10	10	13	13	8	14	15	8	9	11	10	13	11	11	8	13
The environment	6	7	6	6	14	5	6	11	6	7	6	5	6	8	8	5	6	7	5	7	8
Europe	4	3	4	1	3	5	2	2	4	2	2	1	2	7	3	3	2	4	3	3	3
Afghanistan	3	2	2	1	0	2	2	1	1	2	0	1	1	3	2	1	4	1	1	2	2
None of these	3	2	2	1	4	2	2	1	3	2	4	4	1	2	3	1	0	3	1	4	2
Don't know	3	3	1	1	0	1	1	3	3	3	10	4	2	1	2	4	2	3	2	4	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	42	114
Male 25 to 39	206	242
Male 40 to 54	368	315
Male 55 +	302	240
Female 18 to 24	77	110
Female 25 to 39	277	243
Female 40 to 54	361	324
Female 55 +	243	289
Region		
North England	437	459
Midlands	260	305
East England	159	180
London	289	244
South England	451	429
Wales	95	96
Scotland	185	163
Social Grade		
AB	722	516
C1	483	534
C2	293	387
DE	344	405
Newspaper Type		
Express / Mail	368	280
Sun / Star	223	398
Mirror / Record	116	288
Guardian / Independent	168	57
FT / Times / Telegraph	228	163
Other Paper	214	219
No Paper	559	472
Political Party Identification		
Labour	613	608
Conservative	497	539
Liberal Democrat	193	226
Others	221	58
None/ DK	352	445

YouGov is a member of the British Polling Council and abides by its rules.

<http://today.yougov.co.uk>