

YouGov / The Sun Survey Results

Sample Size: 1884 GB Adults
Fieldwork: 17th - 18th 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	1884	559	635	119	594	494	425	921	963	227	480	645	532	1058	798	242	610	401	466	165
Unweighted Sample	1884	517	621	133	541	506	446	911	973	157	447	777	503	1235	621	262	601	377	450	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	88	2	15	35	43	30	38	36	46	44	31	42	46	43	34	13
Lab	44	0	100	0	5	96	42	45	42	51	48	47	34	38	53	44	35	41	53	57
Lib Dem	8	0	0	100	1	1	32	9	7	9	7	8	9	9	7	8	10	9	6	7
Other	9	0	0	0	5	2	11	11	8	10	7	9	11	9	10	7	9	8	7	22

Other Parties Voting Intention

SNP / PCY	3	0	0	0	1	1	2	3	2	2	1	3	4	3	2	1	0	2	0	20
UKIP	3	0	0	0	3	0	3	4	3	2	1	3	6	3	3	3	3	4	3	1
Green	2	0	0	0	1	0	5	2	2	5	2	2	0	1	2	1	4	1	1	0
BNP	1	0	0	0	1	0	0	2	0	1	1	1	1	1	1	1	1	1	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	0	1	0	1	0	1	0	1	1	0	1	1	1

Non Voters

Would Not Vote	10	0	0	0	4	1	5	9	10	20	11	7	7	7	13	10	8	11	12	5
Don't know	14	0	0	0	10	9	19	9	18	15	14	15	11	12	16	14	13	18	11	11

16-17 Jan
17-18 Jan

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

Approve	34	32	79	5	58	64	7	29	34	30	25	30	30	38	37	24	33	37	34	25	25
Disapprove	52	53	9	88	26	21	83	58	55	51	56	50	57	50	47	62	50	47	51	62	58
Don't know	14	15	13	7	16	15	10	13	11	19	19	20	13	12	16	14	17	15	15	14	17

	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 1884	559	635	119	594	494	425	921	963	227	480	645	532	1058	798	242	610	401	466	165	
Unweighted Sample	1884	517	621	133	541	506	446	911	973	157	447	777	503	1235	621	262	601	377	450	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

3-4 Jan
17-18 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	77	75	80	79	77	79	81	75	76	74	71	76	76	76	79	71	71	77	75	73	85
Immigration & Asylum	47	47	58	35	33	58	35	36	44	49	30	38	50	58	41	54	49	47	53	46	30
Health	26	32	25	45	33	27	45	34	31	34	29	26	34	38	33	32	32	30	30	40	31
Tax	28	29	27	29	30	26	28	32	32	25	40	40	27	15	28	29	26	30	34	23	31
Crime	24	23	23	22	17	25	19	20	23	22	20	21	22	27	21	24	29	20	18	28	20
Education	16	16	14	19	27	13	19	20	16	16	24	16	15	14	19	12	24	16	12	18	8
Pensions	18	15	19	14	20	17	14	14	16	13	8	12	15	20	17	11	12	15	17	12	21
Afghanistan	12	11	12	9	7	11	9	11	9	12	7	7	11	14	9	13	8	8	12	10	21
Family life & childcare	7	8	3	14	6	5	13	9	6	9	12	10	8	4	8	8	4	8	9	10	4
The environment	7	7	5	8	14	4	7	12	6	8	9	9	5	6	8	5	6	9	5	8	6
Europe	7	6	8	3	2	9	3	3	8	5	7	2	8	8	6	6	6	8	6	5	6
Transport	6	6	5	4	7	5	3	11	7	4	2	8	6	4	6	6	9	5	6	4	6
None of these	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	1
Don't know	2	2	1	0	1	1	2	2	2	2	7	4	1	0	2	3	2	2	3	2	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	66	66	71	67	63	71	68	63	67	65	62	69	68	64	69	64	62	65	69	67	67
Tax	39	38	40	36	30	39	37	38	46	30	48	47	36	28	40	36	33	39	43	33	42
Health	36	37	31	46	32	33	43	37	33	40	29	28	37	48	35	39	36	41	30	38	35
Pensions	31	30	35	27	40	34	27	30	30	30	15	15	29	52	29	31	23	33	33	26	35
Immigration & Asylum	14	15	16	12	7	19	12	9	17	12	11	10	15	20	12	18	19	13	16	14	12
Family life & childcare	15	15	10	20	13	11	19	15	12	17	18	23	13	7	13	16	8	14	15	19	11
Crime	15	12	15	12	9	14	11	13	13	11	10	12	11	13	12	12	17	10	8	16	10
Education	12	12	9	14	20	10	12	18	10	14	25	11	13	6	15	8	11	14	9	12	11
Transport	11	11	14	9	15	12	9	14	13	10	13	15	11	9	12	11	13	12	12	10	9
The environment	7	7	5	8	14	5	8	10	6	8	5	7	7	8	8	5	6	7	7	6	9
Europe	3	3	3	2	1	4	1	0	3	2	1	1	4	4	3	3	2	3	4	3	1
Afghanistan	2	2	1	2	1	1	3	2	2	2	2	0	2	2	2	2	0	1	1	2	5
None of these	2	3	2	2	4	3	2	2	2	3	3	2	3	3	2	3	4	3	3	2	1
Don't know	3	2	1	2	1	1	2	2	2	3	5	5	1	0	2	3	5	1	3	3	4

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	52	116
	Male 25 to 39	191	241
	Male 40 to 54	386	322
	Male 55 +	282	243
	Female 18 to 24	105	111
	Female 25 to 39	256	240
	Female 40 to 54	391	323
	Female 55 +	221	290
Region			
	North England	450	466
	Midlands	287	307
	East England	175	181
	London	262	242
	South England	426	429
	Wales	90	94
	Scotland	194	165
Social Grade			
	AB	698	520
	C1	537	538
	C2	276	390
	DE	345	408
Newspaper Type			
	Express / Mail	367	285
	Sun / Star	193	399
	Mirror / Record	146	290
	Guardian / Independent	163	60
	FT / Times / Telegraph	218	162
	Other Paper	208	216
	No Paper	589	472
Political Party Identification			
	Labour	624	609
	Conservative	473	540
	Liberal Democrat	218	225
	Others	220	62
	None/ DK	349	448

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