

YouGov / The Sun Survey Results

Sample Size: 1682 GB Adults
Fieldwork: 10th - 11th September 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	1682	404	578	117	526	460	380	817	865	204	429	575	474	959	723	215	547	360	414	146
Unweighted Sample	1682	432	526	115	544	403	413	825	857	66	411	711	494	1152	530	237	585	344	380	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	79	2	9	31	32	25	28	29	37	36	24	36	40	29	25	16
Lab	44	0	100	0	5	94	40	45	44	47	50	51	32	40	50	46	33	49	57	39
Lib Dem	9	0	0	100	1	2	34	9	9	6	12	7	9	10	7	9	12	7	8	5
Other	16	0	0	0	15	3	16	16	15	21	10	12	22	14	18	9	15	16	10	40

Other Parties Voting Intention

UKIP	8	0	0	0	12	1	4	8	8	10	3	6	14	6	10	5	10	8	6	8
SNP / PCY	3	0	0	0	1	1	3	4	3	3	2	3	4	2	5	0	0	3	0	28
Green	3	0	0	0	1	0	8	2	3	4	3	3	2	3	2	3	3	2	3	1
BNP	1	0	0	0	1	0	1	1	0	2	1	0	1	1	0	0	1	1	1	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	2	1	1	3	1	0	1	1	1	1	1	1	0	2

Non Voters

Would Not Vote	8	0	0	0	4	3	4	6	9	21	10	6	2	5	11	5	6	10	11	3
Don't know	15	0	0	0	14	7	23	11	19	20	16	13	14	15	15	14	18	15	12	12

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

	Sep 9-10	Sep 10-11																			
Approve	22	22	67	2	26	47	6	15	24	21	18	22	22	24	27	16	24	26	21	18	20
Disapprove	63	62	16	93	50	37	89	66	64	60	48	58	68	63	57	67	56	57	60	68	70
Don't know	15	16	17	4	24	16	5	19	13	20	34	21	10	13	16	17	20	17	19	14	10

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

	Sep 3-4	Sep 10-11																			
Strongly support	2	2	3	1	9	2	2	2	3	1	1	2	3	2	3	1	4	2	2	2	0
Tend to support	29	23	47	4	53	36	5	32	24	23	18	23	23	27	27	19	23	28	20	21	22
TOTAL SUPPORT	31	25	50	5	62	38	7	34	27	24	19	25	26	29	30	20	27	30	22	23	22
Tend to oppose	32	33	35	35	31	39	29	33	31	36	22	32	34	38	34	32	27	37	35	33	29
Strongly oppose	29	31	11	55	3	17	58	25	35	28	34	27	35	30	28	36	27	25	32	38	42
TOTAL OPPOSE	61	64	46	90	34	56	87	58	66	64	56	59	69	68	62	68	54	62	67	71	71
Don't know	8	10	4	4	4	5	5	7	7	12	26	15	5	3	8	12	19	9	10	7	8

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Unweighted Sample	1682	432	526	115	544	403	413	825	857	66	411	711	494	1152	530	237	585	344	380	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 27-28	Sep 10-11																			
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	79	86	85	81	81	84	84	82	75	66	79	82	79	84	71	72	77	85	77	83
Immigration & Asylum	47	44	59	36	20	60	40	29	42	47	29	30	46	62	39	52	42	50	42	45	33
Health	24	27	13	38	24	17	36	32	22	33	27	24	28	29	27	28	26	27	28	29	23
Pensions	21	20	21	22	20	22	22	21	19	21	5	16	23	26	22	18	17	22	18	20	22
Crime	20	19	19	19	8	23	20	11	18	20	14	18	20	21	16	23	19	17	21	21	16
Education	15	16	11	21	17	10	23	18	16	17	21	18	18	11	20	12	20	14	17	17	14
Europe	22	16	29	12	14	23	11	13	20	13	18	11	16	21	17	15	19	16	15	16	19
Tax	16	15	15	14	19	18	12	14	19	11	15	21	15	11	15	15	13	16	14	14	22
Family life & childcare	7	10	6	11	6	8	13	9	6	13	12	12	10	7	8	12	12	8	9	13	7
Afghanistan	6	7	10	4	6	10	5	6	7	7	7	3	7	11	8	6	3	8	7	7	11
The environment	6	7	4	7	12	3	7	14	9	6	7	10	6	5	8	5	7	8	8	6	7
Transport	5	4	3	3	12	2	4	7	5	2	2	6	3	3	5	2	4	3	5	3	3
None of these	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Don't know	3	3	0	1	1	0	1	3	3	3	18	4	0	0	2	5	7	4	2	1	4

	Aug 27-28	Sep 10-11																			
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	67	72	71	70	67	68	72	69	65	51	68	73	64	71	61	61	65	68	70	66
Pensions	34	35	39	34	32	38	37	33	34	35	20	22	34	53	37	32	35	34	35	34	36
Health	32	33	30	33	29	32	34	34	28	38	26	26	31	43	32	33	34	32	34	29	40
Tax	29	26	32	22	27	29	26	21	30	22	31	32	26	18	27	24	27	26	26	27	20
Family life & childcare	13	16	14	17	10	16	18	17	13	19	12	29	16	6	15	17	15	16	18	15	14
Education	14	13	8	16	18	11	16	17	11	15	16	16	16	6	16	10	16	11	11	15	17
Immigration & Asylum	14	12	14	8	5	19	9	6	12	12	0	8	13	20	8	17	11	16	7	12	8
Crime	11	11	11	12	7	13	12	8	10	11	7	8	12	13	9	13	20	10	11	9	7
Transport	10	8	6	8	12	7	9	8	9	7	9	9	6	8	9	7	7	8	10	6	9
Europe	8	7	10	3	4	10	3	5	9	6	3	3	6	13	8	5	6	7	7	5	13
The environment	7	7	6	7	11	5	6	11	7	7	0	9	7	8	8	5	8	7	7	6	8
Afghanistan	1	1	0	1	0	1	0	1	0	1	2	0	0	1	1	0	1	1	2	1	0
None of these	3	3	3	3	4	3	3	3	2	4	0	3	2	4	3	3	3	4	1	3	2
Don't know	4	4	1	5	2	1	5	3	6	3	26	2	1	1	2	8	6	5	3	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	31	104
Male 25 to 39	179	215
Male 40 to 59	346	284
Male 60 +	269	214
Female 18 to 24	35	99
Female 25 to 39	232	214
Female 40 to 59	365	291
Female 60 +	225	261
Region		
North England	380	414
Midlands	262	276
East England	169	161
London	237	215
South England	416	385
Wales	82	84
Scotland	136	146
Social Grade		
AB	659	471
C1	493	488
C2	245	353
DE	285	370
Newspaper Type		
Express / Mail	335	269
Sun / Star	106	395
Mirror / Record	74	168
Guardian / Independent	96	76
FT / Times / Telegraph	128	160
Other Paper	257	193
No Paper	686	421
Political Party Identification		
Labour	503	547
Conservative	495	479
Liberal Democrat	179	202
SNP/Plaid Cymru	39	29
Others	71	22
None/ DK	395	404

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