

# YouGov / The Sun Survey Results

Sample Size: 1760 GB Adults  
Fieldwork: 1st - 2nd January 2013

	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	
<b>Weighted Sample</b>	<b>1760</b>	433	599	153	517	449	388	855	905	213	449	602	496	1003	757	225	572	377	433	153
Unweighted Sample	1760	415	620	141	504	475	379	868	892	168	457	689	446	1115	645	354	518	360	397	131
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>31</b>	100	0	0	79	2	12	31	31	33	28	28	37	36	25	26	39	31	27	20
Lab	<b>43</b>	0	100	0	6	93	35	41	45	41	47	50	32	38	50	53	33	42	49	45
Lib Dem	<b>11</b>	0	0	100	1	1	39	11	11	17	12	8	11	13	9	11	13	12	8	9
Other	<b>15</b>	0	0	0	13	3	13	17	13	9	13	14	21	14	17	10	15	15	15	26

## Other Parties Voting Intention

UKIP	<b>9</b>	0	0	0	12	1	8	11	7	3	5	8	16	7	12	7	10	10	11	2
SNP / PCY	<b>3</b>	0	0	0	0	2	1	3	2	3	3	3	2	3	3	1	1	1	0	22
Green	<b>2</b>	0	0	0	1	0	4	2	2	1	4	2	2	3	1	1	3	1	3	2
BNP	<b>0</b>	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	1	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	1	0	1	2	1	0	0	0	0	1	1	1	0	0

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	3	2	3	6	8	13	10	5	5	4	11	5	7	10	6	9
Don't know	<b>13</b>	0	0	0	12	7	18	10	17	16	15	10	15	14	12	13	17	13	12	9

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

		Dec 20-21	Jan 1-2																		
Approve	26	<b>25</b>	71	3	37	54	5	23	28	21	19	26	24	27	29	19	24	30	22	24	15
Disapprove	58	<b>60</b>	13	91	37	28	90	63	61	59	53	55	65	61	56	65	61	53	60	63	73
Don't know	16	<b>15</b>	16	6	26	18	5	14	11	20	28	20	10	13	15	16	15	17	17	13	12

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

**Which of these would make the best Prime Minister?**

	Dec 11-12	Jan 1-2																			
David Cameron	33	<b>33</b>	91	4	24	75	5	22	35	31	27	33	28	40	38	25	30	39	32	30	20
Ed Miliband	25	<b>25</b>	1	60	9	3	58	23	26	24	23	22	28	23	23	27	31	17	24	30	28
Nick Clegg	5	<b>5</b>	1	1	39	1	1	16	6	4	5	7	5	2	6	4	6	5	6	4	5
Don't know	37	<b>38</b>	7	35	28	22	35	39	34	42	44	37	39	35	33	44	34	38	38	36	46

**If you had to choose, which of the following options would be best for Britain?**

	Dec 11-12	Jan 1-2																			
A majority Conservative government	30	<b>30</b>	85	1	8	77	3	13	31	28	20	24	28	41	33	25	23	37	28	28	20
A coalition between the Conservatives and Liberal Democrats	8	<b>7</b>	11	0	36	8	1	16	8	7	8	9	6	8	9	6	8	10	8	5	4
A coalition between Labour and the Liberal Democrats	13	<b>12</b>	0	12	44	2	9	28	12	12	17	13	12	7	13	9	14	11	12	10	15
A majority Labour government	32	<b>33</b>	0	81	0	4	79	27	33	33	24	32	40	29	29	38	39	24	31	39	42
Don't know	18	<b>18</b>	4	5	11	9	9	15	16	20	31	23	14	14	16	22	16	18	20	18	19

## 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.
<b>Age and Gender</b>			
	Male 18 to 24	<b>58</b>	<b>109</b>
	Male 25 to 39	<b>199</b>	<b>225</b>
	Male 40 to 59	<b>367</b>	<b>297</b>
	Male 60 +	<b>244</b>	<b>224</b>
	Female 18 to 24	<b>110</b>	<b>104</b>
	Female 25 to 39	<b>258</b>	<b>224</b>
	Female 40 to 59	<b>322</b>	<b>304</b>
	Female 60 +	<b>202</b>	<b>273</b>
<b>Region</b>			
	North England	<b>397</b>	<b>433</b>
	Midlands	<b>280</b>	<b>289</b>
	East England	<b>152</b>	<b>169</b>
	London	<b>354</b>	<b>225</b>
	South England	<b>366</b>	<b>403</b>
	Wales	<b>80</b>	<b>88</b>
	Scotland	<b>131</b>	<b>153</b>
<b>Social Grade</b>			
	AB	<b>653</b>	<b>493</b>
	C1	<b>462</b>	<b>510</b>
	C2	<b>278</b>	<b>370</b>
	DE	<b>367</b>	<b>387</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>310</b>	<b>282</b>
	Sun / Star	<b>247</b>	<b>414</b>
	Mirror / Record	<b>129</b>	<b>176</b>
	Guardian / Independent	<b>85</b>	<b>79</b>
	FT / Times / Telegraph	<b>118</b>	<b>167</b>
	Other Paper	<b>223</b>	<b>202</b>
	No Paper	<b>648</b>	<b>440</b>
<b>Political Party Identification</b>			
	Labour	<b>605</b>	<b>572</b>
	Conservative	<b>485</b>	<b>502</b>
	Liberal Democrat	<b>190</b>	<b>211</b>
	SNP/Plaid Cymru	<b>23</b>	<b>30</b>
	Others	<b>94</b>	<b>23</b>
	None/ DK	<b>363</b>	<b>422</b>

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