

YouGov / The Sun Survey Results

Sample Size: 2050 GB Adults
Fieldwork: 7th - 8th 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	
Weighted Sample	2050	515	718	169	646	526	446	996	1054	248	523	701	578	1169	882	262	666	439	504	178
Unweighted Sample	2050	482	731	129	624	539	438	990	1060	198	508	794	550	1313	737	319	634	424	511	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	74	2	15	31	32	25	31	29	37	35	27	32	40	33	21	28
Lab	44	0	100	0	6	94	38	44	44	53	46	48	34	42	47	43	32	45	58	46
Lib Dem	10	0	0	100	2	1	34	11	10	11	17	9	6	13	7	17	11	10	7	7
Other	14	0	0	0	17	3	13	15	14	12	6	13	23	11	18	8	17	12	14	19

Other Parties Voting Intention

UKIP	9	0	0	0	16	1	7	11	8	4	3	9	17	8	12	5	13	9	11	2
Green	2	0	0	0	0	0	5	2	2	5	1	2	1	2	2	2	3	1	0	2
SNP / PCY	1	0	0	0	0	1	1	1	2	1	1	1	2	1	3	0	0	1	0	14
BNP	1	0	0	0	0	0	0	0	1	1	0	0	1	0	1	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	1	0	1	1	0	1	0	0	1	1	0

Non Voters

Would Not Vote	6	0	0	0	2	3	6	5	7	10	10	6	2	6	7	5	6	7	7	3
Don't know	14	0	0	0	13	8	17	9	19	11	17	14	14	13	15	16	14	13	14	14

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

	Jan 6-7	Jan 7-8																			
Approve	27	26	74	5	37	52	5	24	30	23	22	30	23	29	32	19	32	30	26	18	26
Disapprove	56	57	11	89	39	27	89	62	59	55	50	52	62	58	53	62	51	51	55	68	61
Don't know	17	17	15	6	24	21	6	14	11	22	28	18	15	13	14	20	17	19	19	14	12

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

	Dec 17-18 2012	Jan 7-8 2013																			
Strongly support	3	4	9	2	12	7	2	5	7	2	6	4	4	4	6	2	9	4	4	3	3
Tend to support	27	28	57	6	52	45	7	34	30	25	21	30	26	30	32	22	31	31	28	22	22
TOTAL SUPPORT	30	32	66	8	64	52	9	39	37	27	27	34	30	34	38	24	40	35	32	25	25
Tend to oppose	32	30	25	33	24	30	32	29	27	34	35	27	30	32	29	32	25	32	30	30	33
Strongly oppose	29	29	6	54	6	12	53	28	32	26	25	24	33	31	27	32	24	23	30	36	38
TOTAL OPPOSE	61	59	31	87	30	42	85	57	59	60	60	51	63	63	56	64	49	55	60	66	71
Don't know	9	9	4	5	6	6	7	5	5	13	13	15	8	3	6	13	12	9	9	9	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	81	127
	Male 25 to 39	216	262
	Male 40 to 59	407	346
	Male 60 +	286	260
	Female 18 to 24	117	121
	Female 25 to 39	292	260
	Female 40 to 59	387	355
	Female 60 +	264	318
Region			
	North England	511	504
	Midlands	324	336
	East England	182	197
	London	319	262
	South England	452	469
	Wales	100	103
	Scotland	162	178
Social Grade			
	AB	714	574
	C1	599	595
	C2	321	431
	DE	416	451
Newspaper Type			
	Express / Mail	353	328
	Sun / Star	224	482
	Mirror / Record	132	205
	Guardian / Independent	140	92
	FT / Times / Telegraph	158	195
	Other Paper	256	236
	No Paper	787	513
Political Party Identification			
	Labour	707	666
	Conservative	553	584
	Liberal Democrat	164	246
	SNP/Plaid Cymru	36	35
	Others	111	27
	None/ DK	479	492

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