

YouGov / The Sun Survey Results

Sample Size: 1893 GB Adults
Fieldwork: 14th - 15th January 2014

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	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	1893	484	567	148	171	595	480	375	918	975	225	479	647	541	1079	814	242	615	405	466	165	
Unweighted Sample	1893	458	570	122	212	586	472	390	908	985	160	411	796	526	1233	660	290	590	346	477	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	78	3	10	33	33	23	28	32	42	36	29	32	40	36	27	19
Lab	39	0	100	0	0	5	84	32	36	42	39	47	42	28	36	42	40	31	41	46	43
Lib Dem	10	0	0	100	0	2	3	38	12	8	16	15	8	7	13	6	7	13	6	13	5
Other	18	0	0	0	100	15	10	20	19	17	22	11	18	22	15	22	21	17	16	15	33

Other Parties Voting Intention

UKIP	12	0	0	0	100	14	6	10	12	11	10	3	12	18	9	16	10	14	12	13	2
SNP / PCY	4	0	0	0	0	1	2	3	4	3	9	3	4	2	3	4	5	0	2	0	28
Green	2	0	0	0	0	0	1	7	2	2	0	3	2	1	2	1	4	2	1	1	2
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	0	1	0	3	1	0	0	1	1	1	1	1	1	1

Non Voters

Would Not Vote	7	0	0	0	0	2	1	5	6	7	10	12	6	2	5	9	5	7	6	9	5
Don't know	16	0	0	0	0	13	11	20	11	20	19	16	14	16	14	18	13	13	21	16	17

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

	Jan 13-14	Jan 14-15																				
Approve	29	29	81	4	38	12	61	8	19	34	25	23	26	29	36	34	23	32	35	28	26	19
Disapprove	55	54	9	89	43	79	24	82	64	53	56	52	52	58	53	51	59	51	52	55	54	69
Don't know	16	16	10	7	20	9	15	10	17	13	19	25	22	13	11	15	18	18	14	16	20	12

Jan 13-14 Jan 14-15

Fieldwork: 14th - 15th January 2014

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	UKIP	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	1893	484	567	148	171	595	480	375	918	975	225	479	647	541	1079	814	242	615	405	466	165	
Unweighted Sample	1893	458	570	122	212	586	472	390	908	985	160	411	796	526	1233	660	290	590	346	477	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Strongly support	3	3	7	1	9	0	4	3	3	5	2	3	4	3	4	4	2	10	3	2	3	2
Tend to support	25	27	52	10	59	14	42	9	35	31	25	21	31	27	27	31	23	26	33	24	27	22
TOTAL SUPPORT	28	30	59	11	68	14	46	12	38	36	27	24	35	30	31	35	25	36	36	26	30	24
Tend to oppose	32	33	30	39	27	41	34	34	33	33	33	37	34	32	32	32	34	30	34	36	33	25
Strongly oppose	27	26	8	46	3	41	14	49	23	25	27	17	19	31	31	24	29	24	21	27	28	42
TOTAL OPPOSE	59	59	38	85	30	82	48	83	56	58	60	54	53	63	63	56	63	54	55	63	61	67
Don't know	13	10	3	4	1	5	6	5	6	7	13	22	12	8	5	8	12	10	10	11	9	10

Aug 20-21 2013
Jan 14-15 2013

Local councils in many parts of Britain are cutting some of their services. Thinking about the area where you live, which of these statements comes closest to your view?

Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	39	42	22	64	42	44	26	63	52	44	41	29	39	49	42	43	40	41	36	46	48	39
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	32	27	43	15	34	36	40	19	21	27	26	20	23	27	32	28	25	25	26	31	25	26
Neither - I am not aware of significant cuts to services in my area	18	19	28	10	20	13	26	9	16	18	21	31	20	15	19	20	18	21	26	14	14	21
Don't know	11	12	7	11	4	7	8	10	11	12	12	20	18	9	7	9	16	14	13	9	12	14

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	64	114
Male 25 to 39	186	239
Male 40 to 59	388	320
Male 60 +	270	246
Female 18 to 24	96	112
Female 25 to 39	225	240
Female 40 to 59	408	327
Female 60 +	256	295
Region		
North England	477	466
Midlands	253	310
1	181	182
London	290	242
South England	409	433
Wales	93	95
Scotland	190	165
Social Grade		
AB	699	530
C1	534	549
C2	274	398
DE	386	416
Newspaper Type		
Express / Mail	378	303
Sun / Star	155	445
Mirror / Record	94	189
Guardian / Independent	148	85
FT / Times / Telegraph	156	180
Other Paper	285	218
No Paper	677	473
Political Party Identification		
Labour	610	606
Conservative	506	530
Liberal Democrat	165	208
SNP/Plaid Cymru	42	32
Others	139	44
None/ DK	431	473

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

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk