

YouGov / The Sun Survey Results

Sample Size: 1884 GB Adults
Fieldwork: 28th - 29th 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	1884	498	544	146	157	581	479	401	914	970	224	477	644	539	1074	810	241	612	403	463	164	
Unweighted Sample	1884	487	560	123	181	587	471	430	914	970	140	439	702	603	1267	617	296	608	383	416	181	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	81	5	12	33	37	38	29	34	40	36	33	34	44	32	30	25
Lab	38	0	100	0	0	2	88	36	38	39	38	46	39	31	39	37	37	29	40	47	38
Lib Dem	10	0	0	100	0	2	0	37	11	10	6	12	12	8	11	9	20	10	8	8	9
Other	17	0	0	0	100	15	7	16	19	14	19	13	15	21	14	21	9	16	20	15	29

Other Parties Voting Intention

UKIP	11	0	0	0	100	14	4	8	12	11	7	5	11	17	8	15	5	14	13	12	3
SNP / PCY	2	0	0	0	0	0	1	2	3	2	2	3	2	2	2	3	0	0	1	0	24
Green	2	0	0	0	0	0	0	5	3	2	9	3	2	1	3	2	3	2	5	1	2
BNP	1	0	0	0	0	0	1	1	1	0	0	1	1	0	0	1	0	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0

Non Voters

Would Not Vote	8	0	0	0	0	2	2	5	9	8	16	13	6	4	6	12	5	10	11	9	1
Don't know	16	0	0	0	0	14	12	20	8	23	21	16	14	15	17	14	18	16	17	12	19

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

	Jan 27-28	Jan 28-29																				
Approve	32	32	84	6	41	15	64	11	22	37	27	27	25	31	41	34	29	36	38	30	26	23
Disapprove	53	53	8	87	39	75	23	81	59	53	53	47	53	55	52	51	55	47	44	56	62	59
Don't know	15	16	8	7	20	11	12	8	19	11	20	26	22	14	8	15	16	17	18	15	12	18

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

	Jan 14-15	Jan 28-29																				
Strongly support	3	3	6	2	10	0	4	2	4	4	2	0	3	4	3	4	2	3	4	3	2	1
Tend to support	27	25	47	7	52	19	41	9	31	27	24	24	23	27	27	27	23	32	29	25	20	18
TOTAL SUPPORT	30	28	53	9	62	19	45	11	35	31	26	24	26	31	30	31	25	35	33	28	22	19
Tend to oppose	33	31	31	35	24	32	32	35	30	32	29	30	33	31	34	27	40	29	24	31	42	
Strongly oppose	26	28	12	53	3	39	15	52	21	29	27	15	25	28	35	26	31	16	24	31	37	28
TOTAL OPPOSE	59	59	43	88	27	71	47	84	56	59	59	44	55	61	66	60	58	56	53	55	68	70
Don't know	10	13	4	3	11	9	7	4	10	10	16	32	20	8	4	9	17	10	14	17	10	12

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

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?

	Jan 14-15	Jan 28-29																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	42	41	18	69	41	35	21	66	50	43	39	30	40	43	43	42	39	30	36	47	52	32
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without	27	28	49	12	30	43	46	13	24	29	27	17	21	32	34	28	28	25	33	23	28	26
Neither - I am not aware of significant cuts to services in my area	19	21	29	13	19	17	26	14	18	20	22	36	22	17	18	20	22	31	21	20	12	31
Don't know	12	10	4	6	10	5	7	7	8	8	12	17	16	7	5	10	10	13	10	10	8	10

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	51	112
Male 25 to 39	176	235
Male 40 to 59	363	315
Male 60 +	313	242
Female 18 to 24	88	110
Female 25 to 39	260	237
Female 40 to 59	331	322
Female 60 +	282	291
Region		
North England	416	459
Midlands	280	306
1	188	179
London	276	239
South England	420	427
Wales	103	93
Scotland	181	162
Social Grade		
AB	733	522
C1	518	541
C2	259	391
DE	354	410
Newspaper Type		
Express / Mail	355	298
Sun / Star	158	438
Mirror / Record	82	186
Guardian / Independent	157	84
FT / Times / Telegraph	121	177
Other Paper	300	214
No Paper	691	466
Political Party Identification		
Labour	634	596
Conservative	507	522
Liberal Democrat	168	205
SNP/Plaid Cymru	43	32
Others	105	43
None/ DK	407	466

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