

## YouGov / The Sun Survey Results

Sample Size: 2007 GB Adults  
Fieldwork: 14th - 15th 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>2007</b>	<b>495</b>	<b>680</b>	<b>159</b>	<b>621</b>	<b>496</b>	<b>443</b>	<b>975</b>	<b>1032</b>	<b>243</b>	<b>512</b>	<b>686</b>	<b>566</b>	<b>1144</b>	<b>863</b>	<b>257</b>	<b>652</b>	<b>429</b>	<b>494</b>	<b>175</b>
<b>Unweighted Sample</b>	<b>2007</b>	<b>464</b>	<b>708</b>	<b>143</b>	<b>584</b>	<b>514</b>	<b>470</b>	<b>949</b>	<b>1058</b>	<b>183</b>	<b>512</b>	<b>776</b>	<b>536</b>	<b>1372</b>	<b>635</b>	<b>315</b>	<b>661</b>	<b>394</b>	<b>487</b>	<b>150</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	78	2	13	31	33	22	29	32	38	36	26	33	40	31	26	20
Lab	<b>44</b>	0	100	0	4	93	41	43	44	56	45	47	37	39	51	48	32	48	53	49
Lib Dem	<b>10</b>	0	0	100	1	1	35	10	10	13	15	9	7	13	6	9	13	11	9	6
Other	<b>14</b>	0	0	0	16	5	11	15	12	9	12	12	19	12	17	11	15	10	13	25

### Other Parties Voting Intention

UKIP	<b>9</b>	0	0	0	16	3	5	10	8	3	6	7	16	7	12	7	12	5	11	5
SNP / PCY	<b>2</b>	0	0	0	0	0	1	2	1	0	2	3	1	2	2	0	0	1	0	18
Green	<b>2</b>	0	0	0	0	0	4	2	2	6	3	1	0	2	2	2	3	2	1	1
BNP	<b>0</b>	0	0	0	0	1	0	1	0	0	1	0	0	0	1	0	0	1	0	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	0	0	1	1	1	1	1	1	1	0	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	4	3	4	9	7	16	10	7	3	6	11	9	6	11	8	5
Don't know	<b>15</b>	0	0	0	15	7	20	11	19	20	18	14	11	15	15	14	15	17	13	17

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

	Jan 13-14	Jan 14-15																			
Approve	26	<b>27</b>	75	4	37	52	5	23	29	25	18	28	25	32	33	19	24	33	25	24	21
Disapprove	60	<b>58</b>	10	89	48	28	87	64	60	56	58	54	61	58	53	64	59	51	58	62	72
Don't know	13	<b>15</b>	16	7	15	19	7	13	11	19	25	18	14	10	14	17	17	17	17	13	7

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

	Jan 7-8	Jan 14-15																			
Strongly support	4	<b>5</b>	11	1	11	8	1	6	6	4	2	7	4	5	6	3	6	5	3	5	5
Tend to support	28	<b>27</b>	52	8	57	43	8	30	28	25	21	27	27	28	32	19	26	31	25	24	19
<b>TOTAL SUPPORT</b>	<b>32</b>	<b>32</b>	<b>63</b>	<b>9</b>	<b>68</b>	<b>51</b>	<b>9</b>	<b>36</b>	<b>34</b>	<b>29</b>	<b>23</b>	<b>34</b>	<b>31</b>	<b>33</b>	<b>38</b>	<b>22</b>	<b>32</b>	<b>36</b>	<b>28</b>	<b>29</b>	<b>24</b>
Tend to oppose	30	<b>31</b>	25	34	22	27	33	34	28	34	38	29	27	34	32	30	33	29	35	27	37
Strongly oppose	29	<b>28</b>	8	53	3	15	53	22	32	24	22	22	34	30	23	35	26	24	28	34	31
<b>TOTAL OPPOSE</b>	<b>59</b>	<b>59</b>	<b>33</b>	<b>87</b>	<b>25</b>	<b>42</b>	<b>86</b>	<b>56</b>	<b>60</b>	<b>58</b>	<b>60</b>	<b>51</b>	<b>61</b>	<b>64</b>	<b>55</b>	<b>65</b>	<b>59</b>	<b>53</b>	<b>63</b>	<b>61</b>	<b>68</b>
Don't know	9	<b>10</b>	4	4	7	7	5	8	6	13	16	15	8	4	7	13	9	10	9	10	9

Fieldwork: 14th - 15th 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 2007</b>	495	680	159	621	496	443	975	1032	243	512	686	566	1144	863	257	652	429	494	175	
Unweighted Sample 2007	464	708	143	584	514	470	949	1058	183	512	776	536	1372	635	315	661	394	487	150	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 17-18 2012	Jan 14-15 2013																			
<b>Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.</b>																					
The economy	79	77	83	76	78	80	79	80	79	76	74	74	81	78	80	74	75	79	77	76	82
Immigration & Asylum	51	47	62	39	23	66	40	30	44	50	25	34	52	63	41	55	38	52	49	48	35
Health	26	28	19	38	31	18	37	35	28	29	22	24	29	34	28	29	36	27	33	24	23
Pensions	19	22	17	25	23	18	24	23	20	23	12	18	23	27	23	19	18	17	22	26	30
Europe	18	21	32	14	11	33	12	16	24	17	21	15	17	30	21	21	21	23	19	19	22
Crime	19	18	21	15	12	21	17	12	16	19	10	18	18	20	15	21	17	20	18	17	12
Tax	18	16	13	16	17	14	16	17	17	15	21	24	16	8	17	16	14	16	17	14	22
Education	14	13	8	18	19	8	16	18	11	15	24	16	13	6	16	9	16	13	13	13	11
Family life & childcare	10	11	6	14	12	7	16	12	7	15	10	14	12	7	10	12	12	9	11	12	12
The environment	8	8	6	7	19	5	6	15	9	7	17	10	7	4	10	6	11	10	7	6	5
Afghanistan	7	5	5	6	6	4	6	5	4	6	6	3	5	8	5	6	5	5	5	5	7
Transport	4	5	5	4	6	5	4	6	6	3	10	6	3	3	6	3	7	5	2	5	5
None of these	0	0	0	0	2	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0
Don't know	2	2	0	1	3	1	1	2	2	2	5	4	0	0	2	2	1	2	2	1	3

	Dec 17-18 2012	Jan 14-15 2013																			
<b>And which of the following do you think are the most important issues facing you and your family? Please tick up to three.</b>																					
The economy	66	65	64	66	70	66	67	67	67	62	61	62	70	62	66	63	60	65	68	63	66
Pensions	29	36	36	38	37	39	39	35	34	39	22	23	37	52	37	35	27	37	37	38	38
Health	36	34	28	42	28	31	41	34	31	36	19	24	32	51	31	37	39	32	36	31	33
Tax	27	28	31	25	23	30	24	28	28	28	42	37	27	16	29	27	20	30	32	26	28
Family life & childcare	17	16	15	19	15	14	18	18	13	19	10	27	15	9	16	15	17	15	16	16	16
Immigration & Asylum	15	14	18	10	5	22	9	7	15	13	5	8	16	22	12	17	16	15	13	16	6
Education	15	13	11	15	18	9	14	19	11	15	27	17	13	5	17	9	15	12	12	14	14
Crime	12	10	11	10	7	10	10	5	10	9	5	8	11	12	8	11	14	7	13	10	4
Transport	10	10	10	11	12	9	9	14	11	9	27	9	7	7	11	8	14	10	9	9	9
Europe	7	8	14	5	4	16	4	4	9	7	4	3	7	17	7	9	9	8	7	7	15
The environment	8	7	6	8	16	6	6	13	8	7	9	7	6	8	9	5	10	9	7	5	6
Afghanistan	1	1	1	1	1	1	1	1	0	1	2	1	1	1	1	1	0	2	1	0	1
None of these	3	2	2	2	3	1	3	2	2	2	2	2	3	1	2	2	1	3	0	3	3
Don't know	3	3	1	1	2	1	2	3	4	2	6	5	2	0	2	4	3	3	2	2	4

## 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>70</b>	<b>124</b>
	Male 25 to 39	<b>223</b>	<b>257</b>
	Male 40 to 59	<b>387</b>	<b>339</b>
	Male 60 +	<b>269</b>	<b>255</b>
	Female 18 to 24	<b>113</b>	<b>118</b>
	Female 25 to 39	<b>289</b>	<b>255</b>
	Female 40 to 59	<b>389</b>	<b>347</b>
	Female 60 +	<b>267</b>	<b>311</b>
<b>Region</b>			
	North England	<b>487</b>	<b>494</b>
	Midlands	<b>297</b>	<b>329</b>
	East England	<b>183</b>	<b>193</b>
	London	<b>315</b>	<b>257</b>
	South England	<b>478</b>	<b>460</b>
	Wales	<b>97</b>	<b>100</b>
	Scotland	<b>150</b>	<b>175</b>
<b>Social Grade</b>			
	AB	<b>747</b>	<b>562</b>
	C1	<b>625</b>	<b>582</b>
	C2	<b>271</b>	<b>421</b>
	DE	<b>364</b>	<b>442</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>339</b>	<b>321</b>
	Sun / Star	<b>243</b>	<b>472</b>
	Mirror / Record	<b>124</b>	<b>201</b>
	Guardian / Independent	<b>138</b>	<b>90</b>
	FT / Times / Telegraph	<b>145</b>	<b>191</b>
	Other Paper	<b>268</b>	<b>231</b>
	No Paper	<b>750</b>	<b>502</b>
<b>Political Party Identification</b>			
	Labour	<b>688</b>	<b>652</b>
	Conservative	<b>511</b>	<b>572</b>
	Liberal Democrat	<b>190</b>	<b>241</b>
	SNP/Plaid Cymru	<b>37</b>	<b>34</b>
	Others	<b>115</b>	<b>26</b>
	None/ DK	<b>466</b>	<b>482</b>

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