

**YouGov / The Sun Survey Results**

Sample Size: 1916 GB Adults  
Fieldwork: 10th - 11th December 2013

|                          | 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   |            |
| <b>Weighted Sample</b>   | <b>1916</b>      | <b>477</b> | <b>571</b> | <b>136</b> | <b>189</b> | <b>576</b> | <b>452</b> | <b>408</b> | <b>929</b> | <b>987</b> | <b>228</b> | <b>485</b> | <b>655</b> | <b>548</b>   | <b>1092</b> | <b>824</b> | <b>245</b>    | <b>623</b>       | <b>410</b> | <b>471</b> | <b>167</b> |
| <b>Unweighted Sample</b> | <b>1916</b>      | <b>474</b> | <b>587</b> | <b>122</b> | <b>201</b> | <b>570</b> | <b>489</b> | <b>400</b> | <b>953</b> | <b>963</b> | <b>158</b> | <b>420</b> | <b>841</b> | <b>497</b>   | <b>1287</b> | <b>629</b> | <b>268</b>    | <b>585</b>       | <b>395</b> | <b>487</b> | <b>181</b> |
|                          | %                | %          | %          | %          | %          | %          | %          | %          | %          | %          | %          | %          | %          | %            | %           | %          | %             | %                | %          | %          | %          |

**Headline Voting Intention**  
*[Excluding Don't knows and Wouldn't votes]*

|         |           |     |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>33</b> | 100 | 0   | 0   | 0   | 75 | 1  | 13 | 32 | 33 | 29 | 25 | 33 | 38 | 39 | 24 | 32 | 38 | 35 | 28 | 22 |
| Lab     | <b>39</b> | 0   | 100 | 0   | 0   | 6  | 89 | 34 | 39 | 39 | 45 | 50 | 39 | 29 | 35 | 45 | 43 | 29 | 44 | 49 | 33 |
| Lib Dem | <b>9</b>  | 0   | 0   | 100 | 0   | 1  | 3  | 35 | 9  | 10 | 11 | 11 | 8  | 9  | 11 | 7  | 12 | 10 | 5  | 10 | 13 |
| Other   | <b>19</b> | 0   | 0   | 0   | 100 | 18 | 7  | 18 | 20 | 18 | 15 | 13 | 19 | 24 | 16 | 24 | 14 | 23 | 16 | 14 | 32 |

**Other Parties Voting Intention**

|           |           |   |   |   |     |    |   |    |    |    |   |   |    |    |    |    |    |    |   |    |    |
|-----------|-----------|---|---|---|-----|----|---|----|----|----|---|---|----|----|----|----|----|----|---|----|----|
| SNP / PCY | <b>3</b>  | 0 | 0 | 0 | 0   | 0  | 2 | 1  | 4  | 2  | 5 | 3 | 4  | 2  | 3  | 3  | 0  | 0  | 3 | 0  | 24 |
| Green     | <b>2</b>  | 0 | 0 | 0 | 0   | 0  | 1 | 3  | 1  | 2  | 1 | 2 | 2  | 1  | 1  | 2  | 2  | 1  | 2 | 1  | 1  |
| UKIP      | <b>13</b> | 0 | 0 | 0 | 100 | 16 | 4 | 13 | 13 | 13 | 8 | 7 | 11 | 20 | 10 | 17 | 10 | 20 | 9 | 12 | 5  |
| BNP       | <b>1</b>  | 0 | 0 | 0 | 0   | 0  | 0 | 0  | 1  | 1  | 0 | 0 | 1  | 0  | 0  | 1  | 0  | 1  | 1 | 0  | 0  |
| Respect   | <b>0</b>  | 0 | 0 | 0 | 0   | 0  | 0 | 0  | 0  | 0  | 1 | 0 | 0  | 0  | 0  | 0  | 0  | 0  | 1 | 0  | 0  |
| Other     | <b>1</b>  | 0 | 0 | 0 | 0   | 1  | 0 | 0  | 1  | 1  | 0 | 0 | 1  | 1  | 1  | 1  | 1  | 1  | 1 | 0  | 1  |

**Non Voters**

|                |           |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|-----------|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | <b>7</b>  | 0 | 0 | 0 | 0 | 2  | 2  | 4  | 7  | 7  | 15 | 11 | 5  | 2  | 6  | 9  | 7  | 7  | 7  | 9  | 3  |
| Don't know     | <b>17</b> | 0 | 0 | 0 | 0 | 11 | 12 | 21 | 11 | 21 | 21 | 22 | 15 | 12 | 15 | 19 | 19 | 17 | 15 | 16 | 16 |

Dec 09-10  
**Dec 10-11**

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

|            |           |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve    | <b>30</b> | <b>29</b> | 83 | 8  | 31 | 13 | 62 | 6  | 21 | 31 | 27 | 28 | 22 | 29 | 35 | 34 | 22 | 31 | 31 | 32 | 25 | 23 |
| Disapprove | <b>52</b> | <b>55</b> | 8  | 88 | 43 | 75 | 27 | 88 | 62 | 56 | 54 | 43 | 56 | 60 | 54 | 51 | 60 | 52 | 48 | 57 | 60 | 68 |
| Don't know | <b>17</b> | <b>16</b> | 9  | 4  | 26 | 12 | 11 | 6  | 18 | 12 | 19 | 29 | 22 | 11 | 10 | 14 | 18 | 17 | 21 | 11 | 15 | 9  |

Nov 26-27  
**Dec 10-11**

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

|                      |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | <b>4</b>  | <b>3</b>  | 9         | 1         | 12        | 0         | 7         | 1         | 5         | 4         | 3         | 4         | 4         | 4         | 3         | 4         | 2         | 5         | 4         | 3         | 2         | 4         |
| Tend to support      | <b>24</b> | <b>26</b> | 51        | 7         | 59        | 24        | 39        | 8         | 35        | 27        | 25        | 18        | 25        | 27        | 28        | 30        | 20        | 29        | 29        | 25        | 22        | 21        |
| <b>TOTAL SUPPORT</b> | <b>28</b> | <b>29</b> | <b>60</b> | <b>8</b>  | <b>71</b> | <b>24</b> | <b>46</b> | <b>9</b>  | <b>40</b> | <b>31</b> | <b>28</b> | <b>22</b> | <b>29</b> | <b>31</b> | <b>31</b> | <b>34</b> | <b>22</b> | <b>34</b> | <b>33</b> | <b>28</b> | <b>24</b> | <b>25</b> |
| Tend to oppose       | <b>33</b> | <b>32</b> | 26        | 39        | 20        | 33        | 30        | 39        | 30        | 33        | 31        | 38        | 32        | 31        | 31        | 33        | 31        | 33        | 30        | 33        | 32        | 36        |
| Strongly oppose      | <b>28</b> | <b>28</b> | 11        | 50        | 6         | 39        | 16        | 48        | 25        | 29        | 26        | 17        | 20        | 32        | 34        | 23        | 34        | 21        | 25        | 28        | 33        | 32        |
| <b>TOTAL OPPOSE</b>  | <b>61</b> | <b>60</b> | <b>37</b> | <b>89</b> | <b>26</b> | <b>72</b> | <b>46</b> | <b>87</b> | <b>55</b> | <b>62</b> | <b>57</b> | <b>55</b> | <b>52</b> | <b>63</b> | <b>65</b> | <b>56</b> | <b>65</b> | <b>54</b> | <b>55</b> | <b>61</b> | <b>65</b> | <b>68</b> |
| Don't know           | <b>11</b> | <b>11</b> | 3         | 3         | 3         | 4         | 8         | 5         | 6         | 7         | 15        | 23        | 19        | 6         | 4         | 9         | 14        | 12        | 13        | 10        | 10        | 7         |

## 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                         | 74             | 115          |
| Male 25 to 39                         | 192            | 241          |
| Male 40 to 59                         | 398            | 324          |
| Male 60 +                             | 289            | 249          |
| Female 18 to 24                       | 84             | 113          |
| Female 25 to 39                       | 228            | 243          |
| Female 40 to 59                       | 443            | 331          |
| Female 60 +                           | 208            | 299          |
| <b>Region</b>                         |                |              |
| North England                         | 487            | 471          |
| Midlands                              | 291            | 314          |
| 1                                     | 168            | 184          |
| London                                | 268            | 245          |
| South England                         | 417            | 439          |
| Wales                                 | 104            | 96           |
| Scotland                              | 181            | 167          |
| <b>Social Grade</b>                   |                |              |
| AB                                    | 726            | 536          |
| C1                                    | 561            | 556          |
| C2                                    | 266            | 402          |
| DE                                    | 363            | 422          |
| <b>Newspaper Type</b>                 |                |              |
| Express / Mail                        | 332            | 307          |
| Sun / Star                            | 209            | 450          |
| Mirror / Record                       | 113            | 192          |
| Guardian / Independent                | 129            | 86           |
| FT / Times / Telegraph                | 150            | 182          |
| Other Paper                           | 258            | 220          |
| No Paper                              | 725            | 479          |
| <b>Political Party Identification</b> |                |              |
| Labour                                | 648            | 613          |
| Conservative                          | 525            | 536          |
| Liberal Democrat                      | 168            | 211          |
| SNP/Plaid Cymru                       | 49             | 33           |
| Others                                | 119            | 44           |
| None/ DK                              | 407            | 479          |

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)