

# YouGov / The Sun Survey Results

Sample Size: 1715 GB Adults  
Fieldwork: 24th - 25th January 2012

	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>1715</b>	484	511	120	506	440	399	833	882	208	437	587	484	978	737	220	557	367	422	149	
Unweighted Sample	1715	470	483	133	485	414	443	843	872	116	439	682	478	1161	554	221	579	340	421	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>38</b>	100	0	0	91	4	17	36	39	19	32	39	46	44	29	41	50	34	30	17
Lab	<b>40</b>	0	100	0	2	90	34	39	40	64	44	41	27	34	48	44	27	42	51	45
Lib Dem	<b>9</b>	0	0	100	0	2	34	10	9	10	12	7	10	11	7	6	11	10	10	5
Other	<b>13</b>	0	0	0	7	4	15	14	12	7	12	13	16	11	16	9	12	14	10	33

## Other Parties Voting Intention

UKIP	<b>6</b>	0	0	0	4	2	3	7	4	2	6	5	8	4	8	5	6	7	6	3
SNP / PCY	<b>3</b>	0	0	0	0	2	3	2	3	1	2	3	4	3	3	1	0	2	0	27
Green	<b>3</b>	0	0	0	1	1	8	3	2	4	4	3	1	2	3	2	4	3	1	1
BNP	<b>1</b>	0	0	0	1	0	2	1	2	0	0	2	2	1	2	0	1	2	2	0
Other	<b>1</b>	0	0	0	0	0	0	1	0	0	1	1	0	1	0	1	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	1

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	3	2	4	8	8	18	11	7	3	6	11	9	7	12	8	3
Don't know	<b>17</b>	0	0	0	13	13	23	12	21	15	22	16	14	16	17	22	16	13	17	21

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

	Jan 23-24	Jan 24-25																			
Approve	34	<b>31</b>	80	4	39	65	7	26	36	26	14	28	30	42	36	25	29	38	31	27	20
Disapprove	52	<b>51</b>	9	87	33	19	82	53	50	52	53	47	56	49	46	59	50	42	53	58	67
Don't know	15	<b>18</b>	12	9	28	15	11	20	13	22	33	25	13	10	19	16	22	20	16	15	14

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

**Which of these would make the best Prime Minister?**

	Jan 10-11	Jan 24-25																			
David Cameron	41	<b>39</b>	96	5	29	83	11	26	42	35	24	34	39	50	45	31	39	48	35	34	23
Ed Miliband	17	<b>16</b>	1	47	6	2	39	14	18	14	22	15	19	10	13	19	16	12	15	19	20
Nick Clegg	5	<b>5</b>	1	4	33	0	2	14	5	5	8	6	3	5	5	5	4	4	8	4	7
Don't know	37	<b>41</b>	3	43	32	14	48	46	34	47	46	46	39	35	37	46	41	36	42	42	50

**If you had to choose, which of the following options would be best for Britain?**

	Jan 10-11	Jan 24-25																			
A majority Conservative government	32	<b>30</b>	83	1	4	76	5	9	32	28	13	22	32	43	36	22	32	38	26	27	19
A coalition between the Conservatives and Liberal Democrats	10	<b>11</b>	15	0	49	11	1	23	12	9	9	11	8	14	11	10	6	14	11	8	8
A coalition between Labour and the Liberal Democrats	12	<b>13</b>	0	21	36	1	16	27	14	13	26	12	13	9	16	10	10	14	14	12	18
A majority Labour government	28	<b>25</b>	0	72	2	2	66	18	26	25	27	27	27	21	21	32	29	17	24	31	38
Don't know	17	<b>20</b>	2	5	10	10	12	23	16	25	26	28	20	13	16	26	23	17	24	22	17

## 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	55	106
Male 25 to 39	197	220
Male 40 to 59	331	290
Male 60 +	260	218
Female 18 to 24	61	101
Female 25 to 39	242	218
Female 40 to 59	351	297
Female 60 +	218	266
<b>Region</b>		
North England	421	422
Midlands	240	281
East England	152	165
London	221	220
South England	427	393
Wales	100	86
Scotland	154	149
<b>Social Grade</b>		
AB	660	480
C1	501	497
C2	237	360
DE	317	377
<b>Newspaper Type</b>		
Express / Mail	345	274
Sun / Star	156	403
Mirror / Record	108	172
Guardian / Independent	106	77
FT / Times / Telegraph	107	163
Other Paper	243	197
No Paper	650	429
<b>Political Party Identification</b>		
Labour	525	557
Conservative	443	489
Liberal Democrat	219	206
SNP/Plaid Cymru	39	29
Others	90	22
None/ DK	399	412

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