

# YouGov / The Sun Survey Results

Sample Size: 1693 GB Adults  
Fieldwork: 23rd - 24th 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>1693</b>	517	497	111	528	435	367	823	870	205	432	579	477	965	728	217	550	362	416	147
Unweighted Sample	1693	485	502	114	493	446	387	811	882	128	416	724	425	1103	590	208	558	355	413	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>40</b>	100	0	0	90	3	15	43	37	34	35	40	46	45	33	39	51	38	36	20
Lab	<b>38</b>	0	100	0	1	91	35	35	42	41	43	39	33	36	43	39	29	42	47	39
Lib Dem	<b>9</b>	0	0	100	1	2	37	8	9	12	10	7	8	10	7	15	8	7	8	5
Other	<b>13</b>	0	0	0	8	4	14	14	12	12	11	14	14	10	17	7	11	13	9	35

## Other Parties Voting Intention

UKIP	<b>5</b>	0	0	0	6	1	4	5	4	0	2	6	7	3	6	4	7	3	4	2
SNP / PCY	<b>4</b>	0	0	0	0	2	2	4	3	4	4	3	3	3	5	0	0	3	0	28
Green	<b>2</b>	0	0	0	0	1	5	2	2	3	3	2	1	2	2	1	2	2	3	1
BNP	<b>1</b>	0	0	0	1	0	1	2	1	2	1	1	1	1	2	2	1	2	0	2
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Other	<b>1</b>	0	0	0	0	0	3	1	1	3	1	1	1	0	2	0	1	2	1	0

## Non Voters

Would Not Vote	<b>9</b>	0	0	0	3	3	7	8	10	19	12	8	5	7	12	6	11	9	11	5
Don't know	<b>14</b>	0	0	0	11	10	23	10	19	18	16	14	12	14	16	17	13	18	13	11

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

	Jan 22-23	Jan 23-24																			
Approve	30	<b>34</b>	86	4	40	70	7	23	40	28	28	29	35	38	39	26	38	41	30	30	21
Disapprove	55	<b>52</b>	5	90	41	17	86	58	50	54	46	50	56	51	46	59	47	45	52	58	64
Don't know	15	<b>15</b>	9	5	20	13	7	19	10	19	26	21	9	11	15	14	15	14	18	12	14

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

	Jan 16-17	Jan 23-24																			
Strongly support	4	<b>5</b>	11	0	9	10	1	3	6	3	8	4	4	4	5	4	9	4	4	5	2
Tend to support	30	<b>31</b>	56	9	57	51	10	34	34	29	30	30	31	32	37	23	39	34	28	27	27
<b>TOTAL SUPPORT</b>	<b>34</b>	<b>36</b>	<b>67</b>	<b>9</b>	<b>66</b>	<b>61</b>	<b>10</b>	<b>37</b>	<b>40</b>	<b>32</b>	<b>38</b>	<b>35</b>	<b>35</b>	<b>37</b>	<b>42</b>	<b>27</b>	<b>48</b>	<b>38</b>	<b>33</b>	<b>32</b>	<b>29</b>
Tend to oppose	31	<b>29</b>	22	39	21	23	37	32	27	31	24	31	30	29	28	31	24	30	30	31	29
Strongly oppose	25	<b>25</b>	7	48	3	11	47	20	28	22	15	21	28	30	22	29	22	22	25	29	30
<b>TOTAL OPPOSE</b>	<b>55</b>	<b>54</b>	<b>29</b>	<b>86</b>	<b>24</b>	<b>34</b>	<b>84</b>	<b>52</b>	<b>55</b>	<b>54</b>	<b>39</b>	<b>51</b>	<b>58</b>	<b>59</b>	<b>50</b>	<b>60</b>	<b>46</b>	<b>52</b>	<b>54</b>	<b>60</b>	<b>60</b>
Don't know	11	<b>10</b>	4	4	10	5	6	11	5	14	23	14	6	4	8	13	6	11	13	8	12

## 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	57	109
Male 25 to 39	235	225
Male 40 to 59	323	298
Male 60 +	242	226
Female 18 to 24	56	104
Female 25 to 39	295	224
Female 40 to 59	346	307
Female 60 +	212	273
<b>Region</b>		
North England	372	433
Midlands	255	290
East England	177	170
London	296	225
South England	412	407
Wales	85	88
Scotland	169	153
<b>Social Grade</b>		
AB	629	493
C1	553	510
C2	238	370
DE	340	387
<b>Newspaper Type</b>		
Express / Mail	372	284
Sun / Star	210	414
Mirror / Record	130	176
Guardian / Independent	113	79
FT / Times / Telegraph	130	167
Other Paper	231	204
No Paper	580	442
<b>Political Party Identification</b>		
Labour	511	572
Conservative	520	503
Liberal Democrat	189	212
SNP/Plaid Cymru	38	30
Others	83	23
None/ DK	425	426

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