

YouGov / The Sun Survey Results

Sample Size: 1729 GB Adults
Fieldwork: 5th - 6th 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	1729	409	517	117	158	541	437	345	839	890	206	437	591	494	986	743	221	562	370	425	150	
Unweighted Sample	1729	431	508	101	189	552	435	351	797	932	134	432	669	494	1145	584	335	546	327	382	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	74	4	11	28	36	19	34	27	39	36	26	27	41	31	28	19
Lab	40	0	100	0	0	4	87	36	42	38	51	38	46	32	37	44	43	30	40	49	44
Lib Dem	9	0	0	100	0	2	0	34	10	8	18	13	7	6	11	6	8	12	6	10	5
Other	19	0	0	0	100	21	9	20	20	18	13	15	20	23	15	25	22	17	23	13	32

Other Parties Voting Intention

UKIP	12	0	0	0	100	19	5	8	12	12	5	5	13	19	9	17	15	14	17	9	3
SNP / PCY	3	0	0	0	0	0	3	4	4	2	5	3	3	2	3	3	2	0	4	0	23
Green	2	0	0	0	0	1	0	7	2	3	2	4	3	1	3	2	4	2	1	3	2
BNP	1	0	0	0	0	0	0	0	0	1	1	2	0	0	0	1	1	0	0	1	3
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	1	1

Non Voters

Would Not Vote	9	0	0	0	0	3	2	4	9	10	17	17	6	3	6	14	5	11	13	6	11
Don't know	16	0	0	0	0	16	12	22	10	22	18	18	16	14	16	16	17	18	19	13	12

Dec 19-20 2013
Jan 5-6 2014

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

Approve	29	28	79	5	34	15	55	7	22	30	26	21	28	26	33	32	22	30	30	29	25	19
Disapprove	55	55	9	86	34	72	29	83	61	57	52	53	48	61	54	50	60	52	51	53	57	70
Don't know	16	18	12	9	32	13	16	10	17	13	22	27	24	13	14	18	17	18	19	18	17	11

Dec 10-11 2013
Jan 5-6 2014

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

Strongly support	3	3	8	0	8	0	5	0	5	3	3	4	3	3	2	4	1	3	3	3	2	4
Tend to support	26	25	47	10	59	18	37	9	29	25	26	22	27	24	27	29	20	24	29	27	24	14
TOTAL SUPPORT	29	28	55	10	67	18	42	9	34	28	29	26	30	27	29	33	21	27	32	30	26	18
Tend to oppose	32	32	29	34	18	33	33	34	30	30	33	34	31	31	33	33	30	34	33	28	30	36
Strongly oppose	28	27	11	51	2	42	17	49	26	33	22	18	18	32	34	24	32	30	22	28	30	34
TOTAL OPPOSE	60	59	40	85	20	75	50	83	56	63	55	52	49	63	67	57	62	64	55	56	60	70
Don't know	11	13	5	5	13	8	8	7	9	9	16	22	20	10	5	10	17	8	13	14	14	11

Fieldwork: 5th - 6th 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	1729	409	517	117	158	541	437	345	839	890	206	437	591	494	986	743	221	562	370	425	150	
Unweighted Sample	1729	431	508	101	189	552	435	351	797	932	134	432	669	494	1145	584	335	546	327	382	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec 8-9 2013
Jan 5-6 2014

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

Conservative	22	24	75	1	14	27	59	4	10	26	23	9	25	20	36	27	21	28	28	24	23	12
Labour	36	35	6	83	20	13	8	76	35	39	30	39	29	42	30	34	35	36	28	32	40	46
Liberal Democrat	6	6	3	1	46	2	2	1	18	7	4	8	8	6	3	7	4	4	7	5	6	5
Other	5	4	0	1	1	21	3	3	2	4	4	3	3	5	4	3	5	3	3	6	3	7
None	14	14	7	5	8	28	16	7	16	12	15	10	14	14	14	13	14	11	15	16	13	9
Don't know	16	17	8	8	11	9	11	9	18	11	24	30	21	13	14	15	20	17	19	16	15	21

Asylum and immigration

Conservative	26	26	72	9	23	7	50	12	18	28	24	20	28	25	29	31	20	25	29	23	26	22
Labour	17	18	3	46	19	4	6	42	15	20	17	21	18	19	17	19	18	20	14	17	22	25
Liberal Democrat	7	7	3	6	41	0	2	6	19	7	7	10	10	8	3	8	5	8	6	8	8	4
Other	18	14	10	8	2	67	19	8	12	17	12	6	9	16	20	12	17	15	13	18	13	15
None	17	16	6	15	8	20	14	15	19	17	16	13	15	17	18	14	20	13	21	16	15	10
Don't know	16	18	5	16	7	2	8	17	17	12	24	30	21	15	13	16	20	19	17	18	16	24

Law and order

Conservative	30	32	87	7	24	29	68	11	21	33	31	19	26	32	44	36	28	29	38	30	30	26
Labour	24	23	2	64	4	8	3	60	19	26	21	23	23	26	20	23	23	29	17	20	28	30
Liberal Democrat	6	6	1	4	49	0	3	3	16	7	5	14	8	4	4	7	5	5	6	7	6	7
Other	8	6	2	1	0	32	5	4	5	7	4	3	2	7	8	5	7	5	5	8	5	8
None	14	14	2	10	5	24	12	11	17	14	14	7	17	16	11	13	15	13	12	16	16	9
Don't know	18	19	5	14	18	7	9	11	22	13	25	33	24	15	13	16	22	19	21	20	15	21

Education and schools

Conservative	23	24	78	1	6	30	58	2	10	24	23	9	18	22	36	27	19	25	29	20	22	13
Labour	33	31	5	79	3	10	9	70	28	34	28	32	27	36	27	30	32	33	22	31	38	41
Liberal Democrat	8	10	6	4	73	2	5	4	26	11	8	16	14	7	6	11	7	9	12	8	8	9
Other	6	5	0	1	6	23	4	4	5	6	3	4	4	5	5	4	5	4	4	6	3	8
None	13	14	4	6	5	25	14	10	14	13	14	11	15	15	12	13	15	15	12	17	14	7
Don't know	16	18	7	10	8	10	10	11	17	12	24	29	22	14	14	15	22	15	21	18	14	22

Taxation

Conservative	28	27	85	3	7	30	64	5	9	28	26	13	23	25	38	30	22	27	34	24	23	14
Labour	27	27	3	72	15	8	6	63	26	32	23	30	25	31	24	28	27	27	20	25	36	37
Liberal Democrat	8	8	3	3	57	3	2	4	26	10	7	13	11	9	4	9	7	8	8	8	8	9
Other	7	5	0	1	0	26	4	3	6	6	4	6	3	5	6	4	6	8	4	5	3	6
None	13	15	4	8	9	25	14	12	15	14	15	9	17	16	13	13	17	13	14	18	15	10
Don't know	17	18	5	12	13	8	10	13	19	10	26	28	21	15	15	16	21	17	20	19	15	24

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	44	104
Male 25 to 39	197	218
Male 40 to 59	325	292
Male 60 +	231	225
Female 18 to 24	90	102
Female 25 to 39	235	220
Female 40 to 59	344	299
Female 60 +	263	270
Region		
North England	382	425
Midlands	245	284
1	162	166
London	335	221
South England	384	396
Wales	82	86
Scotland	139	150
Social Grade		
AB	653	484
C1	492	501
C2	249	363
DE	335	380
Newspaper Type		
Express / Mail	354	277
Sun / Star	123	406
Mirror / Record	80	173
Guardian / Independent	91	78
FT / Times / Telegraph	115	164
Other Paper	283	199
No Paper	683	432
Political Party Identification		
Labour	559	553
Conservative	497	484
Liberal Democrat	143	190
SNP/Plaid Cymru	27	29
Others	108	40
None/ DK	395	432

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