

YouGov / The Sun Survey Results

Sample Size: 1880 GB Adults
Fieldwork: 15th - 16th 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	
Weighted Sample	1880	485	624	173	575	475	406	914	966	227	479	643	530	1072	808	241	611	402	462	164
Unweighted Sample	1880	467	635	135	593	496	399	910	970	164	449	772	495	1215	665	303	623	370	447	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	78	2	10	34	32	32	34	29	36	36	28	33	42	31	30	12
Lab	42	0	100	0	6	91	33	39	46	42	46	46	34	39	47	45	28	45	53	47
Lib Dem	12	0	0	100	1	2	47	11	13	9	13	11	13	12	12	12	15	13	8	7
Other	13	0	0	0	15	4	10	17	9	16	7	14	17	13	13	10	14	11	9	34

Other Parties Voting Intention

UKIP	8	0	0	0	14	2	3	10	5	4	3	8	13	8	7	5	11	8	7	3
SNP / PCY	3	0	0	0	0	1	3	4	2	6	2	4	3	2	4	0	1	1	0	29
Green	2	0	0	0	0	0	3	1	2	5	2	2	0	2	1	4	1	1	1	2
BNP	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0	1	0	0
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	1	0	0	0

Non Voters

Would Not Vote	6	0	0	0	1	1	5	6	5	17	7	4	1	5	7	2	8	6	6	3
Don't know	16	0	0	0	14	9	18	10	21	17	17	14	16	14	18	18	16	19	12	12

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

	Jan 14-15	Jan 15-16																			
Approve	27	27	72	6	37	53	8	24	30	25	24	28	26	31	28	26	30	33	24	25	18
Disapprove	58	55	11	88	39	29	84	57	56	55	46	51	61	56	55	56	56	48	55	61	70
Don't know	15	17	17	6	24	18	8	19	14	21	30	21	13	13	17	18	14	20	21	14	12

Which of these would make the best Prime Minister?

	Jan 1-2	Jan 15-16																			
David Cameron	33	33	92	6	13	76	6	18	38	29	30	32	31	38	36	29	36	40	33	30	15
Ed Miliband	25	23	0	60	7	3	55	22	23	23	22	21	26	21	22	24	24	14	25	29	31
Nick Clegg	5	7	1	2	59	1	2	26	7	8	7	8	7	8	8	7	11	8	6	6	8
Don't know	38	37	7	32	20	19	37	34	32	41	41	39	36	33	35	39	30	38	36	36	46

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

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

	Jan 1-2	Jan 15-16																			
A majority Conservative government	30	29	84	1	2	76	2	8	34	25	20	25	30	37	33	24	29	38	29	24	16
A coalition between the Conservatives and Liberal Democrats	7	9	12	2	35	9	3	19	9	9	9	10	7	9	9	8	10	9	9	10	5
A coalition between Labour and the Liberal Democrats	12	14	0	15	53	2	11	36	14	14	19	15	14	11	15	13	15	16	13	12	14
A majority Labour government	33	30	0	78	3	6	71	24	29	32	29	27	34	29	28	33	33	19	30	39	45
Don't know	18	17	4	5	8	8	13	13	14	21	23	23	15	13	14	21	13	19	20	16	20

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	71	117
	Male 25 to 39	187	241
	Male 40 to 59	403	318
	Male 60 +	249	239
	Female 18 to 24	93	111
	Female 25 to 39	262	239
	Female 40 to 59	369	325
	Female 60 +	246	291
Region			
	North England	447	462
	Midlands	287	308
	East England	167	180
	London	303	241
	South England	456	431
	Wales	83	94
	Scotland	137	164
Social Grade			
	AB	690	526
	C1	525	545
	C2	282	395
	DE	383	414
Newspaper Type			
	Express / Mail	370	301
	Sun / Star	171	442
	Mirror / Record	77	188
	Guardian / Independent	115	85
	FT / Times / Telegraph	147	179
	Other Paper	269	216
	No Paper	731	470
Political Party Identification			
	Labour	622	611
	Conservative	528	536
	Liberal Democrat	159	226
	SNP/Plaid Cymru	28	32
	Others	107	24
	None/ DK	436	451

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