

YouGov / The Sun Survey Results

Sample Size: 1887 GB Adults
Fieldwork: 8th - 9th January 2014

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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	1887	476	555	139	191	583	463	370	915	972	225	477	645	540	1076	811	242	613	404	464	164
Unweighted Sample	1887	461	577	113	225	582	484	377	886	1001	145	456	761	525	1221	666	238	647	380	459	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	77	2	11	32	33	23	28	34	37	36	26	35	40	36	24	16
Lab	38	0	100	0	0	5	87	31	37	38	39	47	40	27	36	41	36	26	37	52	44
Lib Dem	9	0	0	100	0	1	2	37	10	9	17	8	9	9	11	8	14	12	8	7	6
Other	20	0	0	0	100	16	9	21	21	20	21	17	17	27	17	25	15	22	19	17	34

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	5	11	15	11	5	7	11	23	10	17	8	17	12	14	5
SNP / PCY	4	0	0	0	0	1	2	3	4	4	9	5	3	2	3	5	2	1	4	0	27
Green	2	0	0	0	0	0	1	6	1	3	5	2	1	2	2	2	2	3	2	1	1
BNP	1	0	0	0	0	0	0	0	0	1	1	1	0	0	1	0	0	0	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2	0	0	0	0
Other	1	0	0	0	0	0	0	2	1	0	1	1	1	0	1	1	1	1	0	1	0

Non Voters

Would Not Vote	7	0	0	0	0	3	4	3	6	8	15	9	6	3	6	8	8	6	9	6	5
Don't know	15	0	0	0	0	12	10	20	11	19	14	16	15	15	13	18	14	17	17	11	12

Jan 7-8 Jan 8-9

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

Approve	29	30	83	6	36	17	60	9	23	37	25	21	29	31	35	35	24	34	36	33	26	14
Disapprove	57	54	7	88	41	73	24	84	62	51	57	44	52	58	56	49	61	49	47	51	62	73
Don't know	14	16	10	6	23	10	15	7	15	12	19	35	19	11	9	16	15	18	18	16	12	14

Fieldwork: 8th - 9th 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	1887	476	555	139	191	583	463	370	915	972	225	477	645	540	1076	811	242	613	404	464	164
Unweighted Sample	1887	461	577	113	225	582	484	377	886	1001	145	456	761	525	1221	666	238	647	380	459	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov
27-28

Jan 8-9

Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	26	27	84	3	4	22	65	4	10	29	25	17	22	28	34	31	21	28	33	25	23	16
Applies most to Labour	27	26	2	71	9	5	4	61	23	27	24	24	27	28	23	26	25	25	19	21	36	32
Applies most to the Liberal Democrats	9	10	2	4	78	1	3	3	35	11	10	13	12	9	9	12	8	12	11	11	8	11
Applies to none of them	23	23	6	14	3	66	18	20	21	23	24	19	20	26	24	20	28	18	24	26	20	33
Don't know	15	14	7	8	5	7	10	12	11	11	17	27	19	9	10	11	18	17	13	17	13	8

It is led by people of real ability

Applies most to the Conservatives	20	21	63	1	15	15	47	4	11	24	18	17	18	21	25	25	16	20	23	25	18	13
Applies most to Labour	14	14	1	43	3	0	2	41	7	15	13	8	17	15	13	13	16	19	10	9	18	21
Applies most to the Liberal Democrats	3	3	0	1	33	0	1	1	12	4	2	2	3	4	3	4	3	6	3	1	5	1
Applies to none of them	44	44	24	41	38	79	36	41	55	43	45	40	39	49	45	44	45	37	47	41	44	53
Don't know	19	17	11	14	11	6	14	14	15	13	21	33	22	11	13	15	20	18	16	24	14	13

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	40	45	81	32	41	38	68	30	41	46	45	40	38	48	51	48	41	42	47	44	46	44
Applies most to Labour	11	10	2	28	4	1	2	27	8	12	9	5	12	11	10	9	12	15	8	8	13	9
Applies most to the Liberal Democrats	4	4	1	3	31	0	1	3	11	5	3	5	5	3	4	5	4	7	4	3	4	5
Applies to none of them	29	25	10	24	15	55	20	27	26	25	25	21	24	27	26	25	26	21	26	27	24	32
Don't know	15	15	6	12	8	6	8	14	14	12	18	28	21	11	9	13	17	16	15	19	13	11

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	22	21	5	36	21	25	10	36	23	18	24	14	17	23	26	19	23	20	17	19	23	33
Applies most to Labour	25	26	52	7	46	22	44	9	27	30	22	22	25	28	27	28	24	28	27	28	25	20
Applies most to the Liberal Democrats	26	27	31	38	9	24	29	33	28	30	24	26	27	27	28	30	23	25	29	25	29	23
Applies to none of them	10	9	4	7	8	18	6	9	9	9	9	8	10	11	7	8	11	12	10	8	8	11
Don't know	17	16	8	11	16	10	11	14	13	12	21	30	21	11	12	14	19	15	17	20	14	13

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	64	113
Male 25 to 39	190	238
Male 40 to 59	361	319
Male 60 +	271	245
Female 18 to 24	81	111
Female 25 to 39	266	240
Female 40 to 59	400	326
Female 60 +	254	294
Region		
North England	459	464
Midlands	276	309
1	199	181
London	238	242
South England	448	432
Wales	104	94
Scotland	163	164
Social Grade		
AB	702	528
C1	519	547
C2	258	396
DE	408	415
Newspaper Type		
Express / Mail	356	302
Sun / Star	207	443
Mirror / Record	94	189
Guardian / Independent	121	85
FT / Times / Telegraph	161	179
Other Paper	268	217
No Paper	680	472
Political Party Identification		
Labour	637	604
Conservative	525	528
Liberal Democrat	150	208
SNP/Plaid Cymru	37	32
Others	125	43
None/ DK	413	472

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