

## YouGov / The Sun Survey Results

Sample Size: 1592 GB Adults  
Fieldwork: 11th - 12th February 2015

	Westminster VI				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	
<b>Weighted Sample</b>	<b>1592</b>	404	436	92	190	460	387	307	772	820	189	403	544	455	907	685	204	517	341	392	139	
Unweighted Sample	1592	374	448	72	209	451	401	306	798	794	135	284	674	499	1002	590	178	561	326	379	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	31	100	0	0	0	74	5	13	32	31	19	34	31	34	35	27	33	35	38	26	13
Lab	34	0	100	0	0	3	80	32	29	39	35	32	37	31	31	37	35	28	33	46	22
Lib Dem	7	0	0	100	0	1	1	26	7	7	6	9	6	8	8	5	8	10	2	6	10
UKIP	15	0	0	0	100	19	5	11	17	12	12	12	13	20	12	19	13	19	17	13	2
Other	13	0	0	0	0	3	10	18	15	11	28	13	13	7	14	12	12	8	10	9	52

### Other Parties Voting Intention

Green	7	0	0	0	0	2	6	11	7	7	23	7	6	3	8	6	12	6	7	8	1
SNP/ PCY	5	0	0	0	0	1	4	5	7	4	4	5	7	3	5	5	0	0	2	0	51
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0	1	0	0	0

### Non Voters

Would Not Vote	6	0	0	0	0	1	2	3	5	6	13	8	5	2	6	6	8	6	4	6	2
Don't know	13	0	0	0	0	10	12	15	10	17	19	15	11	13	14	13	17	14	10	14	11

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

	Feb 10-11	Feb 11-12																				
Approve	31	31	84	3	37	22	65	6	29	35	27	18	32	31	37	34	27	30	36	38	24	19
Disapprove	53	54	7	89	50	67	23	82	60	54	54	56	49	57	55	50	59	49	51	48	60	73
Don't know	16	14	9	9	13	11	11	13	11	10	18	26	20	12	7	15	13	21	13	14	16	8

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	Westminster VI					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
<b>Weighted Sample</b>	<b>1592</b>	<b>404</b>	<b>436</b>	<b>92</b>	<b>190</b>	<b>460</b>	<b>387</b>	<b>307</b>	<b>772</b>	<b>820</b>	<b>189</b>	<b>403</b>	<b>544</b>	<b>455</b>	<b>907</b>	<b>685</b>	<b>204</b>	<b>517</b>	<b>341</b>	<b>392</b>	<b>139</b>
<b>Unweighted Sample</b>	<b>1592</b>	<b>374</b>	<b>448</b>	<b>72</b>	<b>209</b>	<b>451</b>	<b>401</b>	<b>306</b>	<b>798</b>	<b>794</b>	<b>135</b>	<b>284</b>	<b>674</b>	<b>499</b>	<b>1002</b>	<b>590</b>	<b>178</b>	<b>561</b>	<b>326</b>	<b>379</b>	<b>148</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 28-29	Feb 11-12																				
<b>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?</b>																						
<b>The kind of society it wants is broadly the kind of society I want</b>																						
Applies most to the Conservatives	27	25	78	1	4	24	64	3	8	28	23	11	25	24	33	27	23	24	29	32	20	15
Applies most to Labour	28	28	2	79	11	6	3	68	25	27	28	29	24	30	27	25	30	26	25	26	33	24
Applies most to the Liberal Democrats	10	11	4	4	77	5	4	1	39	12	10	13	12	11	9	14	7	9	13	9	10	12
Applies to none of them	22	24	10	9	5	58	22	18	21	25	24	21	23	26	25	23	26	21	23	20	24	43
Don't know	14	12	6	6	4	7	8	8	7	8	15	25	16	9	6	11	13	19	10	12	13	7
<b>It is led by people of real ability</b>																						
Applies most to the Conservatives	27	24	67	6	6	19	53	7	13	28	21	16	23	25	28	27	21	16	29	29	21	15
Applies most to Labour	14	12	1	37	2	3	0	29	9	11	12	13	9	13	12	11	13	11	11	11	15	9
Applies most to the Liberal Democrats	4	4	1	1	45	3	1	1	16	5	4	2	5	3	5	4	4	5	5	3	3	7
Applies to none of them	38	45	24	45	34	66	36	50	51	47	44	41	47	47	44	46	45	46	40	45	47	59
Don't know	17	15	7	12	12	8	9	14	12	9	20	28	15	13	11	13	17	22	14	12	15	9
<b>Its leaders are prepared to take tough and unpopular decisions</b>																						
Applies most to the Conservatives	46	43	80	29	27	38	71	24	38	45	41	32	44	44	46	45	40	40	42	51	42	37
Applies most to Labour	11	11	2	34	2	5	2	29	9	12	11	8	9	12	14	10	13	7	11	11	15	12
Applies most to the Liberal Democrats	5	5	2	2	45	3	0	1	14	6	4	6	5	5	3	5	4	6	6	2	4	8
Applies to none of them	22	27	11	24	21	47	20	30	30	28	26	23	24	29	29	27	27	26	30	23	26	34
Don't know	16	14	5	11	5	8	6	16	9	10	17	30	17	10	8	13	15	21	12	13	14	10
<b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>																						
Applies most to the Conservatives	15	17	5	30	24	18	8	28	22	15	19	13	13	17	23	15	20	12	19	14	20	18
Applies most to Labour	32	32	59	7	53	37	58	7	32	39	25	23	35	28	36	33	30	23	33	39	26	35
Applies most to the Liberal Democrats	29	27	23	46	7	26	19	40	24	27	28	28	26	31	24	29	25	32	25	25	30	24
Applies to none of them	7	9	5	6	3	9	6	11	9	9	9	6	8	11	7	8	10	8	9	8	8	13
Don't know	17	15	8	11	12	9	10	14	13	10	20	30	18	13	10	15	16	26	14	14	15	10

## 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	50	96
Male 25 to 39	120	201
Male 40 to 59	367	269
Male 60 +	261	207
Female 18 to 24	85	94
Female 25 to 39	164	202
Female 40 to 59	307	275
Female 60 +	238	248
<b>Region</b>		
North England	379	392
Midlands	239	261
East	165	153
London	178	204
South England	396	365
Wales	87	80
Scotland	148	139
<b>Social Grade</b>		
AB	574	446
C1	428	462
C2	229	334
DE	361	350
<b>Newspaper Type</b>		
Express / Mail	246	226
Sun / Star	239	320
Mirror / Record	143	140
Guardian / Independent	143	70
FT / Times / Telegraph	97	127
Other Paper	224	183
No Paper	500	525
<b>Political Party Identification</b>		
Labour	508	503
Conservative	411	443
Liberal Democrat	115	151
SNP/Plaid Cymru	54	30
Others	131	78
None/ DK	373	387

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)