

## YouGov / The Sun Survey Results

Sample Size: 1660 GB Adults  
Fieldwork: 14th - 15th January 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>1660</b>	422	424	83	219	503	408	310	805	855	198	420	568	475	946	714	212	540	355	408	144	
Unweighted Sample	1660	414	408	78	252	511	405	342	858	802	99	298	687	576	1070	590	206	568	362	377	147	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	70	6	13	32	31	29	23	30	40	36	25	27	39	35	28	13
Lab	<b>32</b>	0	100	0	0	6	75	30	30	33	28	36	33	27	30	34	38	21	35	43	22
Lib Dem	<b>6</b>	0	0	100	0	2	0	23	6	7	9	6	5	6	8	4	7	9	5	3	5
UKIP	<b>16</b>	0	0	0	100	20	10	14	19	13	7	12	19	19	13	22	12	19	18	17	7
Other	<b>14</b>	0	0	0	0	3	9	20	13	16	27	22	12	7	14	15	15	11	8	8	53
<b>Other Parties Voting Intention</b>																					
Green	<b>8</b>	0	0	0	0	2	4	15	7	10	27	13	4	3	8	8	14	10	5	7	3
SNP/ PCY	<b>5</b>	0	0	0	0	1	5	4	6	5	0	9	6	3	5	5	0	0	2	0	49
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	0	1	1	1	0	0	1	1	1	1	1	1	0	1	0
<b>Non Voters</b>																					
Would Not Vote	<b>7</b>	0	0	0	0	1	3	3	6	8	13	13	5	2	5	10	11	8	5	6	3
Don't know	<b>12</b>	0	0	0	0	10	11	17	7	17	14	13	12	11	12	13	12	11	11	17	7

Sample Size: 1660 GB Adults  
Fieldwork: 14th - 15th January 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>1660</b>	422	424	83	219	503	408	310	805	855	198	420	568	475	946	714	212	540	355	408	144
Unweighted Sample	1660	414	408	78	252	511	405	342	858	802	99	298	687	576	1070	590	206	568	362	377	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 17-18	Jan 14-15																				
<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	<b>28</b>	85	2	9	25	63	6	11	31	24	19	21	28	36	33	21	26	33	33	21	18
Applies most to Labour	25	<b>26</b>	2	77	5	11	5	61	24	28	23	24	26	27	24	24	27	28	21	25	34	19
Applies most to the Liberal Democrats	9	<b>11</b>	4	5	79	4	6	4	33	12	11	17	13	11	7	14	8	13	14	8	9	11
Applies to none of them	25	<b>22</b>	5	9	5	55	19	21	18	21	24	10	22	25	25	18	28	20	20	20	22	42
Don't know	14	<b>13</b>	3	6	2	5	7	9	14	8	18	31	17	9	8	11	17	14	12	15	15	10
<b>It is led by people of real ability</b>																						
Applies most to the Conservatives	23	<b>25</b>	70	4	25	20	52	8	15	30	21	29	20	24	30	29	20	20	31	29	21	14
Applies most to Labour	11	<b>12</b>	0	40	3	4	2	33	7	12	12	9	11	12	13	12	11	10	8	12	17	13
Applies most to the Liberal Democrats	2	<b>3</b>	1	3	24	1	1	4	9	4	3	2	6	3	2	4	3	5	4	4	1	1
Applies to none of them	47	<b>43</b>	22	44	33	69	35	44	48	45	42	30	41	49	43	42	46	46	41	38	43	62
Don't know	17	<b>16</b>	6	10	14	6	11	12	21	10	22	30	22	12	12	14	20	19	16	17	18	10
<b>Its leaders are prepared to take tough and unpopular decisions</b>																						
Applies most to the Conservatives	45	<b>44</b>	85	29	43	43	72	31	34	47	41	41	40	45	49	48	39	47	47	47	39	39
Applies most to Labour	9	<b>10</b>	1	31	4	5	3	26	8	10	10	5	9	11	12	9	11	8	8	8	15	9
Applies most to the Liberal Democrats	3	<b>4</b>	0	3	28	5	0	5	9	4	4	3	6	4	3	4	4	5	6	4	1	5
Applies to none of them	27	<b>27</b>	12	23	18	42	18	25	32	27	26	20	26	29	27	26	27	23	27	25	26	36
Don't know	16	<b>15</b>	2	13	7	5	7	13	18	11	19	31	19	11	9	12	19	16	12	16	18	12
<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	16	<b>16</b>	6	30	14	17	7	30	15	16	15	11	14	16	19	14	17	14	15	21	15	11
Applies most to Labour	29	<b>29</b>	54	7	66	38	49	15	28	34	25	16	26	33	34	32	26	29	29	29	28	36
Applies most to the Liberal Democrats	30	<b>28</b>	27	44	3	27	24	36	28	31	26	35	26	30	25	30	26	33	28	21	32	30
Applies to none of them	9	<b>9</b>	9	9	5	10	9	7	8	8	9	6	12	8	8	8	10	5	11	9	9	6
Don't know	16	<b>18</b>	6	10	13	8	11	13	22	11	25	32	22	13	13	15	21	19	16	20	17	18

## 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	41	100
Male 25 to 39	129	209
Male 40 to 59	345	281
Male 60 +	343	216
Female 18 to 24	58	98
Female 25 to 39	169	211
Female 40 to 59	342	287
Female 60 +	233	259
<b>Region</b>		
North England	377	408
Midlands	252	272
East	182	159
London	206	212
South England	386	380
Wales	110	83
Scotland	147	144
<b>Social Grade</b>		
AB	613	465
C1	457	481
C2	250	349
DE	340	365
<b>Newspaper Type</b>		
Express / Mail	272	236
Sun / Star	199	334
Mirror / Record	112	146
Guardian / Independent	155	73
FT / Times / Telegraph	120	133
Other Paper	259	191
No Paper	543	548
<b>Political Party Identification</b>		
Labour	475	525
Conservative	432	461
Liberal Democrat	128	158
SNP/Plaid Cymru	36	32
Others	168	81
None/ DK	421	403

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)