

YouGov / The Sun Survey Results

Sample Size: 1981 GB Adults
Fieldwork: 15th - 16th 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 | 1981 | 490 | 596 | 146 | 187 | 615 | 504 | 385 | 961 | 1020 | 236 | 501 | 678 | 567 | 1129 | 852 | 254 | 644 | 424 | 487 | 172 |
| Unweighted Sample | 1981 | 460 | 615 | 117 | 234 | 596 | 524 | 390 | 933 | 1048 | 164 | 484 | 775 | 558 | 1277 | 704 | 302 | 670 | 391 | 468 | 150 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

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

| | | | | | | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 32 | 100 | 0 | 0 | 0 | 73 | 4 | 15 | 30 | 35 | 28 | 28 | 29 | 40 | 37 | 25 | 34 | 39 | 34 | 26 | 19 |
| Lab | 39 | 0 | 100 | 0 | 0 | 6 | 88 | 33 | 38 | 40 | 43 | 46 | 42 | 30 | 36 | 44 | 38 | 29 | 42 | 49 | 42 |
| Lib Dem | 10 | 0 | 0 | 100 | 0 | 2 | 2 | 35 | 9 | 11 | 9 | 11 | 9 | 9 | 10 | 9 | 14 | 11 | 9 | 7 | 5 |
| Other | 19 | 0 | 0 | 0 | 100 | 19 | 6 | 17 | 23 | 14 | 19 | 15 | 20 | 21 | 17 | 22 | 15 | 20 | 14 | 18 | 34 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | | | | | | |
|-----------|-----------|---|---|---|-----|----|---|---|----|----|---|---|----|----|----|----|---|----|----|----|----|
| UKIP | 12 | 0 | 0 | 0 | 100 | 19 | 5 | 9 | 15 | 10 | 7 | 7 | 13 | 17 | 10 | 15 | 9 | 17 | 11 | 13 | 2 |
| SNP / PCY | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 4 | 2 | 4 | 3 | 4 | 2 | 3 | 3 | 1 | 0 | 1 | 1 | 29 |
| Green | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 2 | 1 | 5 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 1 | 1 | 3 |
| BNP | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 3 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 2 | 0 |
| Respect | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Other | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 |

Non Voters

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

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

| | Jan 14-15 | Jan 15-16 | | | | | | | | | | | | | | | | | | | | |
|------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve | 29 | 29 | 82 | 6 | 33 | 17 | 58 | 8 | 24 | 31 | 27 | 22 | 25 | 27 | 38 | 33 | 24 | 30 | 35 | 29 | 26 | 19 |
| Disapprove | 54 | 57 | 8 | 88 | 49 | 73 | 28 | 84 | 62 | 60 | 54 | 54 | 55 | 60 | 55 | 52 | 62 | 52 | 51 | 53 | 64 | 70 |
| Don't know | 16 | 14 | 11 | 6 | 17 | 11 | 13 | 8 | 14 | 9 | 19 | 24 | 20 | 13 | 7 | 14 | 14 | 18 | 14 | 18 | 10 | 11 |

Fieldwork: 15th - 16th 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 | 1981 | 490 | 596 | 146 | 187 | 615 | 504 | 385 | 961 | 1020 | 236 | 501 | 678 | 567 | 1129 | 852 | 254 | 644 | 424 | 487 | 172 | |
| Unweighted Sample | 1981 | 460 | 615 | 117 | 234 | 596 | 524 | 390 | 933 | 1048 | 164 | 484 | 775 | 558 | 1277 | 704 | 302 | 670 | 391 | 468 | 150 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Dec
18-19
2013

Jan
15-16
2014

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?

It seems rather old and tired

| | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Applies most to the Conservatives | 34 | 33 | 4 | 59 | 45 | 26 | 8 | 55 | 43 | 36 | 31 | 32 | 37 | 37 | 26 | 33 | 34 | 33 | 29 | 32 | 34 | 51 |
| Applies most to Labour | 30 | 27 | 55 | 6 | 40 | 42 | 53 | 7 | 25 | 30 | 25 | 25 | 20 | 24 | 39 | 29 | 25 | 31 | 33 | 27 | 24 | 12 |
| Applies most to the Liberal Democrats | 11 | 13 | 19 | 16 | 1 | 14 | 17 | 16 | 8 | 13 | 14 | 14 | 8 | 13 | 18 | 12 | 15 | 9 | 13 | 12 | 17 | 15 |
| Applies to none of them | 9 | 10 | 12 | 8 | 7 | 9 | 10 | 8 | 12 | 9 | 10 | 8 | 9 | 12 | 8 | 11 | 8 | 10 | 10 | 10 | 9 | 6 |
| Don't know | 16 | 16 | 10 | 11 | 7 | 8 | 12 | 14 | 12 | 12 | 20 | 20 | 26 | 14 | 9 | 15 | 18 | 16 | 15 | 20 | 15 | 16 |

Even if I don't always agree with it, at least its heart is in the right place

| | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Applies most to the Conservatives | 22 | 22 | 65 | 3 | 8 | 25 | 53 | 5 | 10 | 24 | 21 | 12 | 15 | 22 | 34 | 24 | 20 | 25 | 25 | 23 | 19 | 14 |
| Applies most to Labour | 31 | 29 | 4 | 68 | 16 | 13 | 6 | 62 | 31 | 30 | 29 | 33 | 27 | 34 | 26 | 27 | 32 | 28 | 26 | 24 | 38 | 36 |
| Applies most to the Liberal Democrats | 15 | 15 | 14 | 10 | 62 | 5 | 13 | 8 | 32 | 16 | 14 | 14 | 17 | 14 | 15 | 17 | 12 | 17 | 14 | 17 | 13 | 15 |
| Applies to none of them | 20 | 19 | 9 | 9 | 6 | 50 | 17 | 12 | 18 | 19 | 18 | 19 | 18 | 18 | 20 | 18 | 19 | 15 | 20 | 17 | 18 | 23 |
| Don't know | 13 | 15 | 9 | 9 | 8 | 7 | 11 | 13 | 9 | 12 | 18 | 23 | 24 | 13 | 6 | 13 | 17 | 15 | 15 | 20 | 12 | 12 |

It seems to have succeeded in moving on and left its past behind it

| | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Applies most to the Conservatives | 20 | 18 | 55 | 3 | 7 | 15 | 41 | 5 | 11 | 18 | 19 | 14 | 15 | 18 | 24 | 21 | 15 | 18 | 18 | 20 | 20 | 11 |
| Applies most to Labour | 19 | 19 | 4 | 43 | 15 | 8 | 5 | 39 | 20 | 20 | 17 | 16 | 14 | 21 | 20 | 17 | 21 | 16 | 15 | 18 | 23 | 23 |
| Applies most to the Liberal Democrats | 7 | 8 | 6 | 7 | 28 | 2 | 5 | 6 | 11 | 8 | 8 | 17 | 9 | 5 | 7 | 8 | 7 | 9 | 10 | 7 | 4 | 10 |
| Applies to none of them | 38 | 38 | 24 | 35 | 40 | 63 | 35 | 34 | 45 | 40 | 35 | 32 | 35 | 40 | 39 | 38 | 37 | 38 | 39 | 33 | 39 | 41 |
| Don't know | 16 | 17 | 11 | 12 | 10 | 12 | 14 | 15 | 13 | 14 | 21 | 22 | 27 | 15 | 11 | 15 | 20 | 19 | 18 | 21 | 14 | 14 |

It seems to appeal to one section of society rather than to the whole country

| | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Applies most to the Conservatives | 50 | 48 | 16 | 75 | 58 | 48 | 22 | 68 | 68 | 50 | 47 | 45 | 43 | 54 | 48 | 46 | 51 | 46 | 43 | 47 | 54 | 59 |
| Applies most to Labour | 19 | 20 | 47 | 8 | 15 | 23 | 39 | 8 | 13 | 20 | 20 | 19 | 16 | 20 | 26 | 24 | 16 | 21 | 23 | 20 | 19 | 14 |
| Applies most to the Liberal Democrats | 9 | 8 | 17 | 5 | 5 | 8 | 15 | 6 | 3 | 9 | 6 | 9 | 6 | 7 | 10 | 8 | 7 | 8 | 9 | 8 | 6 | 6 |
| Applies to none of them | 8 | 9 | 10 | 4 | 13 | 14 | 12 | 6 | 7 | 9 | 9 | 9 | 11 | 8 | 9 | 9 | 10 | 10 | 10 | 9 | 9 | 9 |
| Don't know | 14 | 14 | 10 | 8 | 9 | 7 | 12 | 12 | 9 | 11 | 18 | 19 | 23 | 12 | 7 | 13 | 16 | 16 | 14 | 17 | 12 | 12 |

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 | 61 | 119 |
| Male 25 to 39 | 226 | 250 |
| Male 40 to 59 | 369 | 335 |
| Male 60 + | 277 | 258 |
| Female 18 to 24 | 103 | 117 |
| Female 25 to 39 | 258 | 252 |
| Female 40 to 59 | 406 | 343 |
| Female 60 + | 281 | 309 |
| Region | | |
| North England | 468 | 487 |
| Midlands | 294 | 325 |
| 1 | 211 | 190 |
| London | 302 | 254 |
| South England | 459 | 454 |
| Wales | 97 | 99 |
| Scotland | 150 | 172 |
| Social Grade | | |
| AB | 690 | 555 |
| C1 | 587 | 574 |
| C2 | 282 | 416 |
| DE | 422 | 436 |
| Newspaper Type | | |
| Express / Mail | 375 | 317 |
| Sun / Star | 223 | 466 |
| Mirror / Record | 113 | 198 |
| Guardian / Independent | 160 | 89 |
| FT / Times / Telegraph | 147 | 188 |
| Other Paper | 271 | 228 |
| No Paper | 692 | 495 |
| Political Party Identification | | |
| Labour | 680 | 634 |
| Conservative | 518 | 555 |
| Liberal Democrat | 151 | 218 |
| SNP/Plaid Cymru | 31 | 34 |
| Others | 138 | 46 |
| None/ DK | 463 | 495 |

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