

YouGov / The Sun Survey Results

Sample Size: 2087 GB Adults

Fieldwork: 16th - 17th December 2014

	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	
Weighted Sample	2087	539	543	128	232	635	499	409	1012	1075	248	528	714	597	1190	897	267	678	447	513	182	
Unweighted Sample	2087	504	549	118	258	596	529	432	1054	1033	202	370	846	669	1453	634	325	630	378	498	256	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	4	13	30	36	32	25	29	44	35	30	32	37	38	28	19
Lab	33	0	100	0	0	2	79	28	32	35	32	39	36	25	31	36	37	25	34	45	23
Lib Dem	8	0	0	100	0	1	1	32	9	6	6	13	7	5	8	7	9	10	7	5	4
Other	26	0	0	0	100	21	16	27	29	23	30	22	28	26	25	28	21	28	21	21	55

Other Parties Voting Intention

UKIP	14	0	0	0	100	20	6	10	17	11	8	9	16	18	13	16	10	21	12	13	5
Green	7	0	0	0	0	1	5	13	7	7	19	8	6	3	7	7	10	6	6	7	7
SNP / PCY	4	0	0	0	0	0	4	3	4	4	2	4	5	4	5	4	0	0	2	0	43
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	1	0	1	0	1	0	0	1	0	1	0	1	0

Non Voters

Would Not Vote	7	0	0	0	0	1	2	3	6	8	18	10	5	3	5	10	10	7	6	7	7
Don't know	14	0	0	0	0	10	11	20	9	20	19	17	12	13	13	16	11	13	17	16	12

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

	Dec 15-16	Dec 16-17																				
Approve	31	31	85	5	47	16	65	8	25	34	28	25	25	31	40	34	28	32	34	36	27	20
Disapprove	55	54	7	88	35	72	25	82	60	55	53	47	56	57	51	52	57	51	51	49	60	68
Don't know	15	15	8	7	18	12	11	10	16	11	19	28	19	12	8	14	15	17	15	16	14	12

Sample Size: 2087 GB Adults
Fieldwork: 16th - 17th December 2014

	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
Weighted Sample	2087	539	543	128	232	635	499	409	1012	1075	248	528	714	597	1190	897	267	678	447	513	182
Unweighted Sample	2087	504	549	118	258	596	529	432	1054	1033	202	370	846	669	1453	634	325	630	378	498	256
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 2-3	Dec 16-17																				
Which of these would make the best Prime Minister?																						
David Cameron	38	37	96	6	14	43	80	11	22	38	37	32	28	38	48	41	33	33	44	40	34	25
Ed Miliband	17	20	0	62	1	5	1	52	14	22	17	17	20	24	16	18	22	21	15	20	24	20
Nick Clegg	4	6	1	3	45	3	2	2	18	7	4	5	9	5	4	6	5	9	7	5	3	6
Don't know	41	37	3	29	40	50	17	36	46	32	42	46	44	34	32	35	40	37	35	34	40	49
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																						
Strongly support	3	4	9	0	11	1	7	1	5	5	2	6	4	3	3	5	2	6	4	5	3	1
Tend to support	24	25	48	11	64	13	39	10	34	28	22	18	24	25	29	29	21	24	30	27	18	22
TOTAL SUPPORT	27	29	57	11	75	14	46	11	39	33	24	24	28	28	32	34	23	30	34	32	21	23
Tend to oppose	32	31	30	30	14	40	34	33	28	27	35	25	31	33	31	31	30	28	32	26	37	27
Strongly oppose	29	29	9	53	8	39	16	51	25	33	25	23	25	31	32	26	33	30	24	28	31	40
TOTAL OPPOSE	61	60	39	83	22	79	50	84	53	60	60	48	56	64	63	57	63	58	56	54	68	67
Don't know	12	12	5	5	3	6	5	5	8	7	16	29	17	8	4	10	14	12	10	14	12	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.
Age and Gender		
Male 18 to 24	86	125
Male 25 to 39	161	263
Male 40 to 59	421	353
Male 60 +	386	271
Female 18 to 24	116	123
Female 25 to 39	209	265
Female 40 to 59	425	361
Female 60 +	283	326
Region		
North England	498	513
Midlands	267	342
East	174	200
London	325	267
South England	456	478
Wales	111	104
Scotland	256	182
Social Grade		
AB	842	584
C1	611	605
C2	280	438
DE	354	459
Newspaper Type		
Express / Mail	394	296
Sun / Star	186	419
Mirror / Record	126	184
Guardian / Independent	209	92
FT / Times / Telegraph	177	167
Other Paper	334	240
No Paper	661	689
Political Party Identification		
Labour	680	659
Conservative	532	580
Liberal Democrat	174	198
SNP/Plaid Cymru	72	40
Others	174	102
None/ DK	455	507

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