

YouGov / The Sun Survey Results

Sample Size: 1640 GB Adults
Fieldwork: 21st - 22nd 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	
Weighted Sample	1640	410	443	94	222	478	407	320	795	845	195	415	561	469	935	705	210	533	351	403	143
Unweighted Sample	1640	381	446	96	231	467	409	367	774	866	127	333	648	532	1139	501	200	573	349	378	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	71	6	13	30	32	27	32	29	34	34	26	33	39	30	23	22
Lab	33	0	100	0	0	4	77	30	30	37	25	40	35	29	32	35	38	25	41	39	23
Lib Dem	7	0	0	100	0	0	1	29	7	7	9	7	6	7	9	5	9	8	4	8	5
UKIP	17	0	0	0	100	21	9	13	19	14	13	8	18	23	12	24	14	19	19	18	3
Other	12	0	0	0	0	4	8	15	14	10	27	13	11	7	13	11	6	9	7	12	47

Other Parties Voting Intention

Green	8	0	0	0	0	2	3	13	8	7	25	7	6	4	9	6	5	9	5	11	6
SNP/ PCY	4	0	0	0	0	1	4	2	5	3	0	5	5	3	4	4	1	0	1	0	41
BNP	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	1	0	0	0	1	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	0	0	0	0	0	0	0	0	0	0	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	1	2	2	3	8	8	10	4	2	5	7	5	5	5	8	3
Don't know	13	0	0	0	0	11	9	18	9	17	15	15	12	13	12	15	16	13	13	13	13

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

	Jan 20-21	Jan 21-22																				
Approve	31	32	87	8	41	16	62	9	28	36	28	32	31	31	34	35	28	33	39	31	25	25
Disapprove	56	55	5	86	42	72	27	81	61	55	55	47	48	62	56	52	58	53	47	60	59	65
Don't know	12	13	8	6	17	12	11	10	11	10	16	21	20	7	10	13	13	14	15	9	15	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 7-8	Jan 21-22																				
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	31	36	5	66	42	34	12	58	42	41	32	43	35	39	31	34	40	40	29	37	40	45
Applies most to Labour	27	26	53	2	31	32	47	9	24	28	23	19	21	26	32	27	23	23	31	20	23	31
Applies most to the Liberal Democrats	18	13	19	13	3	17	20	13	7	13	14	6	12	12	18	15	11	12	13	17	11	11
Applies to none of them	10	11	15	12	13	8	11	11	13	9	12	9	12	11	10	12	9	12	13	11	8	7
Don't know	15	14	7	7	10	9	10	9	14	9	19	23	20	12	9	12	17	13	14	15	19	6
Even if I don't always agree with it, at least its heart is in the right place																						
Applies most to the Conservatives	20	20	57	3	5	21	47	5	9	21	19	10	17	20	27	21	19	19	25	18	16	18
Applies most to Labour	30	29	5	68	18	15	7	62	32	30	27	24	27	32	27	30	27	32	23	29	35	25
Applies most to the Liberal Democrats	16	16	19	12	62	10	15	9	29	18	14	21	17	14	16	18	14	18	19	16	12	14
Applies to none of them	21	22	13	12	6	43	21	17	19	21	23	25	18	25	22	20	26	18	19	24	21	40
Don't know	13	13	7	5	10	10	9	7	11	9	16	20	21	8	7	11	15	12	13	13	16	4
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	15	18	51	4	14	10	37	7	11	22	15	15	18	18	19	19	16	13	22	17	17	19
Applies most to Labour	17	18	6	44	22	10	6	34	19	21	15	25	14	18	18	18	17	22	15	21	18	15
Applies most to the Liberal Democrats	4	5	4	5	10	4	4	4	6	4	5	6	4	4	5	4	5	8	4	4	5	3
Applies to none of them	47	43	28	37	38	63	40	43	49	41	45	31	39	47	46	44	41	38	44	42	40	55
Don't know	16	17	11	10	17	13	13	11	15	12	21	24	25	12	12	14	20	18	16	16	21	8
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	51	51	19	75	59	51	28	69	63	51	50	49	47	55	50	50	52	51	45	50	54	66
Applies most to Labour	22	21	50	7	20	22	41	10	16	25	17	22	19	21	23	22	20	19	26	20	19	15
Applies most to the Liberal Democrats	6	5	7	6	5	7	7	6	3	5	5	2	5	4	7	5	5	6	6	6	3	4
Applies to none of them	8	9	14	5	6	11	13	7	8	8	10	5	8	9	11	9	8	10	8	10	8	9
Don't know	13	14	10	7	9	10	10	9	11	10	18	22	22	10	8	13	15	14	15	14	16	6

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	42	98
Male 25 to 39	151	207
Male 40 to 59	311	277
Male 60 +	270	213
Female 18 to 24	85	97
Female 25 to 39	182	208
Female 40 to 59	337	284
Female 60 +	262	256
Region		
North England	378	403
Midlands	245	269
East	154	157
London	200	210
South England	419	376
Wales	104	82
Scotland	140	143
Social Grade		
AB	661	459
C1	478	476
C2	210	344
DE	291	361
Newspaper Type		
Express / Mail	259	233
Sun / Star	188	330
Mirror / Record	124	144
Guardian / Independent	146	72
FT / Times / Telegraph	135	131
Other Paper	220	189
No Paper	568	541
Political Party Identification		
Labour	486	518
Conservative	391	456
Liberal Democrat	145	156
SNP/Plaid Cymru	39	31
Others	158	80
None/ DK	421	399

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