

YouGov / The Sun Survey Results

Sample Size: 1642 GB Adults
Fieldwork: 21st - 22nd 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	1642	425	467	83	204	490	380	343	796	846	195	415	562	470	936	706	210	534	351	404	143	
Unweighted Sample	1642	428	447	76	205	504	390	352	806	836	80	355	669	538	1125	517	264	497	319	346	216	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	2	16	34	31	21	29	29	43	37	26	27	41	34	27	19
Lab	36	0	100	0	0	6	83	34	33	39	41	45	38	23	35	37	45	25	31	51	27
Lib Dem	6	0	0	100	0	0	2	23	8	5	6	6	5	8	7	6	11	7	5	6	3
Other	26	0	0	0	100	18	13	28	26	26	32	19	29	26	22	31	17	27	30	16	51

Other Parties Voting Intention

UKIP	16	0	0	0	100	16	7	11	16	15	16	7	19	18	11	22	10	20	24	10	5
Green	5	0	0	0	0	1	3	12	5	6	11	6	4	4	6	4	6	6	4	6	3
SNP / PCY	4	0	0	0	0	0	3	4	4	4	4	5	4	3	4	4	0	0	2	0	43
BNP	1	0	0	0	0	0	0	1	0	1	0	1	0	0	0	1	0	1	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	0	0	0

Non Voters

Would Not Vote	6	0	0	0	0	2	0	2	4	8	11	9	5	2	4	8	6	7	5	6	4
Don't know	14	0	0	0	0	8	13	16	10	19	16	15	14	13	14	15	17	15	13	11	17

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

	Dec 18-19	Dec 21-22																				
Approve	30	32	87	6	37	17	66	10	22	37	27	21	28	29	42	36	26	29	35	33	30	24
Disapprove	54	54	7	86	45	73	25	81	61	54	54	59	52	58	48	49	60	58	48	52	58	62
Don't know	16	14	6	8	18	9	9	8	17	9	19	21	19	13	10	15	14	13	16	15	12	14

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	40	99
Male 25 to 39	148	207
Male 40 to 59	315	277
Male 60 +	303	213
Female 18 to 24	40	97
Female 25 to 39	207	209
Female 40 to 59	354	284
Female 60 +	235	256
Region		
North England	346	404
Midlands	237	269
East	130	158
London	264	210
South England	367	376
Wales	82	82
Scotland	216	143
Social Grade		
AB	700	460
C1	425	476
C2	212	345
DE	305	361
Newspaper Type		
Express / Mail	312	233
Sun / Star	144	330
Mirror / Record	83	144
Guardian / Independent	139	72
FT / Times / Telegraph	141	131
Other Paper	282	189
No Paper	541	542
Political Party Identification		
Labour	494	519
Conservative	466	456
Liberal Democrat	137	156
SNP/Plaid Cymru	62	31
Others	129	80
None/ DK	354	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