

# YouGov / The Sun Survey Results

Sample Size: 1981 GB Adults  
Fieldwork: 17th - 18th 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	
<b>Weighted Sample</b>	<b>1981</b>	482	566	99	259	591	465	407	961	1020	236	501	678	567	1129	852	254	644	424	487	172	
Unweighted Sample	1981	449	590	94	264	559	519	410	998	983	155	385	847	594	1343	638	257	623	379	472	250	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>30</b>	100	0	0	0	69	3	13	28	32	21	28	29	36	32	27	32	38	29	24	17
Lab	<b>35</b>	0	100	0	0	4	78	34	34	36	32	42	37	28	33	38	36	27	37	46	31
Lib Dem	<b>6</b>	0	0	100	0	1	2	24	6	6	3	9	7	4	8	3	5	7	5	6	6
Other	<b>29</b>	0	0	0	100	26	16	29	32	26	44	21	27	32	27	32	27	28	30	24	46

## Other Parties Voting Intention

UKIP	<b>16</b>	0	0	0	100	24	7	14	18	14	15	5	16	25	13	21	14	19	19	16	2
Green	<b>8</b>	0	0	0	0	1	5	12	8	7	26	11	4	3	10	5	10	9	8	7	3
SNP / PCY	<b>4</b>	0	0	0	0	1	3	3	5	4	3	5	6	3	4	5	1	0	1	0	42
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0

## Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	3	1	3	4	7	8	8	4	3	5	6	5	5	5	8	3
Don't know	<b>13</b>	0	0	0	0	10	7	16	7	18	15	14	13	11	11	15	16	11	16	12	8

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

	Dec 16-17	Dec 17-18																				
Approve	<b>31</b>	<b>31</b>	86	7	40	17	61	8	26	32	29	24	28	31	34	36	24	35	36	30	25	21
Disapprove	<b>54</b>	<b>54</b>	6	83	43	75	27	84	61	57	52	48	50	58	57	51	59	51	49	53	60	68
Don't know	<b>15</b>	<b>15</b>	8	10	18	8	12	8	13	11	19	28	21	11	9	14	17	14	15	17	15	11

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

	Dec 3-4	Dec 17-18																				
<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	26	27	78	3	5	27	62	6	12	28	25	15	21	27	36	29	23	25	33	27	22	18
Applies most to Labour	26	25	2	74	9	5	3	65	26	28	23	20	28	28	23	25	25	30	20	22	32	26
Applies most to the Liberal Democrats	10	9	3	5	78	3	3	3	29	10	9	14	11	7	7	13	4	8	11	8	8	10
Applies to none of them	25	25	8	10	2	57	19	18	23	25	25	25	22	26	26	22	30	20	23	28	25	33
Don't know	13	14	9	8	7	8	13	8	9	9	18	26	18	12	7	11	18	17	13	14	13	13
<b>It is led by people of real ability</b>																						
Applies most to the Conservatives	24	23	67	4	11	20	50	6	14	24	23	20	21	21	29	25	20	27	27	20	21	19
Applies most to Labour	11	11	1	36	6	0	1	34	7	13	9	3	13	13	11	10	13	13	8	11	15	11
Applies most to the Liberal Democrats	4	2	1	2	29	0	0	1	6	3	2	4	2	3	1	3	2	2	3	3	1	2
Applies to none of them	46	47	22	43	41	70	36	46	57	49	45	46	45	46	49	48	45	39	48	49	43	55
Don't know	16	17	9	15	12	10	12	13	15	12	21	27	19	17	10	14	20	19	15	17	19	13
<b>Its leaders are prepared to take tough and unpopular decisions</b>																						
Applies most to the Conservatives	45	45	84	30	37	36	69	32	44	47	44	40	42	44	52	48	42	44	50	40	45	42
Applies most to Labour	10	9	0	27	7	1	1	24	6	10	7	3	10	10	8	8	9	10	6	8	11	10
Applies most to the Liberal Democrats	4	3	1	3	27	2	1	3	6	4	3	5	3	4	2	4	2	4	4	4	2	4
Applies to none of them	26	27	11	24	16	52	21	28	29	28	26	27	24	27	30	27	28	25	26	32	24	30
Don't know	14	16	3	16	13	9	8	13	15	11	20	25	21	15	8	13	19	19	13	16	17	14
<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	19	16	6	26	23	19	10	27	15	16	15	10	12	17	19	15	17	19	14	15	17	12
Applies most to Labour	30	29	61	8	47	31	49	11	27	31	28	17	27	29	36	32	25	25	32	29	25	35
Applies most to the Liberal Democrats	28	30	23	48	3	26	24	45	31	35	27	39	31	30	27	32	28	30	32	28	33	26
Applies to none of them	9	9	2	6	11	14	5	7	12	8	9	7	10	8	9	7	11	7	7	10	9	13
Don't know	15	16	7	12	16	11	11	10	16	11	21	27	20	15	10	14	19	18	15	18	16	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.
<b>Age and Gender</b>		
Male 18 to 24	70	119
Male 25 to 39	188	250
Male 40 to 59	428	335
Male 60 +	312	258
Female 18 to 24	85	117
Female 25 to 39	197	252
Female 40 to 59	419	343
Female 60 +	282	309
<b>Region</b>		
North England	472	487
Midlands	267	325
East	178	190
London	257	254
South England	445	454
Wales	112	99
Scotland	250	172
<b>Social Grade</b>		
AB	806	555
C1	537	574
C2	273	416
DE	365	436
<b>Newspaper Type</b>		
Express / Mail	384	281
Sun / Star	193	398
Mirror / Record	121	174
Guardian / Independent	166	87
FT / Times / Telegraph	164	158
Other Paper	318	228
No Paper	635	654
<b>Political Party Identification</b>		
Labour	673	626
Conservative	502	551
Liberal Democrat	169	188
SNP/Plaid Cymru	70	38
Others	152	97
None/ DK	415	481

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)