

YouGov / The Sun Survey Results

Sample Size: 1942 GB Adults
Fieldwork: 29th - 30th January 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Other	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	1942	488	628	117	179	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169	
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	77	4	12	29	36	35	30	31	34	36	27	35	45	32	22	15
Lab	42	0	100	0	0	4	85	38	43	40	43	51	42	34	38	47	42	27	44	56	47
Lib Dem	8	0	0	100	0	0	2	29	7	9	4	8	8	8	10	4	12	9	4	6	9
Other	18	0	0	0	100	19	9	20	22	15	18	11	19	24	16	22	11	19	20	15	29

Other Parties Voting Intention

UKIP	12	0	0	0	100	18	5	11	14	10	6	5	12	19	10	14	6	16	13	12	3
SNP / PCY	3	0	0	0	0	0	1	1	4	2	6	2	3	2	2	3	1	1	1	0	24
Green	2	0	0	0	0	0	1	5	2	2	4	2	1	1	2	1	3	1	2	2	1
BNP	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	1	2	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	2	1	1	1	0	2	1	1	2	1	1	2	0	1

Non Voters

Would Not Vote	7	0	0	0	0	1	1	3	7	8	16	12	4	3	6	9	7	6	8	10	3
Don't know	15	0	0	0	0	14	8	21	11	19	17	14	16	15	13	17	16	17	17	12	11

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

	Jan 28-29	Jan 29-30																				
Approve	32	32	85	9	43	16	67	9	22	32	32	26	31	32	36	37	25	34	38	30	28	22
Disapprove	53	53	8	85	36	70	23	82	59	57	50	47	51	56	55	50	58	46	49	55	57	64
Don't know	16	15	7	7	20	14	11	9	18	11	18	27	18	12	9	13	17	20	12	15	15	14

Fieldwork: 29th - 30th 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	1942	488	628	117	179	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 15-16
Jan 29-30

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	33	33	3	63	31	24	6	59	41	35	31	32	37	34	29	30	36	35	26	32	39	40
Applies most to Labour	27	30	64	6	45	38	57	8	27	34	26	28	24	31	35	34	24	28	36	33	21	26
Applies most to the Liberal Democrats	13	13	15	14	6	21	18	15	7	13	12	6	10	15	15	11	15	9	12	12	15	12
Applies to none of them	10	10	12	9	11	8	11	7	13	9	12	16	8	9	11	11	9	10	11	9	10	11
Don't know	16	14	7	9	8	8	8	10	13	10	19	19	22	11	10	14	15	17	15	13	14	12

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

Applies most to the Conservatives	22	20	58	2	2	26	50	2	7	21	20	14	13	22	27	21	19	16	26	20	17	14
Applies most to Labour	29	30	4	68	19	17	5	64	32	32	27	22	31	31	31	28	33	31	23	25	40	37
Applies most to the Liberal Democrats	15	17	14	11	72	6	11	10	35	19	15	26	17	17	13	21	12	18	17	19	15	16
Applies to none of them	19	19	15	9	3	42	23	14	17	17	20	18	17	19	20	17	21	17	20	21	15	23
Don't know	15	14	10	9	4	9	11	10	9	10	18	20	22	10	10	13	16	19	14	15	13	10

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

Applies most to the Conservatives	18	19	51	3	11	19	39	4	16	20	19	16	18	21	21	21	17	17	24	18	17	13
Applies most to Labour	19	21	3	46	19	9	5	41	22	25	17	29	16	22	22	19	24	24	14	20	28	26
Applies most to the Liberal Democrats	8	6	4	6	26	4	4	7	11	6	5	1	6	7	5	6	5	3	6	7	6	4
Applies to none of them	38	37	30	33	34	60	38	36	41	36	38	31	33	38	42	38	36	34	38	39	34	43
Don't know	17	17	12	11	9	8	13	12	11	12	21	24	27	12	9	15	18	21	17	16	15	14

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

Applies most to the Conservatives	48	47	16	74	57	47	20	73	62	51	43	34	44	52	50	46	49	49	39	44	55	61
Applies most to Labour	20	21	51	6	19	24	43	7	14	22	20	21	18	20	25	25	16	21	26	18	20	15
Applies most to the Liberal Democrats	8	9	14	7	11	13	15	8	4	8	10	13	4	10	11	8	10	5	9	16	6	8
Applies to none of them	9	8	10	5	7	10	10	5	8	7	10	8	11	7	7	8	8	6	11	7	8	4
Don't know	14	14	10	9	5	6	12	7	13	11	17	24	23	11	7	12	17	19	15	15	12	11

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	53	117
Male 25 to 39	206	245
Male 40 to 59	382	328
Male 60 +	259	252
Female 18 to 24	77	115
Female 25 to 39	266	247
Female 40 to 59	412	336
Female 60 +	287	303
Region		
North England	479	478
Midlands	259	318
1	203	186
London	286	249
South England	434	445
Wales	80	97
Scotland	201	169
Social Grade		
AB	724	544
C1	565	563
C2	261	408
DE	392	427
Newspaper Type		
Express / Mail	400	311
Sun / Star	153	456
Mirror / Record	85	194
Guardian / Independent	146	87
FT / Times / Telegraph	141	184
Other Paper	289	223
No Paper	728	486
Political Party Identification		
Labour	616	621
Conservative	569	544
Liberal Democrat	152	214
SNP/Plaid Cymru	48	33
Others	128	45
None/ DK	429	486

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