YouGov / The Sun Survey Results

**Sample Size:** 2003 GB Adults  
**Fieldwork:** 12th - 13th November 2014

### Weighted Sample

<table>
<thead>
<tr>
<th>Region</th>
<th>Westminster VI</th>
<th>2010 Vote</th>
<th>Gender</th>
<th>Age</th>
<th>Social Grade</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Con</td>
<td>Lab</td>
<td>Lib</td>
<td>UKIP</td>
<td>Male</td>
</tr>
<tr>
<td></td>
<td>2003</td>
<td>530</td>
<td>120</td>
<td>232</td>
<td>595</td>
<td>493</td>
</tr>
<tr>
<td></td>
<td>Unweighted</td>
<td>2003</td>
<td>484</td>
<td>103</td>
<td>243</td>
<td>559</td>
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</tbody>
</table>

### Headline Voting Intention

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

<table>
<thead>
<tr>
<th>Party</th>
<th>Weighted</th>
<th>Unweighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Con</td>
<td>33</td>
<td>30</td>
</tr>
<tr>
<td>Lab</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>Lib Dem</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Other</td>
<td>27</td>
<td>35</td>
</tr>
<tr>
<td>UKIP</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Green</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>SNP / PCY</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>BNP</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Respect</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

### Other Parties Voting Intention

<table>
<thead>
<tr>
<th>Party</th>
<th>Weighted</th>
<th>Unweighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>UKIP</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Green</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>SNP / PCY</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>BNP</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Respect</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

### Non Voters

<table>
<thead>
<tr>
<th>Would Not Vote</th>
<th>Weighted</th>
<th>Unweighted</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Don’t know</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Approve</th>
<th>Disapprove</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>55</td>
<td>15</td>
</tr>
</tbody>
</table>

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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
  - Male: 32%
  - Female: 31%
  - 18-24: 57%
  - 25-39: 43%
  - 40-59: 25%
  - 60+: 9%
  - ABC1: 47%
  - C2DE: 42%
  - London: 32%
  - Rest of South: 30%
  - Midlands/Wales: 30%
  - North: 30%
  - Scotland: 37%

- Applies most to Labour
  - Male: 26%
  - Female: 27%
  - 18-24: 5
  - 25-39: 67%
  - 40-59: 14%
  - 60+: 59%
  - ABC1: 24%
  - C2DE: 27%
  - London: 26%
  - Rest of South: 27%
  - Midlands/Wales: 26%
  - North: 24%
  - Scotland: 28%

- Applies most to the Liberal Democrats
  - Male: 16%
  - Female: 16%
  - 18-24: 13
  - 25-39: 3
  - 40-59: 5
  - 60+: 31
  - ABC1: 18
  - C2DE: 13
  - London: 13
  - Rest of South: 17
  - Midlands/Wales: 13
  - North: 15
  - Scotland: 14

- Applies to none of them
  - Male: 49%
  - Female: 46%
  - 18-24: 35
  - 25-39: 39
  - 40-59: 39
  - 60+: 47
  - ABC1: 45
  - C2DE: 45
  - London: 42
  - Rest of South: 51
  - Midlands/Wales: 47
  - North: 45
  - Scotland: 43

- Don't know
  - Male: 17%
  - Female: 16%
  - 18-24: 12
  - 25-39: 15
  - 40-59: 10
  - 60+: 12
  - ABC1: 18
  - C2DE: 26
  - London: 17
  - Rest of South: 26
  - Midlands/Wales: 10
  - North: 7
  - Scotland: 15


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

- Applies most to the Conservatives
  - Male: 22%
  - Female: 26%
  - 18-24: 61
  - 25-39: 5
  - 40-59: 57
  - 60+: 57
  - ABC1: 47
  - C2DE: 57
  - London: 58
  - Rest of South: 57
  - Midlands/Wales: 57
  - North: 57
  - Scotland: 57

- Applies most to Labour
  - Male: 14
  - Female: 14
  - 18-24: 13
  - 25-39: 14
  - 40-59: 6
  - 60+: 36
  - ABC1: 14
  - C2DE: 14
  - London: 14
  - Rest of South: 13
  - Midlands/Wales: 14
  - North: 13
  - Scotland: 14

- Applies most to the Liberal Democrats
  - Male: 5
  - Female: 5
  - 18-24: 5
  - 25-39: 5
  - 40-59: 5
  - 60+: 5
  - ABC1: 5
  - C2DE: 5
  - London: 5
  - Rest of South: 5
  - Midlands/Wales: 5
  - North: 5
  - Scotland: 5

- Applies to none of them
  - Male: 23
  - Female: 23
  - 18-24: 15
  - 25-39: 11
  - 40-59: 10
  - 60+: 11
  - ABC1: 49
  - C2DE: 49
  - London: 49
  - Rest of South: 49
  - Midlands/Wales: 49
  - North: 49
  - Scotland: 49

- Don't know
  - Male: 13
  - Female: 13
  - 18-24: 6
  - 25-39: 9
  - 40-59: 4
  - 60+: 9
  - ABC1: 17
  - C2DE: 30
  - London: 17
  - Rest of South: 26
  - Midlands/Wales: 17
  - North: 10
  - Scotland: 11


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

- Applies most to the Conservatives
  - Male: 19%
  - Female: 14%
  - 18-24: 47
  - 25-39: 5
  - 40-59: 20
  - 60+: 73
  - ABC1: 50
  - C2DE: 50
  - London: 52
  - Rest of South: 50
  - Midlands/Wales: 50
  - North: 50
  - Scotland: 50

- Applies most to Labour
  - Male: 20
  - Female: 22
  - 18-24: 49
  - 25-39: 5
  - 40-59: 20
  - 60+: 73
  - ABC1: 47
  - C2DE: 47
  - London: 48
  - Rest of South: 48
  - Midlands/Wales: 48
  - North: 48
  - Scotland: 48

- Applies most to the Liberal Democrats
  - Male: 7
  - Female: 7
  - 18-24: 7
  - 25-39: 7
  - 40-59: 7
  - 60+: 7
  - ABC1: 43
  - C2DE: 43
  - London: 43
  - Rest of South: 43
  - Midlands/Wales: 43
  - North: 43
  - Scotland: 43

- Applies to none of them
  - Male: 49
  - Female: 46
  - 18-24: 35
  - 25-39: 39
  - 40-59: 39
  - 60+: 47
  - ABC1: 45
  - C2DE: 45
  - London: 42
  - Rest of South: 51
  - Midlands/Wales: 47
  - North: 45
  - Scotland: 43

- Don't know
  - Male: 17
  - Female: 16
  - 18-24: 12
  - 25-39: 15
  - 40-59: 10
  - 60+: 12
  - ABC1: 18
  - C2DE: 26
  - London: 17
  - Rest of South: 26
  - Midlands/Wales: 10
  - North: 7
  - Scotland: 15
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:

<table>
<thead>
<tr>
<th>Unweighted no.</th>
<th>Weighted no.</th>
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<tr>
<td>Male 25 to 39</td>
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<td>Male 40 to 59</td>
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<td>Male 60 +</td>
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<td>Female 40 to 59</td>
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<td>Female 60 +</td>
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<td>Others</td>
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