

YouGov / The Sun Survey Results

Sample Size: 1589 GB Adults
Fieldwork: 7th - 8th 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	1589	430	408	80	183	479	386	313	771	818	189	402	543	454	906	683	203	516	340	391	138	
Unweighted Sample	1589	420	381	78	194	486	369	341	784	805	86	327	673	503	1106	483	233	505	297	356	198	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	79	5	16	33	35	31	31	30	43	40	26	39	43	31	30	15
Lab	33	0	100	0	0	3	75	32	31	35	36	38	35	24	29	38	38	22	38	43	25
Lib Dem	6	0	0	100	0	2	1	24	6	7	4	8	7	5	8	4	3	9	3	7	7
Other	27	0	0	0	100	15	19	27	30	23	28	23	28	28	23	32	20	27	27	20	52

Other Parties Voting Intention

UKIP	15	0	0	0	100	15	9	11	17	12	14	8	15	19	10	20	12	19	16	14	3
Green	6	0	0	0	0	0	5	12	6	6	8	8	6	3	7	3	7	6	6	6	2
SNP / PCY	5	0	0	0	0	0	5	4	7	4	5	7	6	4	5	7	0	0	3	0	47
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	1	0	1	0	0	0
Other	1	0	0	0	0	0	1	0	0	1	0	0	1	1	1	1	1	1	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	2	1	3	5	7	10	10	6	2	6	7	8	6	6	7	2
Don't know	15	0	0	0	0	11	9	21	11	18	9	17	13	16	14	16	14	14	13	20	9

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

	Dec 4-5	Dec 7-8																				
Approve	32	32	87	8	35	11	66	9	22	35	29	28	30	29	38	39	23	34	37	29	30	20
Disapprove	56	54	5	85	48	83	23	81	61	55	53	50	51	58	52	48	62	51	46	56	56	71
Don't know	12	15	9	7	17	6	11	10	17	10	18	22	19	12	10	14	16	14	17	15	14	9

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

Nov
23-24
Dec
7-8

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

Conservative	23	22	67	1	2	16	57	5	9	23	22	8	13	24	35	25	18	20	26	23	22	9
Labour	34	34	9	89	26	16	10	72	36	39	30	35	35	39	28	32	37	36	29	40	37	28
Liberal Democrat	4	4	3	2	40	2	2	1	13	5	4	8	4	4	3	6	2	5	6	2	4	7
Other	10	9	0	0	0	32	4	5	11	11	8	12	9	10	7	9	10	3	7	8	10	31
None	13	12	9	4	12	24	11	8	11	10	14	8	12	12	14	12	11	10	14	10	11	11
Don't know	15	18	13	3	19	10	16	9	19	13	22	29	26	11	13	15	21	25	18	17	15	14

Asylum and immigration

Conservative	22	22	63	9	10	2	48	10	16	25	20	15	21	21	28	27	16	22	25	19	23	19
Labour	15	14	0	49	8	0	2	36	11	13	16	15	15	17	10	13	16	14	13	18	14	13
Liberal Democrat	5	6	3	8	36	0	2	3	15	6	5	9	8	3	5	7	4	7	6	6	5	5
Other	26	26	18	9	8	80	30	20	22	30	23	21	21	31	28	25	29	23	25	28	25	37
None	16	14	8	15	13	11	9	17	13	12	16	9	10	16	17	13	15	15	14	11	17	13
Don't know	15	17	8	10	25	6	9	13	23	14	20	31	24	12	12	16	19	20	18	17	16	14

Law and order

Conservative	33	34	87	11	17	20	67	18	24	38	30	22	26	35	44	39	27	33	39	33	33	19
Labour	19	19	2	63	2	4	3	45	17	18	19	22	17	22	15	17	21	21	14	22	22	16
Liberal Democrat	4	4	0	4	43	0	1	2	12	5	3	6	5	3	4	4	5	1	5	5	3	6
Other	12	11	1	1	0	48	10	6	11	15	8	8	10	13	12	10	14	6	10	11	10	29
None	13	11	2	9	12	14	5	13	11	9	12	2	11	13	12	10	11	9	10	10	10	17
Don't know	19	21	8	12	26	15	13	15	24	15	27	40	30	15	13	20	23	29	21	19	22	13

Education and schools

Conservative	25	26	79	1	1	17	64	6	11	26	26	16	18	27	36	30	21	29	32	24	23	13
Labour	27	27	3	80	16	10	6	63	26	29	25	24	27	32	23	26	29	29	21	33	30	20
Liberal Democrat	7	7	3	7	51	4	3	3	20	9	6	17	5	8	6	9	5	5	9	5	9	8
Other	11	10	1	1	0	34	5	5	11	11	8	7	10	11	9	9	10	5	8	9	7	33
None	11	10	2	5	10	19	8	9	9	10	10	4	10	10	12	9	11	8	10	8	11	11
Don't know	19	20	12	7	22	17	14	14	23	15	25	32	30	13	14	17	24	23	20	19	21	14

Taxation

Conservative	29	31	87	4	9	20	71	8	19	34	28	21	23	32	41	37	23	33	37	29	29	14
Labour	23	21	2	69	6	6	4	55	15	23	20	20	19	27	18	19	25	23	17	24	25	19
Liberal Democrat	6	7	1	8	56	2	1	3	21	8	6	9	6	6	6	8	5	4	7	5	7	10
Other	11	10	0	1	0	38	5	6	12	12	9	11	10	11	9	9	12	6	9	10	7	30
None	13	12	1	9	10	23	7	13	12	11	13	6	11	13	14	10	14	13	11	11	14	11
Don't know	18	19	8	10	19	11	12	15	22	13	25	33	31	12	12	17	21	22	19	20	18	14

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Nov 23-24	Dec 7-8																			
Unemployment																						
Conservative	28	28	83	3	9	15	65	6	16	31	25	19	23	27	37	34	20	27	33	30	25	12
Labour	26	26	3	77	11	11	4	63	24	27	25	22	24	32	22	23	29	27	21	30	29	24
Liberal Democrat	4	5	1	5	48	4	1	3	15	7	4	8	6	5	4	5	5	3	5	4	8	7
Other	12	10	1	0	0	38	6	6	11	12	8	11	11	11	9	9	13	7	9	10	7	32
None	13	12	3	9	13	19	8	11	14	10	14	7	10	13	15	12	12	10	13	11	13	12
Don't know	18	19	9	6	19	13	15	11	20	14	24	33	26	13	14	16	22	27	19	16	18	14
The economy in general																						
Conservative	34	35	93	6	20	24	76	12	22	39	31	23	28	34	45	40	27	37	39	33	34	21
Labour	19	19	0	67	5	3	2	50	16	19	19	21	17	23	16	16	23	19	14	24	23	14
Liberal Democrat	3	4	0	4	45	1	1	2	12	5	3	6	5	4	3	5	3	2	7	2	3	6
Other	10	10	0	1	1	36	4	7	10	11	8	9	9	11	8	8	11	6	7	9	7	31
None	14	12	1	12	10	20	6	14	13	11	14	9	10	13	15	12	13	14	12	11	13	12
Don't know	20	20	6	11	20	16	11	15	26	15	25	32	31	15	12	18	23	22	21	19	19	17
Europe																						
Conservative	18	20	61	6	5	2	45	12	11	21	20	11	20	21	24	23	17	20	25	18	21	12
Labour	17	19	3	60	7	2	4	41	20	20	17	19	18	22	15	19	18	22	13	23	22	16
Liberal Democrat	7	7	3	6	57	1	3	4	17	9	5	12	7	6	6	9	4	7	9	5	5	10
Other	25	23	14	9	5	75	27	17	20	28	18	19	17	26	27	21	26	17	24	25	20	34
None	13	12	9	10	10	11	9	11	11	9	14	8	11	11	15	11	12	13	10	11	13	14
Don't know	20	19	10	10	17	10	13	15	21	12	25	31	28	13	13	17	22	22	19	18	20	15
Welfare benefits																						
Conservative	26	27	77	6	1	12	62	10	14	30	24	15	21	28	36	32	20	26	32	25	27	14
Labour	26	27	7	75	14	10	8	60	28	28	27	29	25	31	24	25	30	32	22	34	28	23
Liberal Democrat	4	5	2	4	57	3	1	2	17	7	4	6	7	5	5	6	4	2	6	5	6	8
Other	14	12	2	1	0	48	9	8	12	14	11	9	12	13	12	10	15	8	13	10	9	31
None	13	11	4	7	9	15	8	9	10	8	13	8	9	11	12	11	10	10	9	10	13	12
Don't know	17	18	8	7	18	12	12	12	19	13	22	32	26	12	11	16	20	23	18	17	18	12
Housing																						
Conservative	19	20	62	2	1	11	51	6	8	21	19	10	15	20	28	23	16	17	23	22	20	8
Labour	29	28	10	74	20	10	9	60	28	30	26	25	26	33	24	26	30	32	22	35	28	23
Liberal Democrat	5	6	3	7	42	1	3	2	15	7	4	10	8	5	3	6	5	4	6	5	6	8
Other	12	11	2	1	0	43	8	7	13	13	10	9	10	13	12	11	13	8	10	10	10	32
None	14	13	8	8	14	20	11	10	12	12	14	12	11	14	14	14	11	11	15	9	14	13
Don't know	21	22	15	8	23	15	18	15	24	16	28	34	30	15	19	20	25	28	24	19	22	16

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	44	95
Male 25 to 39	149	200
Male 40 to 59	332	269
Male 60 +	259	207
Female 18 to 24	42	94
Female 25 to 39	178	202
Female 40 to 59	341	275
Female 60 +	244	248
Region		
North England	356	391
Midlands	207	261
East	154	153
London	233	203
South England	351	364
Wales	90	79
Scotland	198	138
Social Grade		
AB	658	445
C1	448	461
C2	224	334
DE	259	350
Newspaper Type		
Express / Mail	348	226
Sun / Star	107	319
Mirror / Record	53	140
Guardian / Independent	130	70
FT / Times / Telegraph	138	127
Other Paper	248	183
No Paper	565	524
Political Party Identification		
Labour	459	502
Conservative	436	442
Liberal Democrat	135	151
SNP/Plaid Cymru	52	30
Others	119	78
None/ DK	388	386

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