

## YouGov / The Sun Survey Results

Sample Size: 2088 GB Adults  
Fieldwork: 10th - 11th 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>2088</b>	538	576	115	241	637	497	407	1013	1075	248	528	714	597	1190	898	267	679	447	514	182	
Unweighted Sample	2088	498	619	106	248	590	532	422	1055	1033	221	417	885	565	1377	711	259	665	389	529	246	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	74	6	13	32	33	23	29	30	40	36	27	35	40	33	25	21
Lab	<b>34</b>	0	100	0	0	5	81	34	31	38	35	38	35	30	31	38	40	26	36	44	25
Lib Dem	<b>7</b>	0	0	100	0	1	2	24	7	7	9	9	6	6	9	5	11	8	5	6	7
Other	<b>27</b>	0	0	0	100	20	12	29	30	23	33	24	29	24	24	30	14	26	26	25	47

### Other Parties Voting Intention

UKIP	<b>14</b>	0	0	0	100	18	5	10	17	12	10	8	17	17	11	19	7	17	19	15	3
Green	<b>7</b>	0	0	0	0	1	3	15	6	7	17	9	5	3	7	6	6	9	3	8	3
SNP / PCY	<b>5</b>	0	0	0	0	0	3	3	6	3	6	5	5	4	5	4	0	0	2	1	41
BNP	<b>1</b>	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	1	0	0	1	1	0	1	0	1	0	0	0	0

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	3	2	1	5	8	15	8	4	4	5	8	10	5	6	8	2
Don't know	<b>14</b>	0	0	0	0	10	12	18	8	19	16	16	13	11	14	13	15	15	13	14	7

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

	Dec 9-10	Dec 10-11																				
Approve	<b>32</b>	<b>31</b>	84	7	45	13	62	11	23	35	27	26	28	30	37	36	24	34	34	32	26	28
Disapprove	<b>56</b>	<b>55</b>	7	87	40	77	25	81	65	55	54	46	52	60	54	51	60	55	47	55	61	62
Don't know	<b>12</b>	<b>14</b>	9	7	15	10	14	8	12	10	18	28	20	10	9	13	16	11	19	13	13	11

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	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	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>2088</b>	<b>538</b>	<b>576</b>	<b>115</b>	<b>241</b>	<b>637</b>	<b>497</b>	<b>407</b>	<b>1013</b>	<b>1075</b>	<b>248</b>	<b>528</b>	<b>714</b>	<b>597</b>	<b>1190</b>	<b>898</b>	<b>267</b>	<b>679</b>	<b>447</b>	<b>514</b>	<b>182</b>
Unweighted Sample	2088	498	619	106	248	590	532	422	1055	1033	221	417	885	565	1377	711	259	665	389	529	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Nov 26-27	Dec 10-11																				
<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>It seems rather old and tired</b>																						
Applies most to the Conservatives	32	<b>32</b>	4	61	37	25	9	51	46	34	31	35	36	34	26	31	34	31	28	35	35	35
Applies most to Labour	30	<b>28</b>	56	3	44	39	51	10	24	33	23	17	21	29	36	30	24	28	30	29	22	31
Applies most to the Liberal Democrats	16	<b>15</b>	19	18	2	20	18	17	11	14	16	10	11	15	21	15	16	13	17	13	16	15
Applies to none of them	10	<b>9</b>	12	9	9	7	10	10	8	8	10	7	9	10	9	10	7	8	9	9	9	8
Don't know	13	<b>16</b>	10	8	8	10	12	12	11	11	21	31	22	13	8	14	19	19	16	14	18	12
<b>Even if I don't always agree with it, at least its heart is in the right place</b>																						
Applies most to the Conservatives	21	<b>20</b>	58	2	5	24	49	4	7	22	18	10	16	21	27	22	18	18	27	20	17	11
Applies most to Labour	29	<b>29</b>	3	73	17	12	7	62	33	29	29	27	25	32	30	28	31	28	26	31	34	26
Applies most to the Liberal Democrats	14	<b>14</b>	15	7	67	5	11	8	29	16	12	12	18	13	12	16	11	17	14	12	12	18
Applies to none of them	23	<b>23</b>	15	9	3	49	23	16	19	22	24	20	23	24	24	22	24	19	20	26	23	35
Don't know	12	<b>14</b>	9	8	8	8	10	10	12	10	17	31	17	11	7	11	17	19	14	12	14	10
<b>It seems to have succeeded in moving on and left its past behind it</b>																						
Applies most to the Conservatives	17	<b>18</b>	48	5	14	12	37	7	9	18	18	13	19	16	20	20	15	15	20	15	18	16
Applies most to Labour	16	<b>16</b>	4	37	11	7	6	30	17	19	12	13	13	16	19	14	18	16	14	20	14	16
Applies most to the Liberal Democrats	5	<b>4</b>	2	4	19	2	3	4	6	4	4	4	3	4	4	4	4	6	4	4	4	3
Applies to none of them	47	<b>46</b>	33	42	47	64	41	46	53	47	44	36	44	51	44	49	41	42	45	47	44	54
Don't know	16	<b>17</b>	13	11	9	15	13	13	15	12	22	33	22	13	12	13	22	21	18	13	20	11
<b>It seems to appeal to one section of society rather than to the whole country</b>																						
Applies most to the Conservatives	54	<b>52</b>	20	79	63	48	26	74	66	51	52	45	53	53	52	50	53	47	47	51	57	63
Applies most to Labour	19	<b>20</b>	47	6	16	21	40	7	12	22	18	12	13	22	26	22	16	20	21	23	16	15
Applies most to the Liberal Democrats	6	<b>7</b>	12	6	3	8	12	5	4	8	6	6	6	7	9	8	6	8	9	6	6	6
Applies to none of them	7	<b>7</b>	9	4	4	15	11	5	6	8	7	9	8	8	6	7	8	7	8	7	7	8
Don't know	14	<b>14</b>	12	5	14	9	11	9	12	10	18	28	20	10	7	12	16	18	15	13	13	8

## 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	95	125
Male 25 to 39	201	263
Male 40 to 59	453	353
Male 60 +	306	271
Female 18 to 24	126	123
Female 25 to 39	216	265
Female 40 to 59	432	361
Female 60 +	259	326
<b>Region</b>		
North England	529	514
Midlands	269	342
East	195	200
London	259	267
South England	470	478
Wales	120	104
Scotland	246	182
<b>Social Grade</b>		
AB	793	585
C1	584	606
C2	287	438
DE	424	459
<b>Newspaper Type</b>		
Express / Mail	393	296
Sun / Star	201	420
Mirror / Record	135	184
Guardian / Independent	169	92
FT / Times / Telegraph	150	167
Other Paper	321	240
No Paper	719	689
<b>Political Party Identification</b>		
Labour	714	660
Conservative	535	580
Liberal Democrat	176	198
SNP/Plaid Cymru	54	40
Others	164	102
None/ DK	445	507

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)