

YouGov / The Sun Survey Results

Sample Size: 1834 GB Adults
Fieldwork: 13th - 14th January 2015

	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	1834	478	501	92	228	521	455	398	889	945	218	464	627	525	1045	789	235	596	392	451	160	
Unweighted Sample	1834	438	481	95	243	497	436	426	922	912	210	316	711	597	1253	581	192	573	408	470	191	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	71	5	17	31	34	29	31	30	37	36	26	31	43	28	28	12
Lab	34	0	100	0	0	6	81	31	31	37	31	34	40	27	30	38	35	22	41	43	28
Lib Dem	6	0	0	100	0	2	0	20	7	5	8	7	4	7	7	4	7	7	6	5	4
UKIP	15	0	0	0	100	18	7	11	18	12	8	14	15	20	13	19	13	19	17	14	7
Other	13	0	0	0	0	3	7	21	13	12	23	15	12	9	13	12	14	8	8	9	48

Other Parties Voting Intention

Green	7	0	0	0	0	1	3	16	6	8	14	8	6	5	8	6	12	7	6	7	4
SNP/ PCY	4	0	0	0	0	1	4	4	5	4	9	5	4	2	4	5	1	0	1	1	44
BNP	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	1	0	0	1	1	0
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	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	0

Non Voters

Would Not Vote	6	0	0	0	0	2	2	2	5	6	8	8	6	3	4	8	7	6	4	6	5
Don't know	13	0	0	0	0	10	14	16	9	18	13	12	16	11	13	14	14	13	13	14	14

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

	Jan 12-13	Jan 13-14																				
Approve	32	31	84	5	40	20	66	8	25	35	28	26	33	29	35	36	25	31	39	30	25	23
Disapprove	52	54	6	86	48	69	20	80	65	55	52	49	47	60	53	51	58	47	46	56	61	63
Don't know	16	15	10	9	11	11	15	11	10	10	20	25	19	11	12	14	17	22	15	15	13	14

Which of these would make the best Prime Minister?

	Dec 16-17	Jan 13-14																				
David Cameron	37	37	94	5	20	34	77	9	25	39	35	36	36	33	43	41	31	36	44	35	33	23
Ed Milliband	20	19	0	59	7	5	2	49	20	20	19	16	14	25	19	18	21	18	14	23	26	13
Nick Clegg	6	5	1	3	46	3	2	2	11	6	4	8	6	3	5	6	3	5	5	5	5	4
Don't know	37	39	5	32	27	58	18	39	44	35	43	40	44	39	34	35	44	41	37	37	35	61

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

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

	Dec 16-17	Jan 13-14	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
Strongly support	4	4	9	1	25	1	7	0	5	4	4	5	5	3	4	4	4	7	3	3	5	2
Tend to support	25	23	46	8	50	16	37	7	30	27	20	24	24	23	23	29	16	23	28	21	21	16
TOTAL SUPPORT	29	27	55	9	75	17	44	7	35	31	24	29	29	26	27	33	20	30	31	24	26	18
Tend to oppose	31	32	33	30	20	36	35	34	28	30	34	33	31	28	36	32	32	29	33	34	29	37
Strongly oppose	29	29	8	53	3	39	15	50	30	32	27	19	25	34	32	25	35	25	25	31	35	33
TOTAL OPPOSE	60	61	41	83	23	75	50	84	58	62	61	52	56	62	68	57	67	54	58	65	64	70
Don't know	12	11	5	7	3	8	6	9	6	7	15	19	15	12	4	9	14	16	10	11	10	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	99	110
Male 25 to 39	140	231
Male 40 to 59	361	310
Male 60 +	322	238
Female 18 to 24	111	108
Female 25 to 39	176	233
Female 40 to 59	350	317
Female 60 +	275	286
Region		
North England	470	451
Midlands	282	301
East	189	176
London	192	235
South England	384	420
Wales	126	92
Scotland	191	160
Social Grade		
AB	708	514
C1	545	532
C2	264	385
DE	317	403
Newspaper Type		
Express / Mail	313	260
Sun / Star	230	369
Mirror / Record	120	161
Guardian / Independent	188	81
FT / Times / Telegraph	110	147
Other Paper	259	211
No Paper	614	605
Political Party Identification		
Labour	550	580
Conservative	453	510
Liberal Democrat	167	174
SNP/Plaid Cymru	56	35
Others	151	90
None/ DK	457	446

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