

YouGov / The Sun Survey Results

Sample Size: 1663 GB Adults
Fieldwork: 3rd - 4th 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	1663	424	438	97	205	475	411	334	807	856	198	421	569	476	948	715	213	540	356	409	145	
Unweighted Sample	1663	420	417	95	224	494	407	346	797	866	108	308	655	592	1113	550	209	528	347	391	188	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	75	3	11	32	31	22	31	30	37	37	23	35	36	31	30	11
Lab	32	0	100	0	0	2	75	25	31	34	32	31	33	32	29	36	35	26	35	40	24
Lib Dem	7	0	0	100	0	1	2	27	8	6	1	9	8	7	8	5	7	10	7	5	5
Other	29	0	0	0	100	22	19	38	30	29	46	29	29	24	25	35	23	28	27	25	60

Other Parties Voting Intention

UKIP	15	0	0	0	100	20	8	13	17	13	14	11	16	17	11	20	14	17	15	15	8
Green	8	0	0	0	0	1	5	20	6	9	13	12	7	3	8	7	7	9	10	7	2
SNP / PCY	6	0	0	0	0	0	6	5	5	6	15	5	5	4	5	7	2	1	1	0	50
BNP	1	0	0	0	0	0	0	0	1	0	3	0	0	0	0	1	0	0	0	2	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	0	1	0	1	0	1	1	0	0	1	0	0	1	0	0	0

Non Voters

Would Not Vote	6	0	0	0	0	1	2	1	4	7	10	9	5	2	4	8	4	8	3	7	2
Don't know	13	0	0	0	0	9	9	17	7	18	14	14	12	12	13	12	14	11	13	16	8

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

	Dec 2-3	Dec 3-4																				
Approve	31	31	84	5	50	19	65	10	24	38	25	20	29	31	37	37	23	33	35	29	30	21
Disapprove	54	55	6	90	37	71	20	83	63	53	57	58	52	58	53	50	62	46	48	61	58	70
Don't know	16	14	11	5	13	10	14	7	13	9	18	23	19	10	10	13	15	21	17	10	12	9

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

		Nov 19-20					Dec 3-4															
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?																						
The kind of society it wants is broadly the kind of society I want																						
Applies most to the Conservatives	28	26	79	3	6	22	64	6	11	30	23	18	21	27	33	30	21	28	31	24	25	15
Applies most to Labour	26	26	2	75	4	9	4	65	20	26	25	20	23	29	26	25	26	22	23	26	33	20
Applies most to the Liberal Democrats	10	10	3	6	82	3	1	5	33	13	8	16	10	10	8	12	8	11	12	11	7	10
Applies to none of them	23	25	9	10	1	58	19	18	28	24	26	28	25	25	24	23	28	24	22	26	23	44
Don't know	12	13	7	5	7	8	11	7	9	8	17	18	20	9	8	10	17	15	12	14	12	11
It is led by people of real ability																						
Applies most to the Conservatives	24	24	69	5	17	13	54	8	11	29	19	19	23	22	29	27	19	24	27	22	24	18
Applies most to Labour	12	11	1	37	1	1	0	31	6	12	10	13	9	12	11	10	13	14	8	13	13	8
Applies most to the Liberal Democrats	4	4	0	2	42	2	0	2	12	5	3	1	4	5	2	4	3	2	5	3	4	2
Applies to none of them	45	46	20	44	29	75	34	48	59	45	47	43	43	49	46	46	46	44	43	47	44	61
Don't know	15	16	10	12	11	8	12	10	12	9	22	24	21	12	11	13	20	16	17	16	14	11
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	47	45	86	29	32	34	72	32	39	47	43	32	41	44	54	49	40	48	43	48	42	43
Applies most to Labour	10	10	0	34	5	0	1	30	5	13	8	12	8	11	11	8	13	11	8	9	13	12
Applies most to the Liberal Democrats	4	4	0	2	37	7	2	2	12	6	3	7	4	4	4	5	3	2	6	3	4	2
Applies to none of them	26	26	10	23	14	52	18	26	32	26	27	26	26	30	22	27	25	27	26	26	24	33
Don't know	13	14	4	12	12	7	8	10	12	9	19	23	21	11	9	11	18	12	16	13	16	11
It seems to chop and change all the time: you can never be quite sure what it stands for																						
Applies most to the Conservatives	17	19	4	38	15	19	7	39	19	18	20	9	16	21	25	17	23	22	16	19	20	25
Applies most to Labour	31	30	55	9	54	32	47	11	32	35	24	32	25	29	33	32	27	24	33	27	28	34
Applies most to the Liberal Democrats	30	28	28	40	14	22	27	34	28	30	26	30	27	30	25	31	24	30	27	29	29	22
Applies to none of them	7	9	5	5	8	19	7	7	9	7	10	8	11	8	8	9	9	9	7	11	8	10
Don't know	15	15	9	7	9	8	12	9	12	9	20	20	22	12	10	12	18	14	17	14	14	10

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	45	100
Male 25 to 39	141	210
Male 40 to 59	308	281
Male 60 +	303	216
Female 18 to 24	63	98
Female 25 to 39	167	211
Female 40 to 59	347	288
Female 60 +	289	259
Region		
North England	391	409
Midlands	233	273
East	163	160
London	209	213
South England	365	381
Wales	114	83
Scotland	188	145
Social Grade		
AB	654	466
C1	459	482
C2	229	349
DE	321	366
Newspaper Type		
Express / Mail	319	236
Sun / Star	178	334
Mirror / Record	116	146
Guardian / Independent	146	73
FT / Times / Telegraph	126	133
Other Paper	245	191
No Paper	533	549
Political Party Identification		
Labour	490	526
Conservative	455	462
Liberal Democrat	132	158
SNP/Plaid Cymru	59	32
Others	136	81
None/ DK	391	404

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