

YouGov / The Sun Survey Results

Sample Size: 1719 GB Adults
Fieldwork: 4th - 5th February 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	1719	454	470	122	217	510	421	348	834	885	205	435	588	492	980	739	220	559	368	423	150	
Unweighted Sample	1719	447	465	98	234	510	438	347	858	861	133	336	686	564	1141	578	197	554	377	430	161	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	74	9	13	29	35	32	26	31	38	35	28	34	39	33	26	21
Lab	33	0	100	0	0	5	76	25	35	31	32	40	35	27	32	34	35	24	40	43	26
Lib Dem	9	0	0	100	0	0	1	35	10	7	9	10	8	8	10	7	9	11	5	8	9
UKIP	15	0	0	0	100	19	8	11	15	15	8	10	16	21	11	21	18	19	14	16	3
Other	11	0	0	0	0	1	6	17	10	11	18	14	10	6	12	10	4	8	9	8	41

Other Parties Voting Intention

Green	5	0	0	0	0	1	2	12	4	6	17	7	3	2	7	3	3	6	6	6	2
SNP/ PCY	4	0	0	0	0	0	4	2	4	4	1	6	4	3	3	5	0	0	1	0	37
BNP	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	1	0	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	0	0	2	1	1	1	1	1	1	1	1	1	1	1	1	2

Non Voters

Would Not Vote	5	0	0	0	0	1	1	1	4	5	9	8	4	1	4	6	6	4	6	5	2
Don't know	13	0	0	0	0	10	10	17	10	16	13	17	13	9	12	14	17	11	14	15	6

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

	Feb 3-4	Feb 4-5																				
Approve	33	34	86	6	47	20	65	14	28	36	32	31	30	32	40	38	28	34	39	33	30	29
Disapprove	52	53	6	89	32	70	23	79	55	54	52	43	53	59	51	49	58	44	48	57	57	66
Don't know	15	13	8	5	21	10	12	7	17	10	16	25	17	9	9	12	14	21	14	10	13	5

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

	Jan 21-22	Feb 4-5																				
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	36	34	4	61	29	27	11	52	41	33	34	37	36	33	30	32	35	31	31	34	36	38
Applies most to Labour	26	30	56	6	49	35	50	11	32	34	26	24	25	33	34	32	27	30	34	30	24	33
Applies most to the Liberal Democrats	13	15	21	18	2	20	20	15	8	15	15	16	10	14	20	15	15	10	17	14	16	12
Applies to none of them	11	9	9	9	13	7	9	10	8	7	10	7	9	9	8	9	8	12	8	6	11	5
Don't know	14	13	10	7	7	10	10	11	11	11	15	16	19	11	8	12	15	17	10	16	13	12
Even if I don't always agree with it, at least its heart is in the right place																						
Applies most to the Conservatives	20	21	56	3	5	22	48	6	7	20	21	16	14	18	32	22	19	20	25	21	18	13
Applies most to Labour	29	28	4	72	13	14	7	60	28	31	26	26	27	32	27	28	29	28	25	31	34	21
Applies most to the Liberal Democrats	16	17	17	10	70	9	12	10	36	19	16	14	21	17	15	20	13	19	19	14	15	22
Applies to none of them	22	22	14	9	5	43	21	14	20	21	22	22	21	25	18	20	23	16	22	21	22	31
Don't know	13	12	9	6	6	11	11	9	9	9	15	23	17	8	8	9	16	16	10	13	11	13
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	18	19	53	4	12	12	41	7	8	19	18	19	16	18	22	21	16	23	21	19	15	14
Applies most to Labour	18	17	3	44	4	9	4	35	15	18	16	17	13	17	20	16	18	14	16	19	18	13
Applies most to the Liberal Democrats	5	6	3	3	26	4	4	4	10	6	5	6	6	6	5	5	6	4	8	6	4	5
Applies to none of them	43	42	26	39	47	61	38	40	53	44	41	35	41	47	41	45	39	40	41	39	45	50
Don't know	17	16	15	9	12	14	14	14	13	13	19	23	25	11	12	13	20	19	14	16	18	18
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	51	48	15	80	51	43	19	74	59	50	47	52	47	51	45	49	47	45	44	47	53	58
Applies most to Labour	21	22	49	6	19	28	48	7	13	24	21	20	19	22	27	24	20	24	28	20	20	10
Applies most to the Liberal Democrats	5	8	13	5	11	8	10	5	7	7	8	9	5	7	9	8	7	9	8	7	7	8
Applies to none of them	9	8	8	3	11	11	10	4	9	9	7	3	10	8	7	7	9	3	9	10	6	9
Don't know	14	14	14	6	8	10	12	10	12	11	17	17	19	11	11	12	17	18	11	16	14	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:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	62	103
Male 25 to 39	129	217
Male 40 to 59	350	291
Male 60 +	317	223
Female 18 to 24	71	101
Female 25 to 39	207	218
Female 40 to 59	336	297
Female 60 +	247	268
Region		
North England	430	423
Midlands	289	282
East	154	165
London	197	220
South England	400	394
Wales	88	86
Scotland	161	150
Social Grade		
AB	673	481
C1	468	499
C2	249	361
DE	329	378
Newspaper Type		
Express / Mail	281	244
Sun / Star	226	346
Mirror / Record	131	151
Guardian / Independent	125	76
FT / Times / Telegraph	154	138
Other Paper	238	198
No Paper	564	567
Political Party Identification		
Labour	533	543
Conservative	456	478
Liberal Democrat	128	163
SNP/Plaid Cymru	45	33
Others	151	84
None/ DK	406	418

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