

# YouGov / The Sun Survey Results

Sample Size: 1840 GB Adults  
Fieldwork: 22nd - 23rd January 2014

	Voting intention					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>1840</b>	481	529	114	162	546	450	368	892	948	219	466	629	526	1049	791	236	598	394	453	160	
Unweighted Sample	1840	451	553	108	178	535	474	387	880	960	133	506	686	515	1238	602	231	605	404	430	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	35	100	0	0	0	77	7	13	36	33	31	35	32	39	37	31	35	42	32	32	24
Lab	38	0	100	0	0	8	83	34	36	41	35	48	40	30	37	40	38	28	42	48	40
Lib Dem	8	0	0	100	0	1	2	32	8	9	22	7	6	7	10	6	12	11	6	6	4
Other	19	0	0	0	100	14	9	21	20	17	12	10	22	24	15	23	15	18	20	14	32

## Other Parties Voting Intention

UKIP	12	0	0	0	100	13	6	12	13	10	2	3	13	19	9	15	7	13	14	12	6
SNP / PCY	3	0	0	0	0	1	2	2	3	3	3	3	3	3	2	4	0	0	3	0	22
Green	2	0	0	0	0	0	1	5	1	3	4	2	2	1	3	1	3	2	2	1	3
BNP	1	0	0	0	0	1	0	0	1	1	0	1	1	1	1	1	0	2	0	1	0
Respect	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	1	3	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	0	2	0	1	1	0	1	3	1	1	0	1

## Non Voters

Would Not Vote	9	0	0	0	0	3	4	7	9	10	14	15	9	3	8	11	11	8	11	10	5
Don't know	16	0	0	0	0	11	14	21	11	20	23	16	13	14	15	17	23	14	17	15	11

Jan 21-22  
Jan 22-23

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

Approve	30	32	87	6	39	16	67	11	21	37	27	27	30	30	38	35	28	29	38	29	28	28
Disapprove	56	54	6	87	45	79	22	81	63	55	53	50	49	59	54	52	56	54	48	53	59	61
Don't know	14	15	8	8	16	5	12	8	15	9	20	23	21	12	9	14	16	16	14	18	14	11

Fieldwork: 22nd - 23rd January 2014

	Voting intention					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>1840</b>	481	529	114	162	546	450	368	892	948	219	466	629	526	1049	791	236	598	394	453	160
Unweighted Sample	1840	451	553	108	178	535	474	387	880	960	133	506	686	515	1238	602	231	605	404	430	170
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 8-9  
Jan 22-23

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	27	27	81	2	6	18	67	7	9	29	25	17	23	27	36	29	24	27	32	25	25	20
Applies most to Labour	26	28	1	78	8	10	6	61	26	28	28	26	30	30	25	28	28	24	22	31	32	38
Applies most to the Liberal Democrats	10	9	3	3	75	2	4	3	27	10	8	15	9	9	8	11	7	12	11	8	6	10
Applies to none of them	23	22	11	9	8	62	17	18	24	22	22	18	19	24	25	20	24	23	22	21	22	23
Don't know	14	13	4	9	4	7	6	11	15	10	16	25	19	11	7	11	17	13	12	15	15	10

It is led by people of real ability

Applies most to the Conservatives	21	22	66	4	11	14	51	6	10	24	20	17	18	22	28	23	20	19	27	21	21	15
Applies most to Labour	14	14	1	41	6	1	2	32	11	13	14	12	15	14	12	13	15	9	11	13	17	23
Applies most to the Liberal Democrats	3	4	1	2	35	0	2	2	8	4	4	5	5	3	2	5	2	8	4	3	2	2
Applies to none of them	44	44	25	41	35	78	36	45	52	46	42	31	43	48	46	45	43	45	41	44	47	47
Don't know	17	17	8	13	13	7	9	15	18	14	20	35	19	13	12	14	20	20	17	20	14	13

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	45	46	86	29	36	42	73	33	38	47	44	39	41	45	53	48	43	46	48	42	50	36
Applies most to Labour	10	11	1	32	5	2	3	26	7	11	11	10	12	11	11	10	13	6	9	12	13	20
Applies most to the Liberal Democrats	4	4	1	3	27	2	2	4	7	4	3	4	6	3	2	4	3	7	3	4	2	4
Applies to none of them	25	25	9	23	26	45	19	23	32	26	23	16	21	30	24	25	24	23	26	24	22	31
Don't know	15	15	3	13	5	9	4	15	16	11	18	30	20	10	9	13	17	18	14	19	13	9

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	21	20	7	34	18	31	12	35	18	18	23	16	13	21	28	17	24	15	20	18	24	25
Applies most to Labour	26	27	56	7	46	29	49	9	23	33	21	22	26	25	31	29	23	28	31	24	26	20
Applies most to the Liberal Democrats	27	29	29	43	13	21	28	40	28	28	30	29	29	32	26	32	25	28	26	33	26	39
Applies to none of them	9	8	3	6	10	11	5	5	12	9	7	5	9	9	7	8	9	12	8	7	8	5
Don't know	16	16	5	10	14	7	7	11	20	12	19	29	22	12	9	14	18	16	16	18	16	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.
<b>Age and Gender</b>		
Male 18 to 24	58	110
Male 25 to 39	239	232
Male 40 to 59	309	311
Male 60 +	274	239
Female 18 to 24	75	109
Female 25 to 39	267	234
Female 40 to 59	377	318
Female 60 +	241	287
<b>Region</b>		
North England	430	453
Midlands	313	302
1	203	177
London	231	236
South England	402	421
Wales	91	92
Scotland	170	160
<b>Social Grade</b>		
AB	670	515
C1	568	534
C2	274	386
DE	328	405
<b>Newspaper Type</b>		
Express / Mail	359	294
Sun / Star	174	432
Mirror / Record	112	184
Guardian / Independent	153	83
FT / Times / Telegraph	117	175
Other Paper	274	212
No Paper	651	460
<b>Political Party Identification</b>		
Labour	631	589
Conservative	479	515
Liberal Democrat	169	202
SNP/Plaid Cymru	45	31
Others	109	42
None/ DK	407	460

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)