

YouGov / The Sun Survey Results

Sample Size: 1548 GB Adults
Fieldwork: 27th - 28th 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	1548	403	412	69	196	458	361	320	751	797	184	392	529	443	882	666	198	503	331	381	135	
Unweighted Sample	1548	405	389	67	222	482	362	315	767	781	98	309	611	530	1001	547	175	516	334	388	135	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	3	16	29	36	22	33	28	40	37	26	33	38	35	27	23
Lab	33	0	100	0	0	3	79	34	36	31	29	43	33	26	31	36	38	27	32	41	28
Lib Dem	6	0	0	100	0	1	1	19	5	6	4	3	8	5	7	4	3	7	5	6	3
UKIP	16	0	0	0	100	19	8	12	18	14	12	8	18	21	12	22	14	19	16	17	2
Other	13	0	0	0	0	2	9	19	13	13	32	12	13	7	13	12	11	9	11	8	43

Other Parties Voting Intention

Green	7	0	0	0	0	1	4	15	6	8	29	7	5	3	7	6	8	7	7	8	2
SNP/ PCY	4	0	0	0	0	0	4	2	5	4	2	6	5	3	5	4	0	0	3	0	40
BNP	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	2	0	0	0	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	1	0	1	1	1	1	1	1	1	0	1

Non Voters

Would Not Vote	6	0	0	0	0	2	1	1	5	8	14	8	6	3	4	9	11	7	6	5	1
Don't know	14	0	0	0	0	10	9	16	9	18	21	14	13	12	14	13	8	17	13	13	13

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

	Jan 26-27	Jan 27-28																				
Approve	31	34	87	7	34	21	68	11	24	36	31	26	33	31	40	39	27	30	35	35	33	29
Disapprove	54	53	4	88	44	69	22	82	65	55	51	46	51	57	52	49	58	52	48	53	56	64
Don't know	14	13	9	5	22	10	11	8	11	9	18	28	16	12	8	13	15	18	17	12	11	6

Which of these would make the best Prime Minister?

	Jan 13-14	Jan 27-28																				
David Cameron	37	39	93	7	29	37	79	12	22	41	37	29	40	35	46	43	32	38	40	43	35	33
Ed Miliband	19	20	0	61	6	7	2	47	26	24	16	19	21	21	18	19	21	18	15	18	29	19
Nick Clegg	5	4	1	3	29	2	2	2	11	4	4	6	5	5	2	4	4	5	5	4	2	3
Don't know	39	38	5	29	36	54	18	39	41	32	43	47	34	40	34	33	43	39	40	34	34	45

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

Strongly support	4	3	7	2	13	0	5	1	4	4	2	5	4	3	2	4	2	3	3	3	4	3
Tend to support	23	25	50	8	51	21	40	10	31	29	22	16	28	26	26	30	19	27	28	26	21	22
TOTAL SUPPORT	27	28	57	10	64	21	45	11	35	33	24	21	32	29	28	34	21	30	31	29	25	25
Tend to oppose	32	32	33	34	29	36	35	41	32	30	35	24	31	33	37	32	33	33	35	31	30	28
Strongly oppose	29	27	5	51	2	36	14	43	27	28	26	22	24	28	30	23	32	19	20	28	33	41
TOTAL OPPOSE	61	59	38	85	31	72	49	84	59	58	61	46	55	61	67	55	65	52	55	59	63	69
Don't know	11	12	5	4	5	7	7	5	5	9	15	35	13	10	5	11	14	17	13	12	11	6

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	37	93
Male 25 to 39	140	195
Male 40 to 59	305	262
Male 60 +	285	201
Female 18 to 24	61	91
Female 25 to 39	169	197
Female 40 to 59	306	268
Female 60 +	245	241
Region		
North England	388	381
Midlands	233	254
East	144	149
London	175	198
South England	372	354
Wales	101	77
Scotland	135	135
Social Grade		
AB	585	433
C1	416	449
C2	229	325
DE	318	341
Newspaper Type		
Express / Mail	255	220
Sun / Star	191	311
Mirror / Record	119	136
Guardian / Independent	136	68
FT / Times / Telegraph	113	124
Other Paper	205	178
No Paper	529	511
Political Party Identification		
Labour	450	489
Conservative	435	430
Liberal Democrat	104	147
SNP/Plaid Cymru	45	29
Others	139	76
None/ DK	375	376

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