

YouGov / The Sun Survey Results

Sample Size: 1645 GB Adults
Fieldwork: 20th - 21st 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	1645	440	460	84	182	490	411	329	798	847	196	416	563	470	938	707	211	535	352	405	143
Unweighted Sample	1645	434	432	76	213	508	388	321	855	790	144	303	671	527	1089	556	187	567	328	412	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	6	11	32	33	38	24	28	43	35	29	31	41	35	26	18
Lab	34	0	100	0	0	6	80	31	31	37	29	41	37	28	33	36	38	26	33	44	31
Lib Dem	6	0	0	100	0	2	1	22	6	6	4	5	7	7	7	5	10	8	5	4	4
UKIP	14	0	0	0	100	15	7	10	16	11	5	12	15	16	11	17	13	15	16	13	2
Other	13	0	0	0	0	2	6	25	14	13	23	18	13	7	14	13	9	9	10	12	44

Other Parties Voting Intention

Green	8	0	0	0	0	2	3	18	7	8	20	10	6	3	9	6	7	9	6	10	2
SNP/ PCY	5	0	0	0	0	0	3	7	6	4	2	7	6	4	4	6	0	0	4	1	41
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	0	0	0	0	1	1	0	1	0	1	0	1	0	0	1	1

Non Voters

Would Not Vote	5	0	0	0	0	2	1	2	5	5	10	7	3	3	4	6	4	5	5	5	6
Don't know	13	0	0	0	0	10	10	17	9	17	13	14	14	11	13	13	10	16	13	15	5

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

	Jan 19-20	Jan 20-21																				
Approve	33	31	85	5	39	15	66	9	18	33	30	29	27	28	41	33	29	34	36	33	25	23
Disapprove	51	56	7	89	44	72	24	80	72	57	55	48	59	62	51	53	61	58	51	52	63	66
Don't know	16	12	8	6	17	13	10	10	11	10	15	23	14	10	9	14	10	8	13	15	12	11

Local councils in many parts of Britain are cutting some of their services. Thinking about the area where you live, which of these statements comes closest to your view?

	Jan 6-7	Jan 20-21																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	46	48	23	72	54	47	27	69	62	51	45	42	45	52	47	47	49	53	42	48	52	45
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	26	26	45	13	30	29	43	14	19	25	26	20	24	24	31	26	25	22	26	31	21	28
Neither - I am not aware of significant cuts to services in my area	20	18	26	9	13	15	23	9	14	18	18	24	18	16	17	18	17	19	22	13	17	18
Don't know	9	9	6	6	3	9	7	8	5	6	11	13	13	8	5	9	9	5	10	8	10	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	68	99
Male 25 to 39	136	207
Male 40 to 59	349	278
Male 60 +	302	214
Female 18 to 24	76	97
Female 25 to 39	167	209
Female 40 to 59	322	285
Female 60 +	225	257
Region		
North England	412	405
Midlands	268	270
East	165	158
London	187	211
South England	402	377
Wales	60	82
Scotland	151	143
Social Grade		
AB	615	461
C1	474	477
C2	229	345
DE	327	362
Newspaper Type		
Express / Mail	255	234
Sun / Star	203	331
Mirror / Record	135	145
Guardian / Independent	140	72
FT / Times / Telegraph	129	132
Other Paper	245	189
No Paper	538	543
Political Party Identification		
Labour	475	520
Conservative	457	457
Liberal Democrat	116	156
SNP/Plaid Cymru	49	31
Others	147	81
None/ DK	401	400

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