

YouGov / The Sun Survey Results

Sample Size: 1958 GB Adults
Fieldwork: 7th - 8th 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	
Weighted Sample	1958	488	572	139	196	587	453	391	950	1008	233	495	670	560	1116	842	251	636	419	482	170	
Unweighted Sample	1958	460	608	133	222	550	508	426	938	1020	145	469	816	528	1312	646	280	580	420	449	229	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	73	4	12	35	30	34	31	30	36	38	24	36	40	29	26	26
Lab	38	0	100	0	0	6	85	34	35	41	35	43	43	29	34	43	43	26	45	46	31
Lib Dem	9	0	0	100	0	1	0	35	9	9	11	10	10	8	10	8	10	11	6	11	7
Other	21	0	0	0	100	20	10	19	21	20	21	16	18	28	18	25	11	24	20	17	36

Other Parties Voting Intention

UKIP	13	0	0	0	100	17	6	9	14	12	8	5	12	22	10	17	6	17	13	13	5
SNP / PCY	4	0	0	0	0	1	1	2	3	4	5	4	2	4	3	4	0	2	2	0	28
Green	3	0	0	0	0	1	1	5	3	2	7	5	1	1	3	2	4	5	2	1	2
BNP	1	0	0	0	0	0	1	2	1	1	0	1	1	1	1	1	0	0	2	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	0	1

Non Voters

Would Not Vote	8	0	0	0	0	3	3	4	7	9	15	10	8	4	7	10	9	9	7	9	5
Don't know	15	0	0	0	0	12	9	17	10	19	15	15	15	14	14	15	12	17	18	10	16

Jan 6-7
Jan 7-8

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

Approve	30	29	81	5	34	13	59	8	21	33	25	24	30	26	34	34	23	34	30	29	26	26
Disapprove	56	57	7	90	45	79	28	85	66	57	57	50	56	61	54	52	62	54	52	57	61	63
Don't know	14	14	12	5	21	8	13	7	13	10	19	26	14	13	12	14	15	13	18	14	13	11

Dec 17-18 2013
Jan 7-8 2014

Which of these would make the best Prime Minister?

David Cameron	35	33	91	3	18	32	70	6	18	38	27	32	30	30	38	38	25	35	38	30	30	26
Ed Miliband	20	22	1	63	9	6	6	51	27	22	23	21	24	28	16	20	26	25	17	25	27	20
Nick Clegg	5	5	1	2	42	2	1	3	16	5	4	3	7	4	4	5	4	5	4	4	6	5
Don't know	39	40	7	32	31	61	24	40	39	35	45	45	39	38	41	37	44	35	41	41	38	49

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	53	117
Male 25 to 39	209	247
Male 40 to 59	421	331
Male 60 +	255	255
Female 18 to 24	92	116
Female 25 to 39	260	249
Female 40 to 59	395	339
Female 60 +	273	305
Region		
North England	449	482
Midlands	290	321
1	162	188
London	280	251
South England	418	448
Wales	130	98
Scotland	229	170
Social Grade		
AB	735	548
C1	577	568
C2	286	411
DE	360	431
Newspaper Type		
Express / Mail	372	313
Sun / Star	181	460
Mirror / Record	114	196
Guardian / Independent	155	88
FT / Times / Telegraph	126	186
Other Paper	266	225
No Paper	744	490
Political Party Identification		
Labour	698	627
Conservative	514	548
Liberal Democrat	190	215
SNP/Plaid Cymru	47	33
Others	117	45
None/ DK	392	490

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