

YouGov / The Sun Survey Results

Sample Size: 1925 GB Adults
Fieldwork: 2nd - 3rd December 2014

	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	1925	486	465	97	254	576	465	361	934	991	229	487	658	551	1097	828	246	626	412	474	167	
Unweighted Sample	1925	456	497	86	245	541	504	367	948	977	183	387	808	547	1341	584	248	603	350	437	287	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	73	5	12	32	33	35	29	27	41	38	25	33	41	32	28	12
Lab	31	0	100	0	0	4	75	30	29	33	23	37	35	25	29	34	31	26	30	43	21
Lib Dem	6	0	0	100	0	2	1	23	7	6	1	9	6	7	8	5	8	7	8	5	7
Other	30	0	0	0	100	21	19	35	32	28	41	25	33	28	26	37	29	26	30	25	60

Other Parties Voting Intention

UKIP	17	0	0	0	100	19	9	14	20	14	14	9	20	21	13	23	17	17	19	18	8
Green	7	0	0	0	0	0	4	17	7	7	17	10	5	4	7	7	11	8	7	6	1
SNP / PCY	5	0	0	0	0	1	5	3	4	6	9	6	6	2	5	5	1	0	2	0	49
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	1	1	1	0	0	2	0	1	1	1	1	1	1	1

Non Voters

Would Not Vote	8	0	0	0	0	3	4	4	7	9	21	13	4	4	6	11	10	5	11	10	8
Don't know	14	0	0	0	0	9	14	16	10	18	19	12	16	12	12	16	18	15	11	13	12

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

	Dec 1-2	Dec 2-3																				
Approve	30	31	83	6	49	16	64	8	21	34	27	24	31	26	38	37	21	26	38	32	26	18
Disapprove	56	54	6	85	31	74	23	78	64	55	52	47	50	61	51	48	61	51	46	55	57	71
Don't know	14	16	11	9	20	10	13	14	15	10	21	29	19	14	11	14	18	22	16	12	17	11

Which of these would make the best Prime Minister?

	Nov 18-19	Dec 2-3																				
David Cameron	38	38	96	9	26	38	78	14	22	44	32	34	34	35	46	45	29	35	44	40	34	26
Ed Miliband	19	17	0	53	6	7	0	41	15	18	16	12	15	20	16	14	20	19	14	17	20	15
Nick Clegg	4	4	0	2	37	3	1	3	12	4	5	3	6	4	4	4	4	4	6	4	3	4
Don't know	39	41	4	36	31	53	20	42	50	34	47	52	45	40	34	37	46	42	36	39	44	55

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

Strongly support	3	3	7	1	17	2	3	2	6	5	2	3	3	4	4	4	3	4	5	3	2	2
Tend to support	26	24	48	7	60	13	41	8	30	26	21	18	24	23	27	31	15	25	29	22	20	16
TOTAL SUPPORT	29	27	55	8	77	15	44	10	36	31	23	21	27	27	31	35	18	29	34	25	22	18
Tend to oppose	32	32	31	38	12	36	34	33	32	28	35	30	34	30	32	32	31	24	33	31	35	29
Strongly oppose	28	29	11	49	4	43	17	50	24	32	27	17	23	35	33	24	37	31	23	31	30	44
TOTAL OPPOSE	60	61	42	87	16	79	51	83	56	60	62	47	57	65	65	56	68	55	56	62	65	73
Don't know	12	12	2	5	7	6	6	7	8	8	15	32	16	8	4	9	15	15	9	13	13	9

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	79	116
Male 25 to 39	175	243
Male 40 to 59	417	325
Male 60 +	277	250
Female 18 to 24	104	114
Female 25 to 39	212	244
Female 40 to 59	391	333
Female 60 +	270	300
Region		
North England	437	474
Midlands	253	316
East	168	185
London	248	246
South England	435	441
Wales	97	96
Scotland	287	167
Social Grade		
AB	818	539
C1	523	558
C2	245	404
DE	339	424
Newspaper Type		
Express / Mail	385	273
Sun / Star	206	387
Mirror / Record	151	169
Guardian / Independent	149	85
FT / Times / Telegraph	146	154
Other Paper	301	221
No Paper	587	635
Political Party Identification		
Labour	643	608
Conservative	491	535
Liberal Democrat	147	183
SNP/Plaid Cymru	73	37
Others	152	94
None/ DK	419	468

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