

YouGov / The Sun Survey Results

Sample Size: 1593 GB Adults
Fieldwork: 28th - 29th 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	1593	439	439	82	179	462	388	331	773	820	190	403	545	456	908	685	204	518	341	392	139	
Unweighted Sample	1593	391	417	72	215	447	387	345	773	820	142	306	620	525	1044	549	182	533	359	373	146	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	78	4	13	37	30	33	36	32	35	38	28	32	41	34	32	17
Lab	34	0	100	0	0	5	81	30	31	37	36	32	39	29	31	38	40	25	38	43	25
Lib Dem	6	0	0	100	0	1	3	23	5	8	3	6	5	9	7	5	6	8	5	6	4
UKIP	14	0	0	0	100	15	3	14	16	12	9	9	15	19	10	18	13	18	14	11	6
Other	12	0	0	0	0	2	9	19	11	14	20	17	9	9	13	11	9	9	9	8	47
Other Parties Voting Intention																					
Green	7	0	0	0	0	2	4	16	4	10	17	10	4	4	8	5	9	8	4	8	4
SNP/ PCY	4	0	0	0	0	0	4	2	5	4	3	5	5	5	5	4	0	0	3	0	43
BNP	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0	1	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	0	0	0	0	0	0	1	1	0	1	0	0	1	0	0	1	0	0	1	0	1
Non Voters																					
Would Not Vote	6	0	0	0	0	3	1	2	5	7	9	9	4	3	4	8	5	7	5	6	4
Don't know	13	0	0	0	0	9	11	17	8	17	10	13	14	12	13	12	15	11	16	12	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Jan 14-15	Jan 28-29																				
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																							
		28	27	79	1	6	25	65	4	13	32	22	20	25	26	33	30	23	21	34	26	24	22
	Applies most to the Conservatives	26	28	1	81	10	6	5	69	24	28	28	30	23	31	27	26	31	29	23	29	33	31
	Applies most to Labour	11	10	5	4	77	5	4	4	27	10	10	12	13	7	10	12	6	11	10	9	10	6
	Applies most to the Liberal Democrats	22	22	9	6	2	55	16	15	26	22	22	15	22	22	24	20	24	24	20	22	18	32
	Applies to none of them	13	14	6	7	5	9	9	8	11	8	19	23	18	14	5	11	17	15	13	14	15	9
	Don't know																						
It is led by people of real ability																							
	Applies most to the Conservatives	25	27	74	4	12	18	60	4	19	34	21	29	29	25	28	32	22	24	34	23	25	23
	Applies most to Labour	12	14	0	45	3	4	2	37	11	14	14	14	11	17	13	12	17	15	9	14	18	18
	Applies most to the Liberal Democrats	3	4	1	2	45	1	1	3	10	4	4	5	6	3	4	5	3	4	5	4	4	2
	Applies to none of them	43	38	17	35	25	65	26	41	45	37	38	25	34	38	46	36	40	38	37	35	36	49
	Don't know	16	17	7	13	15	12	12	15	15	11	22	27	20	18	9	16	18	19	14	24	17	8
Its leaders are prepared to take tough and unpopular decisions																							
	Applies most to the Conservatives	44	46	84	29	30	40	74	29	37	53	40	39	48	45	49	49	43	49	49	43	42	52
	Applies most to Labour	10	11	1	35	1	3	2	30	8	12	10	12	8	14	9	9	14	9	9	12	14	11
	Applies most to the Liberal Democrats	4	5	2	3	49	3	1	3	13	5	5	7	5	3	6	5	5	6	5	5	5	1
	Applies to none of them	27	22	8	20	10	44	13	24	27	21	23	19	20	21	26	22	21	19	22	22	22	27
	Don't know	15	16	5	13	10	11	9	15	14	10	22	23	18	17	10	15	18	17	16	19	16	10
It seems to chop and change all the time: you can never be quite sure what it stands for																							
	Applies most to the Conservatives	16	15	6	27	16	15	7	25	16	15	15	13	13	15	16	12	18	13	13	15	21	8
	Applies most to Labour	29	32	58	8	59	35	54	13	32	38	25	24	35	30	35	35	28	33	34	32	26	37
	Applies most to the Liberal Democrats	28	29	26	48	7	23	25	43	26	30	28	35	22	32	30	30	28	27	31	26	29	35
	Applies to none of them	9	7	2	4	5	17	4	6	10	6	8	2	6	7	10	7	8	9	6	6	7	9
	Don't know	18	17	8	13	14	10	11	14	16	10	24	26	24	16	9	16	19	18	17	21	17	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	57	96
Male 25 to 39	128	201
Male 40 to 59	314	269
Male 60 +	274	207
Female 18 to 24	85	94
Female 25 to 39	178	202
Female 40 to 59	306	276
Female 60 +	251	249
Region		
North England	373	392
Midlands	270	261
East	167	153
London	182	204
South England	366	365
Wales	89	80
Scotland	146	139
Social Grade		
AB	603	446
C1	441	462
C2	233	335
DE	316	350
Newspaper Type		
Express / Mail	269	226
Sun / Star	198	320
Mirror / Record	120	140
Guardian / Independent	149	70
FT / Times / Telegraph	116	127
Other Paper	215	183
No Paper	526	526
Political Party Identification		
Labour	479	503
Conservative	386	443
Liberal Democrat	107	151
SNP/Plaid Cymru	53	30
Others	139	78
None/ DK	429	387

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