

YouGov / The Sun Survey Results

Sample Size: 2045 GB Adults
Fieldwork: 15th - 16th October 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	2045	502	519	134	291	630	497	383	992	1053	243	517	699	585	1166	879	262	665	438	503	178	
Unweighted Sample	2045	464	576	129	265	566	536	418	1001	1044	246	384	857	558	1409	636	282	631	393	483	256	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	71	3	12	28	33	24	26	30	39	34	26	28	38	33	25	20
Lab	32	0	100	0	0	3	78	26	30	34	41	36	34	23	31	33	43	23	31	43	19
Lib Dem	8	0	0	100	0	1	2	32	8	9	9	7	8	9	9	7	6	9	7	9	9
Other	29	0	0	0	100	24	16	30	34	24	26	31	29	30	26	34	23	30	28	24	52

Other Parties Voting Intention

UKIP	18	0	0	0	100	21	9	12	23	12	11	13	19	23	14	23	16	23	20	16	6
Green	7	0	0	0	0	3	4	14	6	7	11	11	5	3	7	5	5	6	7	8	5
SNP / PCY	4	0	0	0	0	0	4	3	5	4	3	6	4	3	4	5	0	0	1	0	41
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	0	0	0	0	0	1	0	1	1	0	0	1	0	1	0	0	1	1	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	1	1	4	4	9	14	7	5	4	5	9	7	7	6	7	4
Don't know	14	0	0	0	0	10	15	17	10	17	14	14	12	15	13	16	17	15	10	16	8

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

	Oct 14-15	Oct 15-16																				
Approve	31	32	85	6	50	21	66	9	24	34	30	25	28	32	39	36	27	28	35	38	26	27
Disapprove	57	54	8	89	43	66	23	83	63	57	52	50	59	57	50	53	57	60	47	52	61	63
Don't know	12	13	7	6	7	13	12	8	12	9	18	25	14	12	11	11	16	12	18	10	12	10

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

	Oct 1-2	Oct 15-16																				
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?																						
It seems rather old and tired																						
Applies most to the Conservatives	32	32	5	62	34	27	10	55	44	34	30	31	37	36	24	31	33	31	27	33	36	40
Applies most to Labour	26	28	52	4	36	41	50	8	25	32	25	16	21	30	38	32	24	27	34	26	24	30
Applies most to the Liberal Democrats	17	16	25	13	3	21	25	13	10	17	15	14	16	15	18	15	17	14	15	18	18	15
Applies to none of them	10	10	10	12	17	5	9	12	12	9	11	10	12	8	10	10	9	15	10	10	8	5
Don't know	15	13	8	9	11	6	7	11	10	8	19	29	14	11	10	12	16	14	14	12	14	10
Even if I don't always agree with it, at least its heart is in the right place																						
Applies most to the Conservatives	23	21	60	1	7	25	55	2	7	22	21	13	14	23	29	23	19	17	27	21	18	13
Applies most to Labour	29	28	6	70	15	16	5	64	26	29	27	28	28	30	26	27	30	31	22	27	36	27
Applies most to the Liberal Democrats	13	16	13	9	67	13	12	6	40	18	14	16	17	14	17	18	13	15	18	15	13	18
Applies to none of them	21	23	13	12	5	40	21	20	20	23	23	17	27	24	21	22	24	27	19	23	23	34
Don't know	13	12	8	7	6	6	7	8	8	9	14	25	14	10	7	10	15	10	13	14	10	8
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	19	17	48	3	12	17	38	5	9	20	15	16	17	18	17	18	16	15	17	22	16	18
Applies most to Labour	18	17	4	41	13	8	4	38	16	19	15	15	16	18	18	17	18	17	16	17	18	16
Applies most to the Liberal Democrats	4	5	5	3	20	2	4	3	8	4	5	6	5	4	5	6	3	4	6	4	4	4
Applies to none of them	43	47	34	41	48	66	45	42	59	49	46	33	49	47	51	48	45	48	46	45	50	47
Don't know	16	14	9	12	7	8	9	12	8	9	19	30	13	12	10	11	17	16	15	12	12	14
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	49	51	21	78	60	48	27	75	68	52	51	42	53	53	52	51	52	56	46	47	54	67
Applies most to Labour	22	21	48	5	17	29	44	6	13	23	20	17	21	21	25	24	19	18	25	21	21	13
Applies most to the Liberal Democrats	7	7	12	4	8	10	12	5	3	9	6	8	5	7	8	8	6	6	7	10	6	7
Applies to none of them	7	7	9	5	3	9	9	5	7	7	8	7	8	7	7	7	7	8	8	7	7	3
Don't know	15	13	10	8	11	5	9	9	9	9	16	27	12	12	9	11	16	12	14	15	12	10

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

Which of these would make the best Prime Minister?

	Oct 1-2	Oct 15-16																				
David Cameron	40	38	95	4	24	43	80	9	24	41	35	28	30	39	47	42	32	32	44	42	30	31
Ed Miliband	19	19	0	59	8	7	2	45	14	20	17	23	21	19	15	18	20	23	13	17	25	19
Nick Clegg	4	5	1	3	30	2	0	4	14	5	4	5	5	4	4	5	4	4	4	4	5	7
Don't know	37	39	4	34	38	47	18	42	48	34	44	44	44	38	34	35	45	40	38	37	40	43

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	106	123
Male 25 to 39	154	258
Male 40 to 59	420	346
Male 60 +	321	266
Female 18 to 24	140	121
Female 25 to 39	230	260
Female 40 to 59	437	354
Female 60 +	237	319
Region		
North England	483	503
Midlands	274	335
East	190	196
London	282	262
South England	441	468
Wales	119	102
Scotland	256	178
Social Grade		
AB	816	573
C1	593	593
C2	266	429
DE	370	450
Newspaper Type		
Express / Mail	391	290
Sun / Star	183	411
Mirror / Record	108	180
Guardian / Independent	222	90
FT / Times / Telegraph	180	164
Other Paper	314	235
No Paper	647	675
Political Party Identification		
Labour	711	646
Conservative	497	569
Liberal Democrat	167	194
SNP/Plaid Cymru	58	39
Others	159	100
None/ DK	453	497

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