

YouGov / The Sun Survey Results

Sample Size: 2117 GB Adults
Fieldwork: 23rd - 24th September 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	2117	558	620	110	220	633	500	441	1027	1090	252	536	724	605	1207	910	271	688	453	521	184	
Unweighted Sample	2117	509	671	100	227	592	563	424	1015	1102	216	441	864	596	1398	719	288	628	417	512	272	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	78	4	14	33	33	28	30	31	40	37	27	33	41	32	32	16
Lab	37	0	100	0	0	3	81	33	36	38	42	42	39	29	32	43	42	26	44	44	33
Lib Dem	7	0	0	100	0	1	1	26	7	6	7	9	5	6	9	3	10	8	5	5	5
Other	23	0	0	0	100	18	14	27	25	22	23	20	25	25	22	26	16	25	20	20	46

Other Parties Voting Intention

UKIP	13	0	0	0	100	16	6	11	15	11	3	8	14	19	10	17	10	17	12	15	3
Green	5	0	0	0	0	1	3	10	4	5	11	7	4	3	7	2	5	7	3	4	4
SNP / PCY	4	0	0	0	0	0	3	3	4	4	9	4	5	2	4	4	0	0	3	0	38
BNP	1	0	0	0	0	0	1	0	1	0	0	1	1	0	0	1	0	1	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	1	0	0	0	0	0	1	2	0	1	0	0	1	1	0	1	1	0	0	0	1

Non Voters

Would Not Vote	7	0	0	0	0	3	2	4	5	9	13	10	6	2	6	8	5	7	6	9	3
Don't know	14	0	0	0	0	9	9	22	10	18	19	15	13	12	14	14	15	14	12	14	11

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

	Sept 22-23	Sept 23-24																				
Approve	31	32	85	6	47	21	67	9	25	36	28	23	32	32	37	37	26	31	38	32	29	21
Disapprove	54	54	7	86	38	70	20	83	64	54	54	47	51	59	53	49	60	56	46	55	57	69
Don't know	16	14	8	8	15	8	13	9	12	10	18	29	17	10	10	14	14	13	16	13	14	10

Which of these would make the best Prime Minister?

	Sept 9-10	Sept 23-24																				
David Cameron	35	37	95	5	24	35	79	8	23	40	34	32	35	36	43	44	29	38	46	35	33	23
Ed Miliband	21	21	0	61	5	6	2	51	20	24	18	19	19	22	22	19	24	23	16	24	25	20
Nick Clegg	4	4	0	4	37	4	1	3	13	5	4	6	5	4	4	5	4	5	6	4	3	4
Don't know	39	37	4	30	34	55	19	37	45	31	44	43	41	38	31	33	44	35	33	37	39	53

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

	Sept 9-10	Sept 23-24																				
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																						
Strongly support	3	3	7	0	11	0	5	0	5	3	2	3	3	2	3	4	2	3	3	2	2	2
Tend to support	23	26	49	10	60	14	40	10	33	29	23	21	27	26	27	29	21	26	31	25	22	21
TOTAL SUPPORT	26	29	56	10	71	14	45	10	38	32	25	24	30	28	30	33	23	29	34	27	24	23
Tend to oppose	32	32	31	36	20	35	32	35	32	29	36	34	33	33	30	33	32	34	32	37	31	26
Strongly oppose	32	29	10	48	5	46	17	48	24	32	25	17	23	31	35	25	33	26	23	29	33	40
TOTAL OPPOSE	64	61	41	84	25	81	49	83	56	61	61	51	56	64	65	58	65	60	55	66	64	66
Don't know	12	11	4	6	4	5	6	6	6	6	15	25	15	8	4	9	12	11	11	8	12	12

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	103	127
Male 25 to 39	201	267
Male 40 to 59	421	358
Male 60 +	290	275
Female 18 to 24	113	125
Female 25 to 39	240	269
Female 40 to 59	443	366
Female 60 +	306	330
Region		
North England	512	521
Midlands	298	347
East	172	203
London	288	271
South England	456	485
Wales	119	106
Scotland	272	184
Social Grade		
AB	775	593
C1	623	614
C2	298	445
DE	421	466
Newspaper Type		
Express / Mail	413	301
Sun / Star	280	426
Mirror / Record	162	186
Guardian / Independent	171	93
FT / Times / Telegraph	149	169
Other Paper	347	243
No Paper	595	699
Political Party Identification		
Labour	751	669
Conservative	530	589
Liberal Democrat	171	201
SNP/Plaid Cymru	48	40
Others	153	104
None/ DK	464	514

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