

YouGov / The Sun Survey Results

Sample Size: 2020 GB Adults
Fieldwork: 22nd - 23rd 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	2020	538	540	98	243	600	483	416	980	1040	240	511	691	578	1151	869	259	657	432	497	176
Unweighted Sample	2020	499	571	102	241	556	520	434	991	1029	228	392	827	573	1359	661	298	581	385	466	290
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	76	4	12	33	34	29	26	31	45	38	28	33	43	35	28	17
Lab	34	0	100	0	0	3	81	36	32	36	30	46	36	24	31	38	40	25	33	46	27
Lib Dem	6	0	0	100	0	1	1	25	7	6	6	8	5	6	8	4	6	9	6	4	5
Other	26	0	0	0	100	19	14	28	28	24	34	21	28	26	24	29	21	24	26	22	52

Other Parties Voting Intention

UKIP	15	0	0	0	100	17	8	12	16	14	9	10	17	19	12	19	15	17	20	14	4
Green	6	0	0	0	0	1	3	12	5	6	15	4	5	4	7	3	5	6	4	7	4
SNP / PCY	4	0	0	0	0	0	3	3	5	4	9	5	4	3	4	5	0	0	1	0	42
BNP	0	0	0	0	0	0	0	0	1	0	2	1	0	0	1	0	0	0	0	1	1
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	1	0	0	1	1	0	1	1	0	0	1	1	1	1	0	1

Non Voters

Would Not Vote	6	0	0	0	0	3	2	3	5	7	11	9	4	4	4	9	6	8	6	5	3
Don't know	15	0	0	0	0	9	13	20	8	21	26	16	13	11	15	15	17	14	16	15	13

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

	Oct 21-22	Oct 22-23																				
Approve	30	32	84	7	40	17	66	8	24	37	27	23	28	31	40	37	26	35	37	33	27	24
Disapprove	55	53	7	85	46	76	24	79	63	55	52	47	52	58	51	49	59	52	47	52	59	65
Don't know	16	15	9	9	14	7	10	13	13	8	20	30	20	10	9	14	15	14	16	15	14	11

Fieldwork: 22nd - 23rd 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	
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Unweighted Sample	2020	499	571	102	241	556	520	434	991	1029	228	392	827	573	1359	661	298	581	385	466	290	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Oct 8-9	Oct 22-23																				
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																						
Applies most to the Conservatives	26	28	83	2	5	21	66	4	11	31	24	20	20	26	39	32	22	28	32	28	23	18
Applies most to Labour	27	26	1	76	6	6	3	63	27	28	23	20	32	29	18	25	27	28	20	23	33	25
Applies most to the Liberal Democrats	11	9	2	5	74	2	2	3	28	10	8	12	11	8	8	11	7	8	11	9	7	10
Applies to none of them	25	25	8	12	9	65	22	20	25	24	26	20	22	26	29	22	29	22	24	24	25	37
Don't know	12	13	6	5	6	6	7	9	8	6	19	28	16	10	7	11	15	14	12	15	12	10
	Oct 8-9	Oct 22-23																				
It is led by people of real ability																						
Applies most to the Conservatives	23	23	66	5	9	16	53	6	13	29	18	17	21	21	32	27	19	22	29	22	21	16
Applies most to Labour	13	11	1	36	2	2	2	30	8	13	9	7	14	11	8	10	11	13	5	11	16	10
Applies most to the Liberal Democrats	4	3	0	3	34	1	1	1	8	5	2	7	5	2	3	3	4	4	5	2	2	5
Applies to none of them	45	46	22	46	40	73	34	48	59	45	47	39	41	52	47	46	46	43	45	47	45	57
Don't know	15	16	11	11	14	8	11	14	12	8	24	30	20	14	11	14	19	18	15	19	16	13
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	46	45	82	31	38	37	69	32	41	47	43	35	40	47	51	48	40	39	46	43	49	42
Applies most to Labour	9	9	0	27	3	0	2	22	8	10	7	7	12	9	7	8	10	11	6	10	11	7
Applies most to the Liberal Democrats	5	5	1	4	31	0	1	4	8	6	3	9	5	3	4	5	4	5	5	4	4	6
Applies to none of them	25	28	13	26	15	55	23	29	30	28	28	21	24	31	31	28	29	31	29	28	24	32
Don't know	14	14	3	12	14	8	6	13	12	8	19	28	19	10	7	11	17	13	13	15	13	14
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	3	29	17	16	5	28	19	15	15	10	14	17	15	14	15	12	14	14	19	11
Applies most to Labour	27	27	51	6	48	29	49	9	26	33	21	18	22	27	34	30	23	28	27	29	23	29
Applies most to the Liberal Democrats	33	34	34	48	9	34	32	41	33	34	33	33	35	35	31	34	33	33	35	31	35	34
Applies to none of them	10	10	5	8	14	10	6	9	11	10	10	7	11	9	11	9	11	10	11	8	9	12
Don't know	14	15	7	9	13	11	8	12	11	9	21	32	18	12	10	13	19	18	13	18	15	14

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	97	121
Male 25 to 39	172	255
Male 40 to 59	420	341
Male 60 +	302	263
Female 18 to 24	131	119
Female 25 to 39	220	257
Female 40 to 59	407	349
Female 60 +	271	315
Region		
North England	466	497
Midlands	282	331
East	172	194
London	298	259
South England	409	463
Wales	103	101
Scotland	290	176
Social Grade		
AB	777	566
C1	582	586
C2	287	424
DE	374	444
Newspaper Type		
Express / Mail	376	287
Sun / Star	260	406
Mirror / Record	190	178
Guardian / Independent	147	89
FT / Times / Telegraph	155	162
Other Paper	289	232
No Paper	603	667
Political Party Identification		
Labour	696	638
Conservative	513	562
Liberal Democrat	198	192
SNP/Plaid Cymru	67	38
Others	126	99
None/ DK	420	491

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