

YouGov / The Sun Survey Results

Sample Size: 2049 GB Adults
Fieldwork: 8th - 9th 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	2049	502	579	156	249	594	503	417	994	1055	244	518	701	586	1168	881	262	666	438	504	178	
Unweighted Sample	2049	464	628	135	252	558	563	399	1013	1036	202	469	800	578	1327	722	286	649	443	450	221	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	30	100	0	0	0	72	4	12	32	29	28	27	30	34	36	22	30	36	32	26	20
Lab	35	0	100	0	0	5	82	28	34	36	40	38	39	26	33	38	42	23	37	48	27
Lib Dem	9	0	0	100	0	2	2	36	7	12	8	13	8	9	12	6	12	14	6	5	10
Other	25	0	0	0	100	21	12	24	26	24	24	22	24	30	19	34	15	26	25	21	43

Other Parties Voting Intention

UKIP	15	0	0	0	100	20	6	10	16	14	8	8	15	23	10	22	8	19	20	14	4
Green	5	0	0	0	0	0	3	10	5	5	12	6	4	2	5	5	6	5	5	6	3
SNP / PCY	4	0	0	0	0	1	3	3	4	4	4	5	3	3	3	5	1	0	1	0	35
BNP	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	1	0	1	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	1	0	1	1	1	1	2	0	1	1	1	0	1	0	1	0

Non Voters

Would Not Vote	6	0	0	0	0	1	2	3	6	6	15	8	5	2	5	8	5	7	6	7	2
Don't know	13	0	0	0	0	11	11	19	8	18	11	13	14	14	13	14	12	15	14	14	6

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

	Oct 7-8	Oct 8-9																				
Approve	32	32	86	6	38	14	66	10	25	36	28	28	32	30	36	38	24	33	37	32	26	29
Disapprove	55	55	6	86	42	76	23	82	61	55	54	45	51	59	56	51	60	55	49	55	60	61
Don't know	13	14	7	7	20	10	10	8	14	9	18	28	17	11	8	12	16	12	15	14	14	10

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

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

It is led by people of real ability

Its leaders are prepared to take tough and unpopular decisions

It seems to chop and change all the time: you can never be quite sure what it stands for

Sept
24-25

Oct
8-9

Applies most to the Conservatives	27	26	81	2	7	16	64	6	10	28	24	18	23	25	31	30	20	25	31	26	19	23
Applies most to Labour	31	27	2	78	4	6	5	64	22	28	25	26	28	29	23	26	28	33	18	28	34	24
Applies most to the Liberal Democrats	9	11	4	5	78	2	4	4	32	11	11	11	13	10	10	14	7	10	14	9	10	12
Applies to none of them	22	25	8	9	6	69	21	18	23	24	25	14	21	28	30	21	29	19	24	24	26	33
Don't know	11	12	5	7	4	8	6	9	12	9	15	31	15	9	5	9	17	12	14	13	12	7
Applies most to the Conservatives	22	23	73	5	10	9	55	5	13	25	20	20	19	23	27	26	19	26	26	22	19	19
Applies most to Labour	15	13	1	40	5	3	2	34	11	13	13	13	14	13	11	11	15	15	9	12	18	10
Applies most to the Liberal Democrats	3	4	1	1	37	1	2	2	12	4	4	1	6	3	4	5	2	2	6	3	3	4
Applies to none of them	45	45	17	42	36	78	32	48	49	45	46	33	43	49	48	44	46	40	42	49	45	56
Don't know	14	15	8	11	12	9	9	11	16	13	18	33	19	12	10	14	18	17	17	14	15	11
Applies most to the Conservatives	45	46	88	30	41	37	73	28	40	49	43	34	50	45	49	51	40	45	51	43	44	43
Applies most to Labour	12	9	0	29	3	3	2	24	6	10	9	11	8	11	8	8	12	11	5	12	12	9
Applies most to the Liberal Democrats	4	5	2	3	36	1	2	2	15	5	5	6	6	4	5	6	3	5	6	3	4	5
Applies to none of them	25	25	5	25	12	52	16	30	26	25	26	17	22	28	29	25	27	21	23	28	25	34
Don't know	13	14	6	13	9	7	8	14	14	11	17	32	15	11	9	11	18	17	14	14	15	9
Applies most to the Conservatives	16	16	4	28	23	16	9	28	18	15	18	8	13	19	19	14	19	15	14	20	17	13
Applies most to Labour	29	27	51	9	49	24	46	9	30	30	24	24	26	26	30	30	23	27	28	26	25	29
Applies most to the Liberal Democrats	31	33	33	49	6	33	30	44	30	35	31	29	35	33	34	35	30	33	34	31	32	36
Applies to none of them	9	10	2	7	14	17	5	9	12	9	10	6	8	11	10	9	11	9	9	9	11	13
Don't know	14	14	9	7	8	10	10	10	10	12	17	34	18	11	7	12	18	16	15	15	15	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	94	123
Male 25 to 39	210	258
Male 40 to 59	414	346
Male 60 +	295	266
Female 18 to 24	108	121
Female 25 to 39	259	260
Female 40 to 59	386	354
Female 60 +	283	320
Region		
North England	450	504
Midlands	310	336
East	198	197
London	286	262
South England	451	469
Wales	133	102
Scotland	221	178
Social Grade		
AB	746	574
C1	581	594
C2	330	430
DE	392	451
Newspaper Type		
Express / Mail	386	291
Sun / Star	247	412
Mirror / Record	167	180
Guardian / Independent	190	90
FT / Times / Telegraph	126	164
Other Paper	321	236
No Paper	612	676
Political Party Identification		
Labour	710	647
Conservative	511	570
Liberal Democrat	153	195
SNP/Plaid Cymru	58	39
Others	147	100
None/ DK	470	498

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