

# YouGov / The Sun Survey Results

Sample Size: 2041 GB Adults  
Fieldwork: 5th - 6th November 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
<b>Weighted Sample</b>	<b>2041</b>	516	543	127	251	613	495	413	990	1051	243	516	698	584	1163	878	261	663	437	502	178
Unweighted Sample	2041	487	588	118	250	572	553	435	984	1057	178	423	865	575	1352	689	287	645	381	511	217
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	75	6	9	32	31	32	30	29	36	35	27	34	35	36	27	19
Lab	<b>33</b>	0	100	0	0	3	79	30	30	37	33	34	36	31	31	37	36	25	33	46	25
Lib Dem	<b>8</b>	0	0	100	0	1	1	30	8	8	5	11	7	7	10	5	8	10	10	5	6
Other	<b>27</b>	0	0	0	100	21	14	30	30	24	30	25	28	27	25	30	21	30	22	22	51

## Other Parties Voting Intention

UKIP	<b>15</b>	0	0	0	100	20	6	12	18	12	11	11	17	18	12	21	12	20	14	16	5
Green	<b>7</b>	0	0	0	0	1	5	15	6	7	16	8	6	4	8	4	7	9	6	5	5
SNP / PCY	<b>4</b>	0	0	0	0	1	3	3	5	3	2	5	4	4	4	5	1	0	1	0	41
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	1	0	1	1	0	0	1	1	0	1	0	0	1	0

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	0	2	2	3	7	8	24	9	6	1	6	9	8	9	7	6	4
Don't know	<b>13</b>	0	0	0	0	9	10	16	8	18	12	15	13	12	13	13	13	11	13	15	13

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

	Nov 4-5	Nov 5-6																				
Approve	30	<b>30</b>	84	5	42	15	62	9	26	36	25	21	31	30	34	35	24	30	33	34	25	25
Disapprove	55	<b>56</b>	8	88	38	73	27	82	62	54	58	55	52	57	58	53	60	55	51	56	61	64
Don't know	15	<b>14</b>	8	7	20	11	11	10	12	10	17	24	17	12	8	12	15	14	16	10	14	10

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<b>Weighted Sample</b>	<b>2041</b>	516	543	127	251	613	495	413	990	1051	243	516	698	584	1163	878	261	663	437	502	178	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 22-23	Nov 5-6																				
<b>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?</b>																						
<b>The kind of society it wants is broadly the kind of society I want</b>																						
Applies most to the Conservatives	28	<b>26</b>	83	2	3	21	64	6	11	31	22	21	24	26	32	30	22	28	30	29	22	18
Applies most to Labour	26	<b>25</b>	1	74	7	7	3	61	23	26	24	25	23	27	24	24	25	26	20	24	32	23
Applies most to the Liberal Democrats	9	<b>11</b>	3	4	79	2	4	3	34	11	11	10	14	10	8	14	6	12	12	11	8	10
Applies to none of them	25	<b>25</b>	8	12	5	60	21	21	24	23	27	16	19	28	30	21	30	23	22	24	26	36
Don't know	13	<b>13</b>	4	8	6	10	9	10	9	10	17	28	20	10	6	11	16	11	16	12	13	13
<b>It is led by people of real ability</b>																						
Applies most to the Conservatives	23	<b>23</b>	67	3	7	16	48	8	13	26	19	18	19	23	28	25	19	23	24	25	21	14
Applies most to Labour	11	<b>11</b>	1	38	3	2	2	30	9	12	11	11	9	13	12	11	12	12	9	11	15	9
Applies most to the Liberal Democrats	3	<b>4</b>	0	2	39	2	1	2	12	5	3	5	5	3	4	5	3	4	5	3	3	5
Applies to none of them	46	<b>46</b>	22	44	40	69	35	47	57	46	46	37	45	49	47	46	46	47	44	47	44	54
Don't know	16	<b>16</b>	10	13	10	12	14	13	10	12	20	29	23	12	10	14	19	15	17	14	16	18
<b>Its leaders are prepared to take tough and unpopular decisions</b>																						
Applies most to the Conservatives	45	<b>45</b>	82	30	30	40	69	34	37	45	44	32	42	46	51	46	44	45	43	51	44	41
Applies most to Labour	9	<b>9</b>	2	27	5	3	2	23	8	10	8	10	6	10	11	8	10	6	9	7	14	7
Applies most to the Liberal Democrats	5	<b>5</b>	1	3	36	2	1	3	13	6	4	5	6	5	4	6	4	5	6	4	4	4
Applies to none of them	28	<b>28</b>	11	28	19	47	22	29	34	28	27	25	26	29	29	29	27	31	26	29	25	36
Don't know	14	<b>13</b>	3	12	9	9	7	12	9	11	16	28	20	10	5	12	16	13	16	10	15	12
<b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>																						
Applies most to the Conservatives	15	<b>18</b>	4	32	28	19	8	30	22	19	17	10	16	18	23	16	20	17	18	16	20	15
Applies most to Labour	27	<b>27</b>	53	4	52	32	49	8	29	29	25	15	22	29	34	30	24	24	29	29	23	27
Applies most to the Liberal Democrats	34	<b>32</b>	33	47	5	29	29	44	27	32	32	44	29	33	29	33	30	38	27	34	32	32
Applies to none of them	10	<b>9</b>	4	7	4	10	5	8	11	9	9	8	10	9	7	8	9	7	8	10	8	9
Don't know	15	<b>15</b>	6	10	12	10	9	10	11	12	18	24	23	11	7	13	17	13	16	10	17	16

## 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.
<b>Age and Gender</b>		
Male 18 to 24	72	122
Male 25 to 39	183	257
Male 40 to 59	430	345
Male 60 +	299	265
Female 18 to 24	106	120
Female 25 to 39	240	259
Female 40 to 59	435	353
Female 60 +	276	318
<b>Region</b>		
North England	511	502
Midlands	269	335
East	178	196
London	287	261
South England	467	467
Wales	112	102
Scotland	217	178
<b>Social Grade</b>		
AB	785	571
C1	567	592
C2	320	429
DE	369	449
<b>Newspaper Type</b>		
Express / Mail	401	290
Sun / Star	236	410
Mirror / Record	144	180
Guardian / Independent	154	90
FT / Times / Telegraph	147	163
Other Paper	308	235
No Paper	651	674
<b>Political Party Identification</b>		
Labour	724	645
Conservative	514	567
Liberal Democrat	171	194
SNP/Plaid Cymru	56	39
Others	135	100
None/ DK	441	496

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)