

YouGov / The Sun Survey Results

Sample Size: 1995 GB Adults
Fieldwork: 19th - 20th 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	
Weighted Sample	1995	536	529	109	232	601	472	407	968	1027	237	505	682	571	1137	858	255	648	427	491	174	
Unweighted Sample	1995	512	557	100	241	589	500	393	994	1001	183	399	848	565	1315	680	269	595	403	457	271	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	74	6	14	34	33	26	30	31	42	35	32	37	43	34	27	19
Lab	33	0	100	0	0	4	79	29	32	35	31	40	35	27	33	34	39	24	36	44	25
Lib Dem	7	0	0	100	0	1	1	28	7	7	7	8	7	6	7	6	6	10	6	6	4
Other	26	0	0	0	100	22	14	30	27	25	35	21	27	26	25	27	18	24	25	24	52

Other Parties Voting Intention

UKIP	15	0	0	0	100	19	8	12	16	13	13	9	16	18	13	16	10	16	16	17	6
Green	6	0	0	0	0	2	3	14	6	7	18	9	4	4	7	5	8	7	5	6	5
SNP / PCY	4	0	0	0	0	0	3	3	4	5	3	3	6	4	4	5	0	0	3	0	40
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	1	0	0	0	0	0	0	1	1	0	1	0	1	0	0	1	0	0	1	0	1

Non Voters

Would Not Vote	6	0	0	0	0	1	1	4	5	7	15	8	4	5	5	8	8	9	4	7	3
Don't know	14	0	0	0	0	10	10	19	10	17	15	17	13	12	14	13	16	13	16	13	11

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

	Nov 18-19	Nov 19-20																				
Approve	32	32	86	8	46	13	63	11	26	37	27	23	33	29	39	35	28	30	40	32	25	25
Disapprove	53	56	7	88	43	78	24	82	64	54	56	56	52	61	52	53	59	53	48	56	63	66
Don't know	14	13	8	5	11	8	13	7	10	8	16	22	14	11	9	12	14	16	12	12	12	8

Fieldwork: 19th - 20th 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
Weighted Sample	1995	536	529	109	232	601	472	407	968	1027	237	505	682	571	1137	858	255	648	427	491	174
Unweighted Sample	1995	512	557	100	241	589	500	393	994	1001	183	399	848	565	1315	680	269	595	403	457	271
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Nov 5-6	Nov 19-20																				
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	82	2	9	26	66	6	9	31	25	24	20	26	39	30	25	27	36	26	24	19
Applies most to Labour	25	26	2	78	6	10	4	67	22	27	25	22	26	29	25	26	27	29	20	25	36	20
Applies most to the Liberal Democrats	11	10	3	6	79	5	3	5	34	11	10	11	13	10	8	11	9	10	10	10	10	13
Applies to none of them	25	23	8	8	3	56	18	15	22	21	25	20	23	27	21	21	26	20	22	25	18	40
Don't know	13	12	5	5	3	4	9	7	12	10	15	22	17	9	8	12	13	15	12	14	12	8
It is led by people of real ability																						
Applies most to the Conservatives	23	24	72	4	10	11	53	8	10	28	20	18	19	23	31	24	23	24	30	22	20	18
Applies most to Labour	11	12	0	42	6	3	1	34	10	13	12	9	12	12	14	12	13	14	9	12	18	9
Applies most to the Liberal Democrats	4	4	1	2	42	2	1	1	13	4	4	5	5	4	3	4	3	3	3	4	5	5
Applies to none of them	46	45	20	43	31	78	34	46	50	45	46	44	45	50	41	46	44	39	45	46	43	60
Don't know	16	15	7	8	11	7	10	11	17	11	18	24	19	11	12	14	16	20	13	17	15	7
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	45	47	88	31	39	36	72	35	39	48	45	40	45	48	50	47	46	43	53	48	41	43
Applies most to Labour	9	10	1	33	5	3	2	26	7	11	10	9	9	10	12	9	12	8	9	7	17	9
Applies most to the Liberal Democrats	5	4	1	3	34	2	0	3	10	4	4	3	4	4	3	4	3	6	3	3	4	5
Applies to none of them	28	26	7	23	14	55	19	25	29	25	27	25	25	28	26	27	26	25	25	27	24	37
Don't know	13	13	4	10	9	3	6	10	15	12	14	23	16	10	9	13	13	18	11	14	13	7
It seems to chop and change all the time: you can never be quite sure what it stands for																						
Applies most to the Conservatives	18	17	4	33	21	23	6	30	22	17	17	10	14	20	19	16	19	16	15	18	20	14
Applies most to Labour	27	31	58	6	60	36	54	8	31	35	27	26	29	30	36	32	28	27	37	28	25	35
Applies most to the Liberal Democrats	32	30	27	49	6	24	26	45	24	31	29	34	29	31	28	31	28	30	27	30	34	28
Applies to none of them	9	7	2	6	5	12	5	7	7	6	9	5	8	7	7	7	7	8	6	6	7	10
Don't know	15	15	9	7	8	5	9	10	16	11	19	24	20	12	11	13	18	19	15	18	13	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	88	120
Male 25 to 39	185	251
Male 40 to 59	420	337
Male 60 +	301	259
Female 18 to 24	95	118
Female 25 to 39	214	253
Female 40 to 59	428	345
Female 60 +	264	311
Region		
North England	457	491
Midlands	292	327
East	160	192
London	269	255
South England	435	457
Wales	111	100
Scotland	271	174
Social Grade		
AB	789	559
C1	526	579
C2	276	419
DE	404	439
Newspaper Type		
Express / Mail	369	283
Sun / Star	202	401
Mirror / Record	142	176
Guardian / Independent	170	88
FT / Times / Telegraph	163	160
Other Paper	334	229
No Paper	615	658
Political Party Identification		
Labour	660	630
Conservative	543	555
Liberal Democrat	161	190
SNP/Plaid Cymru	71	38
Others	147	98
None/ DK	413	485

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