

YouGov / The Sun Survey Results

Sample Size: 2122 GB Adults
Fieldwork: 9th - 10th 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	2122	542	648	99	237	637	530	398	1029	1093	253	537	726	607	1210	912	272	690	454	522	185	
Unweighted Sample	2122	489	703	102	216	580	586	407	1056	1066	236	440	908	538	1388	734	317	644	372	439	350	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	78	4	11	33	32	25	32	29	39	37	26	31	36	37	28	19
Lab	38	0	100	0	0	4	82	38	36	41	37	42	42	32	35	43	45	28	39	50	35
Lib Dem	6	0	0	100	0	0	2	24	5	7	9	5	6	6	7	5	6	8	4	5	6
Other	23	0	0	0	100	17	12	27	26	21	29	22	23	23	21	26	18	28	20	18	39

Other Parties Voting Intention

UKIP	14	0	0	0	100	16	6	13	16	12	11	9	14	19	12	17	11	19	16	11	3
Green	5	0	0	0	0	1	3	12	4	6	13	7	3	2	6	3	5	8	3	3	4
SNP / PCY	4	0	0	0	0	0	3	2	5	3	5	5	4	1	3	5	1	0	1	2	31
BNP	1	0	0	0	0	0	0	0	1	0	0	1	1	0	1	0	1	0	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	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1

Non Voters

Would Not Vote	8	0	0	0	0	3	1	4	8	7	18	9	7	3	8	7	8	8	10	6	3
Don't know	13	0	0	0	0	11	9	17	9	17	15	15	13	11	12	14	14	12	15	13	11

Sept 8-9 **Sept 9-10**

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

Approve	30	31	84	8	42	18	65	10	22	34	27	22	31	29	35	35	25	28	34	33	27	26
Disapprove	54	55	7	86	41	72	22	81	67	55	55	55	51	58	55	50	61	52	49	53	62	62
Don't know	16	15	9	6	17	10	13	9	11	11	18	24	18	13	10	15	14	20	17	13	11	12

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

	Aug 26-27	Sept 9-10																				
Which of these would make the best Prime Minister?																						
David Cameron	36	35	96	7	20	29	78	10	20	38	32	28	34	33	42	40	29	35	40	38	31	26
Ed Miliband	19	21	0	57	7	7	2	48	21	23	19	23	19	23	20	19	23	20	20	20	25	20
Nick Clegg	4	4	1	2	38	3	1	2	12	4	4	4	7	4	2	4	4	5	4	4	4	5
Don't know	41	39	3	35	35	61	19	40	47	34	44	45	39	40	36	36	44	40	37	39	40	49
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																						
Strongly support	3	3	7	2	7	0	4	2	3	3	2	2	4	3	2	3	2	4	3	1	3	4
Tend to support	23	23	45	6	62	15	37	6	32	25	21	18	25	21	24	26	18	20	24	26	20	20
TOTAL SUPPORT	26	26	52	8	69	15	41	8	35	28	23	20	29	24	26	29	20	24	27	27	23	24
Tend to oppose	32	32	31	39	21	31	31	37	30	27	35	25	32	33	32	34	28	34	31	30	33	30
Strongly oppose	30	32	10	49	5	50	21	48	30	35	28	27	24	33	39	27	38	23	31	32	34	38
TOTAL OPPOSE	62	64	41	88	26	81	52	85	60	62	63	52	56	66	71	61	66	57	62	62	67	68
Don't know	12	12	7	5	5	4	7	7	4	10	13	28	15	10	3	10	13	18	12	11	10	8

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	107	127
Male 25 to 39	199	267
Male 40 to 59	473	359
Male 60 +	277	276
Female 18 to 24	129	125
Female 25 to 39	241	269
Female 40 to 59	435	367
Female 60 +	261	331
Region		
North England	439	522
Midlands	287	348
East	197	204
London	317	272
South England	447	486
Wales	85	106
Scotland	350	185
Social Grade		
AB	796	594
C1	592	615
C2	319	446
DE	415	467
Newspaper Type		
Express / Mail	400	301
Sun / Star	236	427
Mirror / Record	157	187
Guardian / Independent	165	93
FT / Times / Telegraph	140	170
Other Paper	339	244
No Paper	685	700
Political Party Identification		
Labour	759	671
Conservative	529	590
Liberal Democrat	172	202
SNP/Plaid Cymru	80	40
Others	125	104
None/ DK	457	516

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