

## YouGov / The Sun Survey Results

Sample Size: 1883 GB Adults  
Fieldwork: 29th - 30th 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	
<b>Weighted Sample</b>	<b>1883</b>	501	488	100	221	580	442	381	913	970	224	476	644	539	1073	810	241	612	403	463	164	
Unweighted Sample	1883	467	512	98	234	562	469	396	926	957	147	380	781	575	1285	598	218	605	402	479	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	76	4	15	33	34	39	27	30	40	36	30	34	42	35	26	18
Lab	<b>32</b>	0	100	0	0	3	76	33	30	34	31	38	35	26	30	36	39	28	29	42	23
Lib Dem	<b>7</b>	0	0	100	0	1	1	26	7	6	2	8	7	7	8	4	12	7	7	4	5
Other	<b>28</b>	0	0	0	100	20	19	26	30	26	28	27	29	27	26	30	15	23	29	28	55

### Other Parties Voting Intention

UKIP	<b>15</b>	0	0	0	100	18	8	9	16	13	4	8	17	20	12	18	7	15	17	20	4
Green	<b>7</b>	0	0	0	0	0	5	15	6	7	11	11	5	3	8	5	8	7	8	6	2
SNP / PCY	<b>5</b>	0	0	0	0	1	5	1	6	5	11	6	6	2	5	6	0	0	3	0	48
Other	<b>1</b>	0	0	0	0	1	1	0	1	1	1	1	1	1	1	0	0	1	1	1	0
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	3	2	3	4	7	10	9	5	2	5	8	8	6	5	6	3
Don't know	<b>14</b>	0	0	0	0	11	11	17	9	19	20	16	13	12	14	14	15	15	15	14	8

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

		Oct 28-29	Oct 29-30																				
Approve	29	<b>32</b>	85	8	52	10	62	11	25	36	27	34	28	30	36	36	25	35	36	32	24	29	
Disapprove	57	<b>54</b>	6	87	39	79	23	80	66	53	55	38	54	60	55	50	60	53	48	52	63	61	
Don't know	14	<b>14</b>	9	5	9	11	15	9	9	10	17	28	18	10	10	14	15	12	15	16	13	10	

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**Weighted Sample**  
Unweighted Sample

	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>1883</b>	501	488	100	221	580	442	381	913	970	224	476	644	539	1073	810	241	612	403	463	164	
1883	467	512	98	234	562	469	396	926	957	147	380	781	575	1285	598	218	605	402	479	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 15-16	Oct 29-30																				
<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>It seems rather old and tired</b>																						
Applies most to the Conservatives	32	<b>32</b>	4	63	41	35	9	54	42	34	30	27	34	36	28	31	34	40	27	31	36	33
Applies most to Labour	28	<b>30</b>	56	5	46	31	50	11	30	35	25	24	25	30	36	33	26	24	36	32	22	34
Applies most to the Liberal Democrats	16	<b>15</b>	23	14	3	19	22	17	9	14	17	12	12	15	21	16	15	9	15	15	21	12
Applies to none of them	10	<b>8</b>	11	8	6	6	10	8	7	7	9	7	8	8	8	9	7	8	9	7	9	5
Don't know	13	<b>15</b>	8	9	4	8	10	10	12	10	18	30	21	11	7	12	17	20	13	16	13	16
<b>Even if I don't always agree with it, at least its heart is in the right place</b>																						
Applies most to the Conservatives	21	<b>22</b>	61	4	5	20	52	6	9	23	21	19	15	20	34	24	20	19	28	21	21	14
Applies most to Labour	28	<b>26</b>	3	69	9	17	6	53	32	25	27	15	27	31	23	25	27	30	23	22	34	18
Applies most to the Liberal Democrats	16	<b>16</b>	13	12	76	12	10	13	33	19	14	16	17	16	16	17	15	18	19	19	11	14
Applies to none of them	23	<b>23</b>	14	11	7	44	22	20	19	23	22	21	24	24	21	23	22	18	18	27	22	41
Don't know	12	<b>13</b>	8	5	3	7	11	8	7	9	16	28	17	9	6	10	16	16	13	12	12	12
<b>It seems to have succeeded in moving on and left its past behind it</b>																						
Applies most to the Conservatives	17	<b>16</b>	43	4	10	6	33	6	10	16	15	13	15	13	20	18	13	12	17	18	16	9
Applies most to Labour	17	<b>14</b>	4	35	7	8	5	29	14	16	12	11	12	17	13	13	15	15	13	13	16	10
Applies most to the Liberal Democrats	5	<b>5</b>	3	4	20	4	4	4	7	5	4	4	7	4	4	5	5	4	5	5	4	4
Applies to none of them	47	<b>49</b>	38	46	56	68	43	50	57	50	48	38	46	53	52	52	46	49	46	49	49	64
Don't know	14	<b>17</b>	13	10	7	13	16	11	11	13	20	34	20	13	11	13	21	19	19	15	16	13
<b>It seems to appeal to one section of society rather than to the whole country</b>																						
Applies most to the Conservatives	51	<b>52</b>	20	82	67	50	25	75	69	53	50	41	49	59	50	51	53	46	47	49	59	63
Applies most to Labour	21	<b>20</b>	45	5	22	28	42	6	12	22	18	15	17	18	28	23	16	21	22	21	21	9
Applies most to the Liberal Democrats	7	<b>7</b>	14	5	3	7	11	5	7	7	8	6	8	6	9	7	8	8	10	8	4	5
Applies to none of them	7	<b>7</b>	10	3	5	9	8	5	6	7	7	8	7	6	8	8	5	6	7	9	5	10
Don't know	13	<b>14</b>	11	6	4	6	13	9	6	11	17	30	20	11	5	11	18	19	14	14	11	13
<b>Which of these would make the best Prime Minister?</b>																						
David Cameron	38	<b>39</b>	97	6	24	37	79	11	28	43	35	38	34	38	45	42	36	38	46	42	31	29
Ed Miliband	19	<b>16</b>	0	53	3	5	1	39	16	16	16	16	17	19	13	15	17	23	13	13	20	13
Nick Clegg	5	<b>5</b>	0	2	41	3	1	2	14	6	4	5	7	4	4	5	5	7	6	4	3	4
Don't know	39	<b>40</b>	3	39	32	56	18	47	42	35	45	42	42	39	38	38	43	32	35	41	46	53

## 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	56	113
Male 25 to 39	185	237
Male 40 to 59	381	318
Male 60 +	304	245
Female 18 to 24	91	111
Female 25 to 39	195	239
Female 40 to 59	400	326
Female 60 +	271	294
<b>Region</b>		
North England	479	463
Midlands	281	309
East	180	181
London	218	241
South England	425	431
Wales	121	94
Scotland	179	164
<b>Social Grade</b>		
AB	753	527
C1	532	546
C2	267	395
DE	331	414
<b>Newspaper Type</b>		
Express / Mail	395	267
Sun / Star	203	378
Mirror / Record	134	166
Guardian / Independent	172	83
FT / Times / Telegraph	129	151
Other Paper	246	217
No Paper	604	621
<b>Political Party Identification</b>		
Labour	625	595
Conservative	488	523
Liberal Democrat	142	179
SNP/Plaid Cymru	54	36
Others	143	92
None/ DK	431	458

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)