

YouGov / The Sun Survey Results

Sample Size: 2052 GB Adults
Fieldwork: 21st - 22nd 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	2052	505	534	106	278	624	482	431	995	1057	244	519	702	587	1170	882	263	667	439	505	179
Unweighted Sample	2052	476	585	111	288	593	519	448	1001	1051	206	394	851	601	1349	703	275	686	427	486	178
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	70	7	11	30	32	19	27	27	43	35	26	31	36	33	28	16
Lab	33	0	100	0	0	4	75	34	32	34	35	42	34	24	32	34	39	27	30	43	26
Lib Dem	7	0	0	100	0	1	1	25	7	7	7	7	7	5	9	4	8	8	5	7	4
Other	29	0	0	0	100	25	17	30	31	28	39	24	32	28	24	37	22	30	32	22	54

Other Parties Voting Intention

UKIP	17	0	0	0	100	22	10	13	19	16	12	10	21	19	12	25	17	22	18	16	2
Green	6	0	0	0	0	2	3	14	6	7	20	9	5	3	6	7	4	6	8	6	8
SNP / PCY	5	0	0	0	0	1	4	2	6	4	5	6	4	5	5	5	0	1	4	0	42
BNP	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	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	1	0	2	1	1	3	0	1	1	1	0	0	1	1	0	2

Non Voters

Would Not Vote	6	0	0	0	0	2	1	2	6	7	16	9	4	2	5	8	10	5	9	6	2
Don't know	14	0	0	0	0	8	13	18	11	18	21	15	15	11	13	16	15	15	14	13	15

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

	Oct 20-21	Oct 21-22																				
Approve	31	30	85	5	34	18	62	11	20	32	28	14	28	28	39	35	23	27	35	30	26	22
Disapprove	54	55	7	87	49	74	26	79	65	55	54	53	50	61	52	51	59	55	48	56	58	63
Don't know	15	16	8	8	17	9	12	10	15	13	18	33	21	11	9	14	18	18	16	14	16	14

Which of these would make the best Prime Minister?

	Oct 7-8	Oct 21-22																				
David Cameron	37	36	96	5	26	39	76	13	20	40	33	21	33	32	50	41	30	33	43	35	35	24
Ed Milliband	18	16	1	53	2	1	2	38	18	19	14	17	17	18	14	17	16	17	15	15	21	13
Nick Clegg	5	4	0	2	45	1	1	1	13	4	4	6	4	4	2	5	2	3	3	4	4	5
Don't know	39	44	3	40	26	58	21	48	49	37	50	56	46	45	34	38	52	48	38	47	41	58

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

	Oct 7-8	Oct 21-22																				
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																						
Strongly support	3	3	5	1	13	1	4	1	4	3	2	0	3	3	2	3	2	2	3	4	2	1
Tend to support	24	23	47	10	54	14	36	9	26	26	20	16	20	24	26	28	16	22	25	20	23	21
TOTAL SUPPORT	27	26	52	11	67	15	40	10	30	29	22	16	23	27	28	31	18	24	28	24	25	22
Tend to oppose	30	35	33	39	26	40	37	38	37	33	36	33	36	33	36	35	34	33	40	33	33	26
Strongly oppose	29	29	11	46	4	40	16	46	26	30	27	21	24	32	32	25	33	25	24	31	30	41
TOTAL OPPOSE	59	64	44	85	30	80	53	84	63	63	63	54	60	65	68	60	67	58	64	64	63	67
Don't know	13	12	4	4	3	4	7	7	6	8	15	30	17	8	3	9	15	18	9	12	11	11

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	80	123
Male 25 to 39	178	259
Male 40 to 59	428	347
Male 60 +	315	267
Female 18 to 24	126	121
Female 25 to 39	216	261
Female 40 to 59	423	355
Female 60 +	286	320
Region		
North England	486	505
Midlands	299	337
East	191	197
London	275	263
South England	495	470
Wales	128	103
Scotland	178	179
Social Grade		
AB	802	575
C1	547	595
C2	318	431
DE	385	451
Newspaper Type		
Express / Mail	421	291
Sun / Star	212	412
Mirror / Record	118	181
Guardian / Independent	179	90
FT / Times / Telegraph	177	164
Other Paper	297	236
No Paper	648	677
Political Party Identification		
Labour	698	648
Conservative	523	570
Liberal Democrat	173	195
SNP/Plaid Cymru	53	39
Others	154	101
None/ DK	451	499

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