

YouGov / The Sun Survey Results

Sample Size: 1972 GB Adults
Fieldwork: 24th - 25th 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	1972	499	586	107	212	582	483	397	956	1016	235	499	674	564	1124	848	252	641	422	485	172	
Unweighted Sample	1972	484	598	96	211	559	510	407	972	1000	179	438	811	544	1357	615	260	570	405	447	290	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	75	5	8	32	31	25	29	30	37	36	24	33	39	37	22	17
Lab	37	0	100	0	0	6	79	35	33	40	41	40	36	33	32	44	36	30	36	50	29
Lib Dem	7	0	0	100	0	2	2	24	6	7	11	8	5	6	8	5	10	8	6	6	3
Other	25	0	0	0	100	17	14	33	29	22	24	23	28	24	24	27	21	24	21	23	51

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	7	14	15	11	5	8	16	17	11	16	11	16	14	14	3
SNP / PCY	6	0	0	0	0	1	4	5	6	5	9	7	6	3	6	6	1	1	4	0	45
Green	5	0	0	0	0	1	3	12	5	5	10	7	5	3	6	5	8	6	3	6	3
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	1	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	0	0	2	1	0	0	1	1	1	1	1	1	1	0	2	1

Non Voters

Would Not Vote	5	0	0	0	0	1	2	2	4	7	10	8	5	2	4	8	4	6	3	6	5
Don't know	14	0	0	0	0	9	8	19	10	17	14	16	13	13	12	16	17	14	15	13	7

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

	Sept 23-24	Sept 24-25																				
Approve	32	32	86	6	44	17	65	11	19	35	28	30	34	28	34	38	23	31	37	36	25	21
Disapprove	54	56	6	87	37	75	25	82	68	57	56	48	51	62	58	51	64	54	50	54	64	68
Don't know	14	12	7	6	18	8	10	7	12	7	16	21	15	9	8	11	13	15	13	10	11	10

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

	Sept 10-11	Sept 24-25																				
Applies most to the Conservatives	27	27	83	1	2	20	67	4	8	29	24	18	23	26	33	31	20	25	33	28	21	19
Applies most to Labour	27	31	2	82	9	10	6	66	30	31	31	32	34	31	29	29	34	27	27	32	41	26
Applies most to the Liberal Democrats	9	9	3	5	81	1	3	5	27	9	9	11	11	8	8	11	7	16	9	8	8	7
Applies to none of them	24	22	10	7	2	59	16	17	27	23	22	19	20	25	23	21	25	24	21	22	18	40
Don't know	12	11	3	5	5	9	8	7	8	6	14	20	12	10	7	8	14	8	12	10	11	8

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	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	
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Unweighted Sample	1972	484	598	96	211	559	510	407	972	1000	179	438	811	544	1357	615	260	570	405	447	290	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 10-11	Sept 24-25																				
It is led by people of real ability																						
Applies most to the Conservatives	23	22	68	5	15	11	50	8	9	23	22	22	22	20	25	26	17	23	25	25	17	16
Applies most to Labour	12	15	2	45	5	1	4	37	10	16	15	18	16	16	14	13	19	12	12	17	21	15
Applies most to the Liberal Democrats	4	3	0	2	31	1	1	2	8	4	2	2	5	3	2	4	2	4	4	3	1	2
Applies to none of them	46	45	23	37	37	82	35	41	59	47	44	38	42	48	48	45	45	48	43	43	46	54
Don't know	16	14	7	11	12	7	10	12	14	11	18	20	16	13	11	13	17	12	17	11	15	13
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	44	45	85	28	33	37	71	33	33	47	43	38	47	41	51	47	42	44	47	48	41	40
Applies most to Labour	9	12	1	34	6	2	3	29	9	12	13	15	12	12	13	10	15	10	10	13	16	12
Applies most to the Liberal Democrats	4	4	2	2	36	4	2	3	11	5	4	6	7	3	2	5	3	5	4	6	3	4
Applies to none of them	29	25	9	24	15	48	18	24	34	27	24	20	23	29	26	27	24	29	24	23	26	31
Don't know	14	13	3	11	10	9	7	12	14	9	16	21	12	15	8	11	16	13	15	10	13	12
It seems to chop and change all the time: you can never be quite sure what it stands for																						
Applies most to the Conservatives	16	16	5	31	14	16	8	29	16	17	16	11	14	19	18	14	20	17	14	19	18	12
Applies most to Labour	24	29	61	7	52	26	51	11	27	32	26	29	25	28	34	33	25	27	29	34	23	38
Applies most to the Liberal Democrats	35	31	26	48	14	29	28	43	32	30	32	32	33	32	29	34	28	29	30	28	38	32
Applies to none of them	9	9	4	6	13	16	7	6	10	9	9	6	11	8	10	8	10	10	12	8	6	9
Don't know	16	14	5	8	7	13	7	11	15	11	17	21	17	13	9	11	18	17	15	10	16	9

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	81	118
Male 25 to 39	190	248
Male 40 to 59	414	333
Male 60 +	287	256
Female 18 to 24	98	116
Female 25 to 39	248	250
Female 40 to 59	397	341
Female 60 +	257	308
Region		
North England	447	485
Midlands	288	323
East	170	189
London	260	252
South England	400	452
Wales	117	99
Scotland	290	172
Social Grade		
AB	774	552
C1	583	572
C2	258	414
DE	357	434
Newspaper Type		
Express / Mail	365	280
Sun / Star	224	396
Mirror / Record	150	174
Guardian / Independent	175	87
FT / Times / Telegraph	149	158
Other Paper	304	227
No Paper	605	651
Political Party Identification		
Labour	652	623
Conservative	520	548
Liberal Democrat	169	187
SNP/Plaid Cymru	70	37
Others	141	97
None/ DK	420	479

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