

YouGov / The Sun Survey Results

Sample Size: 1862 GB Adults
Fieldwork: 7th - 8th 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	1862	491	507	102	212	576	445	374	903	959	222	471	637	533	1061	801	238	605	398	458	162	
Unweighted Sample	1862	446	566	94	223	525	513	378	906	956	183	401	749	529	1244	618	261	573	358	472	198	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	4	14	35	31	28	29	32	40	38	27	31	39	36	31	17
Lab	34	0	100	0	0	5	78	32	31	38	37	39	35	30	34	35	42	29	31	41	29
Lib Dem	7	0	0	100	0	1	1	26	7	7	5	8	6	7	8	6	10	8	6	4	7
Other	26	0	0	0	100	18	18	28	28	23	30	25	27	24	21	32	17	23	27	24	48

Other Parties Voting Intention

UKIP	14	0	0	0	100	17	8	9	17	11	8	9	16	18	10	20	8	15	19	18	1
Green	6	0	0	0	0	1	3	14	5	6	13	8	6	2	6	6	7	8	6	4	3
SNP / PCY	5	0	0	0	0	1	6	3	4	5	10	6	3	3	5	5	1	0	1	1	42
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	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	0	0	1	1	1	0	0	1	0	1	1	1	1	1	1	0

Non Voters

Would Not Vote	6	0	0	0	0	1	2	2	4	8	14	8	4	2	5	7	6	6	7	6	2
Don't know	14	0	0	0	0	12	9	19	10	19	18	16	12	15	15	14	16	16	15	13	11

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

	Oct 6-7	Oct 7-8																				
Approve	30	32	83	8	34	20	63	11	20	37	28	25	30	32	38	37	26	30	35	33	32	22
Disapprove	56	55	8	86	49	72	25	82	66	53	56	51	53	59	53	51	60	56	52	54	56	64
Don't know	14	13	8	7	17	9	12	7	13	10	16	25	18	9	9	12	14	15	13	13	12	15

Which of these would make the best Prime Minister?

	Sept 23-24	Oct 7-8																				
David Cameron	37	37	94	8	17	35	76	11	21	41	33	27	33	37	44	41	32	38	41	38	35	23
Ed Miliband	21	18	1	56	4	2	2	45	16	20	17	24	21	18	14	17	20	20	17	18	20	17
Nick Clegg	4	5	1	3	50	1	1	1	17	6	5	7	6	6	5	6	4	8	7	4	3	6
Don't know	37	39	4	34	29	62	20	43	46	32	45	43	40	39	37	36	43	35	35	39	42	55

Sample Size: 1862 GB Adults
Fieldwork: 7th - 8th 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	1862	491	507	102	212	576	445	374	903	959	222	471	637	533	1061	801	238	605	398	458	162	
Unweighted Sample	1862	446	566	94	223	525	513	378	906	956	183	401	749	529	1244	618	261	573	358	472	198	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 23-24	Oct 7-8																				
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																						
Strongly support	3	3	6	2	16	1	4	2	7	5	2	4	4	3	4	4	3	7	3	4	2	2
Tend to support	26	24	48	9	49	14	38	10	28	25	24	20	22	25	27	28	19	24	28	21	22	23
TOTAL SUPPORT	29	27	54	11	65	15	42	12	35	30	26	24	26	28	31	32	22	31	31	25	24	25
Tend to oppose	32	30	27	34	20	35	30	33	33	28	33	26	34	30	30	30	31	31	30	30	32	27
Strongly oppose	29	29	14	48	7	43	19	50	24	33	25	21	24	32	34	27	32	23	26	30	32	36
TOTAL OPPOSE	61	59	41	82	27	78	49	83	57	61	58	47	58	62	64	57	63	54	56	60	64	63
Don't know	11	13	4	7	8	7	9	5	9	8	17	29	17	10	6	11	15	15	12	15	11	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	78	112
Male 25 to 39	173	235
Male 40 to 59	382	315
Male 60 +	273	242
Female 18 to 24	105	110
Female 25 to 39	228	236
Female 40 to 59	367	322
Female 60 +	256	290
Region		
North England	472	458
Midlands	251	305
East	166	179
London	261	238
South England	407	426
Wales	107	93
Scotland	198	162
Social Grade		
AB	725	521
C1	519	540
C2	296	391
DE	322	410
Newspaper Type		
Express / Mail	381	264
Sun / Star	209	374
Mirror / Record	151	164
Guardian / Independent	159	82
FT / Times / Telegraph	117	149
Other Paper	255	214
No Paper	590	614
Political Party Identification		
Labour	675	588
Conservative	461	518
Liberal Democrat	147	177
SNP/Plaid Cymru	38	35
Others	129	91
None/ DK	412	452

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