

YouGov / The Sun Survey Results

Sample Size: 2047 GB Adults
Fieldwork: 4th - 5th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
	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	2047	518	531	107	276	612	486	427	993	1054	244	518	700	585	1167	880	262	665	438	504	178
Unweighted Sample	2047	479	575	103	269	579	536	438	986	1061	232	452	795	568	1395	652	262	678	391	483	233
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	71	4	10	31	33	28	32	30	34	37	24	34	37	32	28	20
Lab	33	0	100	0	0	3	77	32	33	32	30	35	37	26	30	36	33	25	37	40	26
Lib Dem	7	0	0	100	0	1	1	25	6	7	7	8	5	7	8	5	8	9	4	5	6
Other	29	0	0	0	100	25	18	33	30	28	35	25	27	32	24	36	25	29	27	26	48

Other Parties Voting Intention

UKIP	17	0	0	0	100	21	10	13	18	15	10	9	16	26	12	24	14	21	17	17	5
Green	7	0	0	0	0	2	4	15	7	7	16	10	5	3	7	7	11	6	7	7	4
SNP / PCY	4	0	0	0	0	1	4	4	4	5	8	6	3	3	5	4	0	0	1	1	39
BNP	1	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	0	1	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	1	0	0	0	0	1	0	0	1	1	0	1	1	0	0	1	1	0	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	2	2	4	4	7	13	8	5	2	4	8	11	5	6	6	2
Don't know	14	0	0	0	0	8	10	18	9	20	20	16	14	11	14	15	15	16	14	13	10

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

		Nov 3-4	Nov 4-5																			
Approve	32	30	83	6	35	15	63	8	19	34	26	26	31	28	33	36	22	29	34	29	28	26
Disapprove	53	55	6	88	46	75	22	86	67	57	53	46	50	61	56	50	61	54	49	56	58	67
Don't know	15	15	11	6	20	10	15	6	14	9	21	27	19	12	11	14	17	17	17	16	14	8

Which of these would make the best Prime Minister?

		Oct 21-22	Nov 4-5																			
David Cameron	36	37	96	7	24	34	79	10	19	39	35	33	37	35	42	44	28	34	44	38	32	31
Ed Miliband	16	16	1	52	6	1	1	40	15	18	14	13	14	18	15	15	17	15	13	15	20	15
Nick Clegg	4	5	1	3	41	4	1	3	14	6	4	6	7	4	4	6	3	9	5	3	4	6
Don't know	44	42	3	39	29	61	19	46	52	37	47	49	42	43	39	35	52	42	38	44	44	47

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

Strongly support	3	4	9	2	12	2	5	2	5	4	3	4	5	3	4	4	3	6	5	3	3	2
Tend to support	23	23	45	8	57	17	37	8	28	26	21	21	23	25	24	28	17	21	28	23	20	22
TOTAL SUPPORT	26	27	54	10	69	19	42	10	33	30	24	25	28	28	28	32	20	27	33	26	23	24
Tend to oppose	35	32	31	38	20	38	33	39	31	30	35	27	31	32	36	30	35	34	30	33	35	32
Strongly oppose	29	28	10	48	4	36	16	46	28	32	24	20	23	30	32	26	29	22	25	29	30	36
TOTAL OPPOSE	64	60	41	86	24	74	49	85	59	62	59	47	54	62	68	56	64	56	55	62	65	68
Don't know	12	13	5	5	7	7	9	5	8	8	17	28	19	10	4	11	15	17	12	13	13	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	96	123
Male 25 to 39	206	258
Male 40 to 59	396	346
Male 60 +	288	266
Female 18 to 24	136	121
Female 25 to 39	246	260
Female 40 to 59	399	354
Female 60 +	280	319
Region		
North England	483	504
Midlands	287	336
East	198	197
London	262	262
South England	480	469
Wales	104	102
Scotland	233	178
Social Grade		
AB	800	573
C1	595	594
C2	294	430
DE	358	450
Newspaper Type		
Express / Mail	388	291
Sun / Star	243	411
Mirror / Record	149	180
Guardian / Independent	170	90
FT / Times / Telegraph	154	164
Other Paper	295	235
No Paper	648	676
Political Party Identification		
Labour	697	647
Conservative	512	569
Liberal Democrat	170	194
SNP/Plaid Cymru	43	39
Others	166	100
None/ DK	459	497

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