

# YouGov / The Sun Survey Results

Sample Size: 2003 GB Adults  
Fieldwork: 12th - 13th November 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>2003</b>	530	514	120	232	595	493	408	971	1032	238	507	685	573	1142	861	256	651	429	493	174	
Unweighted Sample	2003	484	560	103	243	559	523	417	957	1046	213	399	829	562	1328	675	280	601	422	500	200	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	74	7	12	36	31	27	33	30	40	37	29	36	41	34	30	11
Lab	<b>32</b>	0	100	0	0	4	75	29	30	35	32	36	35	26	32	33	38	25	39	39	17
Lib Dem	<b>8</b>	0	0	100	0	1	1	29	6	9	7	11	7	6	7	8	9	8	4	9	8
Other	<b>27</b>	0	0	0	100	21	17	30	28	26	35	20	27	29	24	30	17	25	23	22	64

## Other Parties Voting Intention

UKIP	<b>15</b>	0	0	0	100	18	6	14	15	14	7	6	16	22	11	19	10	19	13	15	6
Green	<b>6</b>	0	0	0	0	1	5	10	6	6	16	9	4	3	7	5	7	5	6	5	9
SNP / PCY	<b>5</b>	0	0	0	0	1	5	5	6	4	10	4	6	4	5	6	0	0	2	0	49
BNP	<b>0</b>	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0	1	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	0	0	1	2	1	0	0	1	0	0	0	1	1	0

## Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	2	3	3	5	7	15	8	5	2	6	7	8	5	6	8	4
Don't know	<b>15</b>	0	0	0	0	11	12	22	11	18	18	15	13	14	15	14	15	16	15	13	9

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

	Nov 11-12	Nov 12-13																				
Approve	30	<b>32</b>	84	7	37	16	62	11	24	37	27	24	35	29	36	34	28	36	35	30	32	16
Disapprove	55	<b>54</b>	8	85	47	71	25	80	64	54	54	48	49	59	54	50	58	49	50	56	54	71
Don't know	15	<b>15</b>	9	8	16	13	13	9	12	10	19	28	16	13	10	16	14	15	15	14	15	13

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

	Oct 29-30	Nov 12-13																				
<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	31	3	57	43	25	9	47	42	32	29	30	36	32	24	29	33	30	30	30	37	
Applies most to Labour	30	31	57	4	36	45	53	12	27	35	27	21	24	31	41	33	28	27	32	29	34	30
Applies most to the Liberal Democrats	15	16	21	21	2	18	19	21	11	16	17	14	15	17	19	15	18	16	17	17	15	16
Applies to none of them	8	8	10	8	11	6	9	7	10	7	9	7	8	8	8	8	8	7	10	8	8	6
Don't know	15	14	9	10	8	6	10	12	10	10	18	27	17	12	8	15	13	19	12	16	13	11
<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	22	22	61	2	12	20	50	5	12	24	20	9	19	20	32	23	21	20	26	20	24	10
Applies most to Labour	26	27	5	67	14	15	6	59	26	27	27	24	25	30	27	26	28	26	24	28	30	26
Applies most to the Liberal Democrats	16	16	13	11	65	12	13	8	31	18	13	17	18	15	13	17	13	15	19	12	14	17
Applies to none of them	23	23	15	11	4	49	22	15	25	23	22	22	23	24	21	22	23	21	22	24	19	35
Don't know	13	13	6	9	4	5	9	12	7	8	17	30	15	10	7	12	14	18	9	15	13	11
<b>It seems to have succeeded in moving on and left its past behind it</b>																						
Applies most to the Conservatives	16	19	47	5	13	17	37	8	11	23	15	15	20	18	20	20	16	17	22	17	21	9
Applies most to Labour	14	14	3	36	12	6	4	27	14	15	13	14	16	15	11	12	16	16	14	14	13	14
Applies most to the Liberal Democrats	5	5	3	5	14	2	4	4	9	5	5	5	6	5	5	5	5	6	5	5	5	7
Applies to none of them	49	46	35	39	51	68	43	45	53	47	45	39	42	47	51	48	44	40	48	43	46	54
Don't know	17	16	12	15	10	6	12	16	12	10	22	26	17	14	13	14	18	21	11	21	15	16
<b>It seems to appeal to one section of society rather than to the whole country</b>																						
Applies most to the Conservatives	52	50	19	75	57	52	25	73	64	50	51	44	47	52	54	49	52	43	48	49	54	61
Applies most to Labour	20	22	49	5	20	26	44	9	14	25	19	11	21	22	26	23	19	24	24	20	21	17
Applies most to the Liberal Democrats	7	7	12	5	9	9	10	5	4	8	6	7	6	6	8	6	8	7	8	6	7	2
Applies to none of them	7	7	9	5	6	8	9	3	8	8	7	7	8	9	5	8	7	5	9	10	6	5
Don't know	14	14	11	9	7	5	12	10	10	10	18	30	18	11	7	13	15	20	11	15	13	15

## 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	96	120
Male 25 to 39	171	252
Male 40 to 59	396	339
Male 60 +	294	260
Female 18 to 24	117	118
Female 25 to 39	228	254
Female 40 to 59	433	347
Female 60 +	268	312
<b>Region</b>		
North England	500	493
Midlands	304	328
East	167	192
London	280	256
South England	434	459
Wales	118	100
Scotland	200	174
<b>Social Grade</b>		
AB	754	561
C1	574	581
C2	301	421
DE	374	441
<b>Newspaper Type</b>		
Express / Mail	382	284
Sun / Star	199	403
Mirror / Record	140	176
Guardian / Independent	169	88
FT / Times / Telegraph	141	160
Other Paper	308	230
No Paper	664	661
<b>Political Party Identification</b>		
Labour	682	633
Conservative	510	557
Liberal Democrat	151	190
SNP/Plaid Cymru	53	38
Others	150	98
None/ DK	457	487

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)