

YouGov / The Sun Survey Results

Sample Size: 1906 GB Adults
Fieldwork: 18th - 19th 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	
Weighted Sample	1906	520	497	101	209	566	433	380	924	982	227	482	652	545	1086	820	244	619	408	469	166	
Unweighted Sample	1906	483	519	99	225	543	480	401	921	985	160	377	811	558	1273	633	238	584	365	458	261	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	79	4	12	34	35	34	35	31	38	38	29	39	41	40	25	16
Lab	33	0	100	0	0	3	79	31	29	37	34	38	36	24	31	36	35	25	30	50	22
Lib Dem	7	0	0	100	0	0	1	25	8	5	4	6	5	10	7	6	7	10	6	4	5
Other	26	0	0	0	100	18	16	32	29	23	28	21	28	28	24	30	20	25	24	21	57

Other Parties Voting Intention

UKIP	14	0	0	0	100	17	7	14	17	11	5	5	15	21	11	18	10	17	16	14	4
Green	6	0	0	0	0	1	4	15	6	7	14	8	6	3	6	6	7	8	5	7	4
SNP / PCY	5	0	0	0	0	0	4	2	5	5	8	6	5	3	5	5	1	0	1	0	49
BNP	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	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	0	0	0	0	0	0	0	1	1	0	0	2	0	0	1	0	1	0	1	0	0

Non Voters

Would Not Vote	7	0	0	0	0	2	1	2	6	8	14	10	6	3	6	9	6	8	7	7	5
Don't know	13	0	0	0	0	9	12	19	9	17	20	14	12	12	12	16	16	13	12	16	11

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

		Nov 17-18	Nov 18-19																				
Approve	31	32	86	7	38	15	66	8	21	37	28	32	32	29	36	37	26	38	34	37	27	20	
Disapprove	54	53	5	87	46	77	23	84	65	53	54	41	50	60	54	49	59	47	48	52	60	66	
Don't know	15	14	10	6	16	8	12	9	14	10	19	27	18	11	10	14	15	15	18	11	13	15	

Which of these would make the best Prime Minister?

		Nov 4-5	Nov 18-19																				
David Cameron	37	38	97	6	16	36	81	9	23	42	35	37	37	37	43	43	32	41	42	46	30	25	
Ed Miliband	16	19	0	60	14	5	2	48	17	20	18	19	18	21	17	18	21	18	16	18	27	15	
Nick Clegg	5	4	0	3	45	1	1	1	14	5	3	1	4	3	6	5	3	4	5	2	3	4	
Don't know	42	39	2	32	25	58	16	42	47	33	44	43	41	39	34	35	44	37	37	34	40	56	

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

Strongly support	4	3	6	1	11	0	4	1	4	4	2	1	5	2	3	3	2	4	3	3	1	2
Tend to support	23	26	51	9	64	11	38	8	30	31	21	26	25	27	25	29	22	26	30	27	21	21
TOTAL SUPPORT	27	29	57	10	75	11	42	9	34	35	23	27	30	29	28	32	24	30	33	30	22	23
Tend to oppose	32	32	31	32	20	39	33	34	34	28	35	30	29	31	36	33	30	28	28	37	34	30
Strongly oppose	28	28	9	53	3	44	18	50	24	29	27	16	23	32	33	25	33	25	25	26	34	34
TOTAL OPOSE	60	60	40	85	23	83	51	84	58	57	62	46	52	63	69	58	63	53	53	63	68	64
Don't know	13	12	3	5	2	6	7	7	8	8	15	26	18	8	3	10	13	16	13	7	10	13

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	67	114
Male 25 to 39	153	240
Male 40 to 59	407	322
Male 60 +	294	248
Female 18 to 24	93	112
Female 25 to 39	224	242
Female 40 to 59	404	330
Female 60 +	264	297
Region		
North England	458	469
Midlands	256	313
East	169	183
London	238	244
South England	415	436
Wales	109	95
Scotland	261	166
Social Grade		
AB	765	534
C1	508	553
C2	272	400
DE	361	419
Newspaper Type		
Express / Mail	374	271
Sun / Star	211	383
Mirror / Record	129	168
Guardian / Independent	136	84
FT / Times / Telegraph	149	152
Other Paper	279	219
No Paper	628	629
Political Party Identification		
Labour	636	602
Conservative	489	530
Liberal Democrat	180	181
SNP/Plaid Cymru	56	36
Others	137	93
None/ DK	408	463

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