

YouGov / The Sun Survey Results

Sample Size: 1970 GB Adults
Fieldwork: 26th - 27th 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	1970	498	493	127	276	615	464	397	955	1015	234	498	674	563	1123	847	252	640	422	485	171	
Unweighted Sample	1970	480	541	122	273	590	503	419	990	980	189	394	813	574	1327	643	290	624	392	450	214	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	71	5	9	30	32	27	34	28	33	36	24	31	39	27	29	20
Lab	31	0	100	0	0	3	73	32	29	32	30	31	35	26	30	33	35	23	36	38	23
Lib Dem	8	0	0	100	0	2	2	30	9	7	4	12	6	8	10	5	9	10	7	7	5
Other	30	0	0	0	100	24	19	29	31	29	38	23	31	32	25	38	26	28	31	26	53

Other Parties Voting Intention

UKIP	17	0	0	0	100	20	10	14	19	16	12	9	20	23	13	23	17	19	21	16	4
Green	6	0	0	0	0	2	3	11	6	7	19	8	4	3	6	7	7	7	4	9	3
SNP / PCY	5	0	0	0	0	1	6	3	5	4	5	5	4	5	5	5	1	0	3	0	44
BNP	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	0	1	0	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	1	1	0	1	1	2	1	2	0	0	2	1	1	2	1	2

Non Voters

Would Not Vote	6	0	0	0	0	2	1	3	5	8	14	9	5	3	6	7	9	8	4	7	3
Don't know	12	0	0	0	0	9	12	17	7	17	15	11	12	13	11	14	14	12	13	11	12

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

	Nov 25-26	Nov 26-27																				
Approve	30	29	83	4	42	10	60	7	21	34	25	17	33	29	30	33	23	29	34	28	25	24
Disapprove	56	57	7	89	46	77	28	82	65	56	57	54	52	59	60	52	63	55	49	59	64	61
Don't know	14	14	10	7	12	12	12	11	14	10	19	29	15	12	10	14	14	16	16	13	12	15

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

	Nov 12-13	Nov 26-27																			
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?																					
It seems rather old and tired																					
Applies most to the Conservatives	31	32	4	60	30	25	12	52	38	35	29	38	32	33	28	29	35	34	27	34	34
Applies most to Labour	31	30	56	5	45	39	51	10	29	34	26	17	26	33	34	31	28	26	33	31	27
Applies most to the Liberal Democrats	16	16	21	16	3	20	21	18	11	14	18	8	15	16	21	16	16	16	16	15	17
Applies to none of them	8	10	9	11	16	7	8	9	11	8	11	10	11	8	10	10	9	10	10	10	4
Don't know	14	13	9	8	6	9	9	10	11	9	17	27	16	11	7	14	12	14	14	10	13
Even if I don't always agree with it, at least its heart is in the right place																					
Applies most to the Conservatives	22	21	63	2	5	19	51	3	9	22	21	10	17	24	27	24	18	16	26	19	22
Applies most to Labour	27	29	4	75	16	15	7	64	30	30	28	32	28	30	28	28	30	31	23	29	37
Applies most to the Liberal Democrats	16	14	14	8	70	7	11	7	34	17	12	10	17	15	13	17	10	15	17	15	10
Applies to none of them	23	23	12	10	4	47	22	18	18	22	23	26	19	24	24	20	27	26	20	24	21
Don't know	13	12	8	5	4	11	9	9	9	9	16	23	19	7	8	11	14	12	13	13	10
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	19	17	47	4	6	9	34	5	10	17	17	11	18	18	16	18	15	16	19	19	13
Applies most to Labour	14	16	4	40	12	9	7	32	14	20	12	15	12	18	16	14	18	15	12	17	21
Applies most to the Liberal Democrats	5	5	3	4	24	3	3	5	7	5	5	4	6	5	5	4	5	5	7	4	3
Applies to none of them	46	47	35	43	46	64	45	47	55	48	46	40	44	47	53	49	45	46	44	46	50
Don't know	16	16	12	9	12	15	11	11	13	11	20	29	20	13	9	15	17	18	18	15	12
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	50	54	22	84	58	50	29	75	69	54	54	50	49	55	58	52	56	52	48	59	54
Applies most to Labour	22	19	47	4	22	20	40	8	12	23	15	10	22	20	19	22	15	19	21	18	19
Applies most to the Liberal Democrats	7	6	11	2	8	7	11	3	3	6	6	8	4	5	8	7	5	6	7	4	7
Applies to none of them	7	7	8	4	7	12	9	6	4	7	8	9	7	8	6	6	9	9	8	7	6
Don't know	14	14	12	5	6	12	12	7	11	10	17	24	18	11	9	13	15	14	16	13	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	82	118
Male 25 to 39	166	248
Male 40 to 59	422	333
Male 60 +	320	256
Female 18 to 24	107	116
Female 25 to 39	228	250
Female 40 to 59	391	341
Female 60 +	254	307
Region		
North England	450	485
Midlands	257	323
East	176	189
London	290	252
South England	448	451
Wales	135	99
Scotland	214	171
Social Grade		
AB	772	552
C1	555	571
C2	275	414
DE	368	433
Newspaper Type		
Express / Mail	356	280
Sun / Star	199	396
Mirror / Record	169	173
Guardian / Independent	159	87
FT / Times / Telegraph	149	158
Other Paper	292	227
No Paper	646	650
Political Party Identification		
Labour	666	623
Conservative	535	548
Liberal Democrat	170	187
SNP/Plaid Cymru	50	37
Others	136	97
None/ DK	413	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