

# YouGov / The Sun Survey Results

Sample Size: 2046 GB Adults  
Fieldwork: 27th - 28th August 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>2046</b>	526	582	120	214	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178	
<b>Unweighted Sample</b>	<b>2046</b>	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	76	2	13	31	35	24	31	28	43	36	28	33	40	31	27	26
Lab	<b>36</b>	0	100	0	0	4	85	32	38	35	43	43	39	25	36	37	44	27	42	44	27
Lib Dem	<b>7</b>	0	0	100	0	0	0	32	7	8	10	9	6	7	8	6	6	11	4	7	6
Other	<b>23</b>	0	0	0	100	19	13	23	25	22	22	18	27	25	20	28	17	23	23	22	41

## Other Parties Voting Intention

UKIP	<b>13</b>	0	0	0	100	15	8	10	15	12	6	7	17	17	10	18	12	16	12	15	4
Green	<b>5</b>	0	0	0	0	1	2	10	4	6	9	4	5	3	5	4	4	4	6	5	4
SNP / PCY	<b>4</b>	0	0	0	0	1	2	2	5	3	5	4	3	4	4	4	0	1	3	1	32
BNP	<b>1</b>	0	0	0	0	1	1	0	1	1	1	1	1	0	0	1	0	2	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	0	0	1	0	1	1	1	0	1	1	0	1	1	0	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	2	1	5	7	10	15	13	7	3	7	10	10	8	8	8	6
Don't know	<b>13</b>	0	0	0	0	9	10	17	9	17	18	12	11	15	12	15	10	13	14	15	10

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

	Aug 26-27	Aug 27-28																				
Approve	30	<b>30</b>	81	8	40	17	62	8	27	35	26	25	29	29	35	34	25	29	36	26	29	28
Disapprove	54	<b>53</b>	5	85	39	72	21	82	60	53	53	44	51	58	52	51	56	56	46	58	54	59
Don't know	16	<b>17</b>	14	7	21	11	17	10	13	12	21	32	20	12	12	15	18	15	18	16	18	14

## 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?

The kind of society it wants is broadly the kind of society I want

	Aug 13-14	Aug 27-28																				
Applies most to the Conservatives	28	<b>26</b>	81	3	6	22	68	4	10	28	25	13	23	25	36	30	21	24	33	22	25	22
Applies most to Labour	26	<b>28</b>	1	80	6	7	4	69	27	31	25	24	28	32	24	29	26	34	21	30	33	24
Applies most to the Liberal Democrats	9	<b>10</b>	2	4	74	2	2	3	31	11	9	13	11	8	9	11	8	7	12	7	10	9
Applies to none of them	23	<b>22</b>	8	7	6	59	19	16	21	20	24	18	20	23	26	20	26	19	22	25	18	32
Don't know	13	<b>14</b>	7	5	7	10	7	8	11	10	18	32	18	13	5	10	19	15	12	16	14	13

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<b>Weighted Sample</b>	<b>2046</b>	526	582	120	214	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	<b>Aug</b>																					
	<b>13-14</b>																					
	<b>Aug</b>																					
	<b>27-28</b>																					
<b>It is led by people of real ability</b>																						
Applies most to the Conservatives	23	21	61	3	12	14	49	4	12	22	20	15	21	18	26	25	15	21	24	18	19	20
Applies most to Labour	13	14	1	41	5	1	3	36	10	16	12	13	15	15	12	13	15	19	9	17	16	9
Applies most to the Liberal Democrats	3	4	1	3	36	1	1	1	12	5	3	5	6	2	4	5	3	3	6	3	4	1
Applies to none of them	43	45	25	42	31	74	35	48	51	45	44	32	38	50	49	44	46	40	45	45	42	56
Don't know	17	17	12	10	17	10	12	11	15	12	21	34	20	14	9	14	20	17	16	18	18	15
<b>Its leaders are prepared to take tough and unpopular decisions</b>																						
Applies most to the Conservatives	45	41	78	28	26	37	67	26	36	42	40	29	42	43	43	44	38	36	42	40	43	43
Applies most to Labour	10	12	1	33	4	2	2	32	10	13	11	10	11	12	12	10	14	15	11	14	11	7
Applies most to the Liberal Democrats	3	4	1	5	27	1	1	3	10	6	3	9	5	2	5	5	4	5	5	4	6	2
Applies to none of them	26	27	13	23	24	50	22	29	29	27	28	20	24	28	33	29	26	28	28	26	24	36
Don't know	16	15	7	10	18	11	8	11	14	12	18	32	18	14	7	13	19	15	14	17	16	13
<b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>																						
Applies most to the Conservatives	17	17	6	28	21	24	11	26	18	17	18	13	13	19	21	16	18	22	16	21	15	13
Applies most to Labour	27	24	47	7	44	23	40	8	29	27	22	18	22	26	27	28	20	21	28	22	24	23
Applies most to the Liberal Democrats	32	33	35	48	5	30	36	46	26	35	31	29	35	32	35	36	29	32	32	31	36	36
Applies to none of them	9	8	3	8	11	11	3	8	11	8	8	7	8	8	9	7	10	8	7	9	7	12
Don't know	16	17	10	8	18	13	10	11	16	13	21	32	21	15	8	13	22	17	16	17	19	16

## 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	70	122
Male 25 to 39	194	256
Male 40 to 59	433	343
Male 60 +	285	264
Female 18 to 24	148	120
Female 25 to 39	218	258
Female 40 to 59	400	351
Female 60 +	280	316
<b>Region</b>		
North England	443	499
Midlands	290	333
East	145	195
London	307	260
South England	423	464
Wales	100	101
Scotland	320	176
<b>Social Grade</b>		
AB	784	568
C1	600	588
C2	270	426
DE	374	446
<b>Newspaper Type</b>		
Express / Mail	377	324
Sun / Star	264	477
Mirror / Record	132	203
Guardian / Independent	184	91
FT / Times / Telegraph	135	193
Other Paper	325	233
No Paper	611	507
<b>Political Party Identification</b>		
Labour	681	649
Conservative	514	568
Liberal Democrat	194	223
SNP/Plaid Cymru	79	34
Others	135	47
None/ DK	425	507

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)