

YouGov / The Sun Survey Results

Sample Size: 2123 GB Adults
Fieldwork: 28th - 29th May 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	2123	530	639	114	264	633	521	410	1030	1093	253	537	726	607	1210	913	272	690	454	522	185	
Unweighted Sample	2123	472	652	118	286	566	530	433	1028	1095	262	483	840	538	1399	724	323	635	395	487	283	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	73	4	14	31	32	32	30	26	39	35	26	31	36	42	23	16
Lab	38	0	100	0	0	4	83	38	38	37	32	40	44	31	36	41	39	30	37	49	31
Lib Dem	7	0	0	100	0	1	1	24	7	7	10	7	6	5	9	3	8	9	4	6	7
Other	24	0	0	0	100	22	11	24	25	24	26	23	24	25	21	30	23	25	18	22	46

Other Parties Voting Intention

UKIP	16	0	0	0	100	19	9	11	17	14	12	12	16	20	11	22	15	20	12	16	6
SNP / PCY	4	0	0	0	0	0	2	2	4	4	3	4	4	3	4	4	1	0	2	0	34
Green	4	0	0	0	0	1	1	10	3	6	8	6	3	2	5	3	5	4	3	4	6
BNP	0	0	0	0	0	1	0	1	1	0	1	0	0	0	0	0	1	0	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	0	0	1	1	0	1	1	0	0	1	0	1	1	0	1	0

Non Voters

Would Not Vote	8	0	0	0	0	2	2	3	4	11	18	7	6	5	6	10	9	9	8	6	5
Don't know	12	0	0	0	0	11	6	17	9	15	13	13	12	12	11	15	14	13	13	11	12

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

	May 27-28	May 28-29																				
Approve	30	30	84	5	43	12	62	7	24	33	27	27	31	25	36	35	23	27	33	38	23	23
Disapprove	57	56	8	88	33	75	28	85	61	57	54	46	51	62	57	51	62	56	50	49	65	65
Don't know	13	15	8	7	23	13	10	8	16	10	19	27	18	13	8	14	16	17	18	13	11	12

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

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

	May 14-15	May 28-29	Con				Lab			Lib Dem		Age				Social Grade		Region				
Applies most to the Conservatives	32	35	4	63	39	34	8	62	43	38	32	33	35	39	31	33	38	35	30	30	42	44
Applies most to Labour	29	24	49	3	44	27	45	6	25	27	22	18	21	23	30	28	19	25	28	28	18	20
Applies most to the Liberal Democrats	13	18	27	18	3	25	27	16	14	18	18	12	17	17	22	18	18	16	16	20	19	21
Applies to none of them	10	8	11	7	7	6	10	6	7	7	9	9	10	6	9	9	7	8	11	8	6	6
Don't know	16	15	9	9	7	8	10	9	11	10	20	28	17	15	8	13	18	16	16	13	16	10

Even if I don't always agree with it, at least its heart is in the right place'

Applies most to the Conservatives	23	22	61	2	12	17	51	5	11	22	22	15	16	21	30	23	20	19	26	25	18	12
Applies most to Labour	28	31	7	74	13	17	8	67	33	35	28	29	30	36	27	29	33	27	25	30	41	33
Applies most to the Liberal Democrats	15	12	12	9	57	7	9	7	27	14	11	12	16	11	11	16	8	16	14	10	9	16
Applies to none of them	20	21	13	9	7	48	24	15	17	20	22	17	22	19	23	22	20	23	19	19	20	31
Don't know	14	14	7	6	11	11	8	7	12	9	18	27	16	13	8	10	19	15	15	16	12	8

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	20	17	48	4	10	11	37	5	13	20	15	20	19	16	17	19	15	16	20	22	13	12
Applies most to Labour	19	19	4	46	9	10	6	40	19	22	15	17	18	21	18	18	20	18	18	13	23	23
Applies most to the Liberal Democrats	5	4	4	2	19	3	3	2	7	5	4	5	5	4	4	4	4	6	4	3	4	3
Applies to none of them	39	42	34	36	46	64	43	41	47	41	42	28	39	41	50	45	37	41	39	42	42	47
Don't know	17	18	11	11	16	13	11	13	15	13	23	30	20	18	12	14	23	19	18	19	17	15

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	49	50	22	78	48	48	26	79	60	50	50	43	45	57	49	49	51	47	44	48	56	63
Applies most to Labour	20	20	46	7	30	22	41	7	18	23	17	15	19	19	24	24	15	19	23	21	17	18
Applies most to the Liberal Democrats	7	9	13	6	7	11	13	5	4	10	8	6	8	7	12	9	9	11	9	8	9	5
Applies to none of them	8	7	9	4	7	12	10	4	7	7	8	6	10	7	7	8	7	7	10	9	4	5
Don't know	15	14	11	5	8	8	10	5	11	11	17	30	17	11	8	11	19	17	15	14	14	9

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	121	127
Male 25 to 39	227	267
Male 40 to 59	393	359
Male 60 +	287	276
Female 18 to 24	141	125
Female 25 to 39	256	270
Female 40 to 59	447	367
Female 60 +	251	331
Region		
North England	487	522
Midlands	295	348
East	166	204
London	323	272
South England	469	486
Wales	100	106
Scotland	283	185
Social Grade		
AB	760	594
C1	639	616
C2	292	446
DE	432	467
Newspaper Type		
Express / Mail	441	340
Sun / Star	250	499
Mirror / Record	139	212
Guardian / Independent	162	96
FT / Times / Telegraph	176	202
Other Paper	310	244
No Paper	645	531
Political Party Identification		
Labour	706	679
Conservative	526	594
Liberal Democrat	198	234
SNP/Plaid Cymru	52	36
Others	157	49
None/ DK	484	531

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