

YouGov / The Sun Survey Results

Sample Size: 1611 GB Adults
Fieldwork: 2nd - 3rd July 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	1611	444	450	103	152	467	404	337	781	830	192	408	551	461	918	693	206	524	345	396	140	
Unweighted Sample	1611	396	417	85	201	457	371	339	759	852	159	304	608	540	1056	555	170	520	370	396	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	35	100	0	0	0	82	5	17	35	36	28	39	28	44	39	31	41	43	35	28	22
Lab	36	0	100	0	0	3	82	28	37	35	48	37	40	26	33	39	38	28	40	41	36
Lib Dem	8	0	0	100	0	0	0	34	8	9	9	6	8	10	9	7	7	10	5	10	5
Other	20	0	0	0	100	15	13	22	20	21	15	17	24	20	19	23	13	19	20	20	37

Other Parties Voting Intention

UKIP	12	0	0	0	100	13	8	9	12	12	5	5	15	16	10	15	7	13	14	14	6
Green	5	0	0	0	0	1	3	10	4	6	7	8	4	2	5	4	6	5	5	4	4
SNP / PCY	3	0	0	0	0	1	2	1	4	2	3	3	3	2	3	3	0	0	1	0	25
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	2	1	1	0	1	1	0	1	0	0	0	1	1	1

Non Voters

<i>Would Not Vote</i>	7	0	0	0	0	2	2	3	6	8	16	11	5	2	6	8	14	7	5	5	3
<i>Don't know</i>	15	0	0	0	0	9	9	22	11	18	17	19	13	13	14	16	13	14	20	13	12

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

	July 1-2	July 2-3																				
Approve	32	32	84	7	38	15	67	10	26	36	27	25	31	28	39	36	26	34	36	29	30	24
Disapprove	53	50	5	85	38	77	19	83	56	50	51	33	44	61	51	48	54	45	44	54	57	54
Don't know	16	18	12	8	24	9	14	7	18	14	22	43	24	11	10	16	20	21	20	17	13	22

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	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	
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Unweighted Sample	1611	396	417	85	201	457	371	339	759	852	159	304	608	540	1056	555	170	520	370	396	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jun 18-19	July 2-3																				
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																						
Applies most to the Conservatives	27	28	80	2	11	19	69	4	12	29	27	22	26	25	35	31	24	29	32	27	25	22
Applies most to Labour	27	27	1	75	9	10	3	67	21	28	27	24	23	34	25	29	26	26	25	27	32	26
Applies most to the Liberal Democrats	9	10	2	5	68	6	2	3	30	11	8	11	9	9	9	11	7	9	9	8	11	12
Applies to none of them	22	19	9	7	5	54	17	15	23	19	20	10	16	22	22	17	23	20	19	21	16	24
Don't know	14	16	7	10	7	11	10	10	13	13	19	33	26	10	8	13	20	16	16	17	15	16
It is led by people of real ability																						
Applies most to the Conservatives	22	24	65	4	16	13	52	5	17	26	22	23	25	20	28	27	20	33	25	19	24	20
Applies most to Labour	14	14	1	44	4	0	2	40	9	16	12	10	12	17	14	13	15	16	11	16	16	11
Applies most to the Liberal Democrats	3	3	1	2	23	2	1	2	8	4	3	7	3	2	3	4	3	3	3	5	3	3
Applies to none of them	44	41	23	37	45	74	35	41	51	39	43	23	32	51	46	42	40	33	42	44	41	45
Don't know	17	18	10	13	11	10	11	12	15	14	21	36	29	10	9	15	22	15	19	17	16	20
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	42	43	83	27	31	37	72	28	37	47	40	39	41	41	51	46	40	46	46	42	41	39
Applies most to Labour	12	11	2	32	3	3	2	29	7	12	11	13	8	14	10	9	14	8	10	13	15	9
Applies most to the Liberal Democrats	5	5	1	5	27	2	2	4	10	5	4	9	4	4	3	6	2	5	5	5	3	7
Applies to none of them	25	24	8	22	29	49	17	24	31	23	25	8	20	29	29	25	22	25	24	22	24	27
Don't know	16	17	6	14	10	8	8	14	14	14	20	32	27	11	8	13	22	16	15	19	17	18
It seems to chop and change all the time: you can never be quite sure what it stands for																						
Applies most to the Conservatives	19	16	4	32	17	23	6	34	14	16	17	13	12	18	20	16	17	15	12	18	21	16
Applies most to Labour	27	30	49	10	52	38	48	13	37	32	27	15	28	30	36	33	24	25	34	29	31	17
Applies most to the Liberal Democrats	29	30	34	43	6	19	31	37	22	30	29	33	26	32	28	31	28	32	31	27	25	39
Applies to none of them	9	8	4	5	16	10	5	5	11	7	8	5	6	10	7	7	8	9	6	9	7	8
Don't know	16	17	8	11	8	10	9	11	16	15	19	34	27	11	9	12	23	19	16	18	16	19

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	56	97
Male 25 to 39	124	203
Male 40 to 59	304	272
Male 60 +	275	209
Female 18 to 24	103	95
Female 25 to 39	180	205
Female 40 to 59	304	279
Female 60 +	265	251
Region		
North England	396	396
Midlands	268	264
East	157	155
London	170	206
South England	363	369
Wales	102	81
Scotland	155	140
Social Grade		
AB	597	451
C1	459	467
C2	230	338
DE	325	354
Newspaper Type		
Express / Mail	327	258
Sun / Star	171	379
Mirror / Record	107	161
Guardian / Independent	173	72
FT / Times / Telegraph	138	153
Other Paper	194	185
No Paper	501	403
Political Party Identification		
Labour	454	516
Conservative	398	451
Liberal Democrat	117	177
SNP/Plaid Cymru	43	27
Others	152	37
None/ DK	447	403

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