

## YouGov / The Sun Survey Results

Sample Size: 2083 GB Adults  
Fieldwork: 14th - 15th May 2014

	Voting intention				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>2083</b>	558	592	135	219	637	510	394	1010	1073	248	527	712	596	1187	896	267	677	446	512	181	
<b>Unweighted Sample</b>	<b>2083</b>	524	595	126	251	619	531	394	984	1099	215	427	809	632	1330	753	298	664	401	502	218	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>34</b>	100	0	0	0	81	5	14	33	35	24	27	30	47	38	28	35	39	39	25	26
Lab	<b>36</b>	0	100	0	0	4	82	31	36	36	41	44	37	26	34	38	41	26	34	51	27
Lib Dem	<b>8</b>	0	0	100	0	1	2	28	9	7	8	9	10	5	11	4	9	11	7	4	12
Other	<b>22</b>	0	0	0	100	14	11	26	21	23	27	19	23	21	17	29	15	24	20	20	35

### Other Parties Voting Intention

UKIP	<b>13</b>	0	0	0	100	11	6	13	13	13	12	10	14	16	9	19	10	17	11	15	6
Green	<b>4</b>	0	0	0	0	2	1	9	3	5	9	4	4	2	4	4	2	5	4	3	2
SNP / PCY	<b>3</b>	0	0	0	0	0	2	3	3	3	3	4	3	3	3	4	1	0	3	0	26
BNP	<b>1</b>	0	0	0	0	0	0	0	1	0	2	0	1	0	0	1	1	1	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	1	0	1	1	1	0	1	1	1	1	0	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	3	3	5	7	8	17	11	6	3	6	10	6	9	8	8	5
Don't know	<b>13</b>	0	0	0	0	12	9	12	9	18	19	12	14	11	13	14	12	13	14	13	14

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

		May 13-14	May 14-15																			
Approve	32	<b>33</b>	86	8	39	11	66	11	26	37	30	23	32	30	42	38	26	29	38	39	25	31
Disapprove	52	<b>52</b>	8	83	47	79	23	79	62	53	51	48	50	59	48	49	57	56	48	46	62	49
Don't know	16	<b>15</b>	6	9	15	10	11	10	13	10	19	29	18	12	10	13	17	16	14	15	13	20

Sample Size: 2083 GB Adults  
Fieldwork: 14th - 15th May 2014

	Voting intention					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>2083</b>	<b>558</b>	<b>592</b>	<b>135</b>	<b>219</b>	<b>637</b>	<b>510</b>	<b>394</b>	<b>1010</b>	<b>1073</b>	<b>248</b>	<b>527</b>	<b>712</b>	<b>596</b>	<b>1187</b>	<b>896</b>	<b>267</b>	<b>677</b>	<b>446</b>	<b>512</b>	<b>181</b>
<b>Unweighted Sample</b>	<b>2083</b>	<b>524</b>	<b>595</b>	<b>126</b>	<b>251</b>	<b>619</b>	<b>531</b>	<b>394</b>	<b>984</b>	<b>1099</b>	<b>215</b>	<b>427</b>	<b>809</b>	<b>632</b>	<b>1330</b>	<b>753</b>	<b>298</b>	<b>664</b>	<b>401</b>	<b>502</b>	<b>218</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 23-24	May 14-15																				
<b>It seems rather old and tired</b>																						
Applies most to the Conservatives	35	<b>32</b>	3	62	38	37	8	54	45	34	31	25	40	38	22	32	33	34	27	34	37	33
Applies most to Labour	28	<b>29</b>	56	6	39	31	51	9	28	33	25	28	19	28	39	33	24	30	34	29	23	24
Applies most to the Liberal Democrats	11	<b>13</b>	19	12	2	15	18	13	7	12	13	5	9	13	18	12	14	12	12	13	13	13
Applies to none of them	10	<b>10</b>	13	11	11	5	12	11	9	10	11	10	12	9	11	12	9	11	12	7	12	8
Don't know	15	<b>16</b>	8	10	11	12	10	13	12	10	21	33	19	12	10	12	21	13	15	17	15	22
<b>Even if I don't always agree with it, at least its heart is in the right place'</b>																						
Applies most to the Conservatives	21	<b>23</b>	58	5	8	21	52	6	9	23	22	13	14	22	35	25	19	25	25	24	18	18
Applies most to Labour	30	<b>28</b>	5	70	20	14	6	62	30	30	26	23	31	31	24	28	29	33	22	27	37	23
Applies most to the Liberal Democrats	14	<b>15</b>	16	7	60	6	12	8	33	16	13	12	18	16	11	19	9	13	18	15	11	13
Applies to none of them	21	<b>20</b>	14	11	7	49	20	13	19	20	21	22	17	22	20	19	23	18	19	21	21	27
Don't know	13	<b>14</b>	7	7	5	10	9	11	9	10	18	31	19	9	9	10	20	11	16	13	13	19
<b>It seems to have succeeded in moving on and left its past behind it</b>																						
Applies most to the Conservatives	17	<b>20</b>	54	5	11	9	41	5	14	21	19	17	16	18	26	22	16	22	23	20	15	18
Applies most to Labour	20	<b>19</b>	4	46	12	12	6	41	21	22	16	14	21	20	19	18	20	22	15	19	23	19
Applies most to the Liberal Democrats	5	<b>5</b>	3	6	21	3	3	5	9	5	6	5	6	7	4	6	4	4	5	7	6	3
Applies to none of them	40	<b>39</b>	31	32	41	61	38	35	45	41	37	29	35	43	41	40	37	38	40	36	39	41
Don't know	18	<b>17</b>	8	12	14	14	11	15	11	12	22	34	23	12	10	13	22	15	17	18	17	19
<b>It seems to appeal to one section of society rather than to the whole country</b>																						
Applies most to the Conservatives	50	<b>49</b>	21	77	57	53	24	73	63	50	48	41	50	55	45	48	50	52	46	46	52	53
Applies most to Labour	20	<b>20</b>	44	6	23	17	41	8	14	23	19	15	16	21	25	24	15	19	25	19	19	15
Applies most to the Liberal Democrats	8	<b>7</b>	12	6	7	9	10	6	6	8	7	5	6	6	11	7	7	7	7	7	7	8
Applies to none of them	7	<b>8</b>	11	3	7	10	11	3	7	8	8	4	10	8	8	8	8	9	7	11	7	5
Don't know	15	<b>15</b>	11	7	6	11	13	9	9	11	19	34	18	11	11	12	20	13	15	17	15	18

## 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	93	125
Male 25 to 39	181	262
Male 40 to 59	397	352
Male 60 +	313	271
Female 18 to 24	122	123
Female 25 to 39	246	265
Female 40 to 59	412	360
Female 60 +	319	325
<b>Region</b>		
North England	502	512
Midlands	284	342
East	190	200
London	298	267
South England	474	477
Wales	117	104
Scotland	218	181
<b>Social Grade</b>		
AB	758	583
C1	572	604
C2	331	437
DE	422	458
<b>Newspaper Type</b>		
Express / Mail	459	333
Sun / Star	292	490
Mirror / Record	174	208
Guardian / Independent	173	94
FT / Times / Telegraph	157	198
Other Paper	290	240
No Paper	538	521
<b>Political Party Identification</b>		
Labour	675	667
Conservative	548	583
Liberal Democrat	180	229
SNP/Plaid Cymru	60	35
Others	141	48
None/ DK	479	521

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)