

YouGov / The Sun Survey Results

Sample Size: 2043 GB Adults
Fieldwork: 3rd - 4th September 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	2043	515	594	113	261	595	509	390	991	1052	243	517	699	584	1165	878	262	664	437	503	178	
Unweighted Sample	2043	474	637	109	255	545	541	409	1002	1041	213	433	852	545	1337	706	295	621	389	490	248	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excludes Don't Knows and Wouldn't votes]

Con	32	100	0	0	0	72	7	13	32	32	25	32	29	36	35	27	31	42	31	24	18
Lab	36	0	100	0	0	5	77	35	35	38	48	38	38	30	34	39	39	25	40	48	34
Lib Dem	7	0	0	100	0	0	1	29	7	7	4	7	6	9	8	6	7	8	4	6	9
Other	25	0	0	0	100	23	15	22	26	24	23	23	27	25	23	28	23	25	25	22	39

Other Parties Voting Intention

UKIP	16	0	0	0	100	21	9	10	17	15	10	10	18	21	13	21	14	19	19	15	4
Green	5	0	0	0	0	1	3	10	5	5	9	8	3	2	6	3	6	5	3	5	4
SNP / PCY	3	0	0	0	0	0	3	2	4	2	3	4	3	2	3	3	0	0	2	0	30
BNP	1	0	0	0	0	0	1	0	0	1	0	1	1	0	1	1	1	0	1	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	0	0	0	0	1	1	0	1	0	0	1	1	0	0	1	0

Non Voters

Would Not Vote	7	0	0	0	0	1	1	3	6	8	14	12	5	4	6	9	8	6	8	9	4
Don't know	13	0	0	0	0	12	7	12	9	16	21	13	13	8	12	14	14	14	12	12	12

The next election is not expected to be until May 2015.

Will you definitely vote this way, or might you change your mind?

[This question was asked to all respondents, excluding those who don't know how they are going to vote in the general election; n=1804]

I will definitely vote this way	48	54	57	37	44	55	54	39	53	43	34	40	52	55	47	48	45	48	49	47	53
I will probably vote this way, it is very unlikely that I will change my mind	29	32	29	38	34	31	29	32	27	31	29	29	30	28	31	26	29	31	28	31	20
I will possibly vote this way, but there is a chance I will change my mind	15	12	12	21	20	12	13	24	14	17	21	20	13	12	16	15	18	14	16	13	24
More likely than not I will change my mind	3	0	1	3	0	1	2	2	2	5	6	4	3	2	2	5	5	3	3	4	2
Don't know	4	2	1	1	2	2	1	3	4	5	11	7	2	2	4	5	4	5	4	5	1

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

	Sept 2-3	Sept 3-4																				
Approve	31	31	84	5	41	14	64	11	22	33	29	18	33	30	35	35	25	32	38	29	25	23
Disapprove	54	56	7	88	41	79	27	80	64	57	56	50	51	61	58	53	61	55	48	60	62	66
Don't know	15	13	8	7	19	7	9	9	15	10	16	32	16	9	7	12	14	13	15	11	13	11

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

	Aug 20-21	Sept 3-4																				
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	34	34	7	62	42	28	12	54	47	35	33	31	36	37	31	34	34	30	28	39	35	49
Applies most to Labour	27	25	45	5	42	33	43	9	25	28	22	16	23	25	30	27	22	26	28	24	23	20
Applies most to the Liberal Democrats	17	16	19	15	2	25	20	19	7	16	15	13	12	16	19	15	17	16	16	14	16	13
Applies to none of them	8	10	19	9	5	7	14	9	10	9	11	11	9	10	11	11	9	10	13	11	8	7
Don't know	14	15	11	8	8	7	11	9	11	12	18	29	21	11	9	13	17	17	15	12	17	11
Even if I don't always agree with it, at least its heart is in the right place																						
Applies most to the Conservatives	23	20	59	3	3	19	46	8	7	22	19	12	18	20	26	21	19	18	26	20	18	10
Applies most to Labour	30	30	6	69	11	18	10	60	30	29	30	27	26	33	30	29	31	32	22	32	37	31
Applies most to the Liberal Democrats	15	14	13	13	73	6	10	9	37	16	13	14	17	12	14	18	9	15	17	14	11	15
Applies to none of them	21	22	14	9	6	51	24	16	17	23	22	19	22	25	21	21	24	23	22	21	19	34
Don't know	11	13	8	6	6	7	10	8	9	10	16	29	17	9	9	12	16	13	13	13	16	10
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	20	14	42	2	7	8	30	5	10	15	14	7	15	16	15	16	12	15	17	14	11	10
Applies most to Labour	20	19	6	42	16	12	9	36	19	22	16	19	14	19	23	17	21	16	16	20	21	23
Applies most to the Liberal Democrats	5	6	6	6	17	4	4	5	8	6	6	9	8	4	5	5	7	10	6	4	5	6
Applies to none of them	40	44	35	39	50	66	44	40	49	45	43	36	42	47	45	47	40	45	44	45	41	48
Don't know	15	17	11	12	10	10	12	14	14	13	21	30	21	13	13	15	20	15	17	16	21	13
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	51	50	23	80	62	42	23	75	69	50	50	39	48	55	51	50	51	50	45	51	52	66
Applies most to Labour	23	20	42	5	19	32	41	7	13	21	19	16	17	20	24	22	17	17	26	21	15	12
Applies most to the Liberal Democrats	7	7	11	4	5	8	10	5	4	8	6	9	6	6	8	6	8	11	5	7	8	5
Applies to none of them	7	8	13	4	6	11	13	5	6	9	8	9	9	8	7	9	7	9	8	6	10	6
Don't know	12	15	12	7	8	7	13	8	9	11	18	27	21	11	9	13	17	14	16	15	15	11

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	88	123
Male 25 to 39	206	257
Male 40 to 59	440	345
Male 60 +	268	266
Female 18 to 24	125	121
Female 25 to 39	227	259
Female 40 to 59	412	353
Female 60 +	277	319
Region		
North England	490	503
Midlands	278	335
East	151	196
London	295	262
South England	470	468
Wales	111	102
Scotland	248	178
Social Grade		
AB	738	572
C1	599	592
C2	291	429
DE	415	449
Newspaper Type		
Express / Mail	386	290
Sun / Star	259	411
Mirror / Record	183	180
Guardian / Independent	165	90
FT / Times / Telegraph	134	163
Other Paper	294	235
No Paper	622	674
Political Party Identification		
Labour	703	646
Conservative	525	568
Liberal Democrat	182	194
SNP/Plaid Cymru	59	39
Others	148	100
None/ DK	426	496

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