

YouGov / The Sun Survey Results

Sample Size: 2107 GB Adults
Fieldwork: 4th - 5th June 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	2107	534	621	145	260	623	520	428	1022	1085	251	533	721	603	1201	906	270	685	451	518	183	
Unweighted Sample	2107	505	662	132	267	600	552	436	1025	1082	212	447	869	579	1389	718	306	664	417	484	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	74	5	13	32	31	25	28	32	35	35	26	33	37	29	27	25
Lab	37	0	100	0	0	5	82	29	37	36	34	41	37	33	34	40	39	26	41	46	32
Lib Dem	8	0	0	100	0	1	2	32	8	9	11	10	6	9	10	7	12	10	7	6	7
Other	24	0	0	0	100	21	12	26	23	24	31	21	24	23	21	27	16	27	22	20	36

Other Parties Voting Intention

UKIP	15	0	0	0	100	19	8	11	15	15	10	11	17	18	12	20	10	20	15	15	7
Green	5	0	0	0	0	1	2	12	3	6	15	6	3	2	5	3	4	6	5	4	3
SNP / PCY	3	0	0	0	0	0	2	2	4	2	5	3	3	1	3	3	1	0	1	0	26
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0

Non Voters

Would Not Vote	7	0	0	0	0	2	1	2	5	8	13	9	5	3	6	8	9	6	8	6	2
Don't know	13	0	0	0	0	8	7	19	10	15	20	12	11	12	11	16	11	13	13	13	12

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

	June 3-4	June 4-5																				
Approve	31	31	83	6	39	15	65	8	25	35	28	27	28	31	36	36	24	35	36	29	26	26
Disapprove	52	55	9	88	40	76	26	86	60	55	55	42	53	59	58	52	60	54	50	58	60	57
Don't know	17	14	8	7	21	10	9	6	15	10	17	31	19	10	7	12	16	12	14	13	14	16

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	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	2107	534	621	145	260	623	520	428	1022	1085	251	533	721	603	1201	906	270	685	451	518	183
Unweighted Sample	2107	505	662	132	267	600	552	436	1025	1082	212	447	869	579	1389	718	306	664	417	484	236
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		May 21-22	June 4-5																				
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	82	4	9	20	65	7	14	30	27	18	24	31	33	32	23	30	35	23	25	22
	Applies most to Labour	27	28	2	77	10	7	5	67	23	31	26	28	28	30	27	27	29	28	22	30	36	27
	Applies most to the Liberal Democrats	10	9	4	4	68	2	2	2	32	9	9	9	13	7	9	12	5	11	11	8	7	11
	Applies to none of them	24	22	9	8	4	66	22	16	19	21	23	16	18	24	27	19	27	15	21	25	23	30
	Don't know	13	12	4	7	9	4	6	7	11	9	15	29	18	8	5	10	15	16	11	14	10	10
It is led by people of real ability																							
	Applies most to the Conservatives	21	22	68	3	15	12	51	5	14	24	20	17	22	23	24	25	19	25	26	18	21	15
	Applies most to Labour	13	13	1	38	7	4	2	33	10	14	13	13	14	14	13	13	15	17	9	13	17	16
	Applies most to the Liberal Democrats	5	4	2	3	28	2	1	2	10	3	4	5	5	2	4	5	2	6	4	3	3	3
	Applies to none of them	45	46	22	44	33	79	36	49	51	46	45	37	41	50	48	45	46	36	46	49	45	54
	Don't know	17	15	8	13	17	5	10	11	16	12	18	28	18	12	11	13	18	17	15	18	14	12
Its leaders are prepared to take tough and unpopular decisions																							
	Applies most to the Conservatives	43	44	82	31	30	35	67	30	38	46	41	36	43	48	43	47	40	38	43	41	51	43
	Applies most to Labour	12	10	1	28	7	1	2	25	8	11	10	7	11	10	11	9	12	11	9	9	12	9
	Applies most to the Liberal Democrats	5	5	3	3	38	6	2	3	14	7	4	7	7	4	6	7	3	9	5	5	5	4
	Applies to none of them	25	28	11	26	11	53	23	29	29	26	29	21	24	29	32	27	29	25	30	31	22	33
	Don't know	14	13	3	12	14	5	6	12	11	10	15	29	16	9	9	10	16	17	13	14	11	11
It seems to chop and change all the time: you can never be quite sure what it stands for																							
	Applies most to the Conservatives	18	16	3	26	16	22	6	28	15	16	15	8	17	16	18	13	19	14	13	16	20	13
	Applies most to Labour	30	29	58	7	49	33	51	11	32	32	26	19	27	29	34	33	24	28	32	27	27	32
	Applies most to the Liberal Democrats	27	31	28	49	11	20	26	44	30	32	29	34	29	33	28	33	28	29	29	31	33	32
	Applies to none of them	9	10	4	7	6	18	8	7	10	8	10	8	9	10	11	8	12	10	11	10	8	6
	Don't know	16	15	6	11	18	7	9	10	14	12	19	31	19	12	10	13	18	19	16	16	13	17

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	90	126
Male 25 to 39	209	265
Male 40 to 59	421	356
Male 60 +	305	274
Female 18 to 24	122	124
Female 25 to 39	238	268
Female 40 to 59	448	365
Female 60 +	274	329
Region		
North England	484	518
Midlands	298	346
East	182	202
London	306	270
South England	482	483
Wales	119	105
Scotland	236	183
Social Grade		
AB	795	590
C1	594	611
C2	301	442
DE	417	464
Newspaper Type		
Express / Mail	446	337
Sun / Star	279	495
Mirror / Record	162	211
Guardian / Independent	169	95
FT / Times / Telegraph	147	200
Other Paper	317	242
No Paper	587	527
Political Party Identification		
Labour	729	674
Conservative	553	590
Liberal Democrat	198	232
SNP/Plaid Cymru	57	36
Others	126	48
None/ DK	444	527

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