

YouGov / The Sun Survey Results

Sample Size: 2022 GB Adults
Fieldwork: 9th - 10th 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	2022	542	598	123	189	619	511	395	981	1041	241	512	692	578	1152	870	259	657	433	497	176
Unweighted Sample	2022	479	637	115	213	557	531	427	949	1073	188	435	861	538	1352	670	323	624	391	472	212
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	79	6	12	34	33	27	34	32	38	37	29	34	45	34	25	18
Lab	37	0	100	0	0	4	83	34	35	40	40	43	39	31	35	41	37	25	38	54	35
Lib Dem	8	0	0	100	0	1	1	29	8	7	7	6	8	9	8	8	10	11	4	6	7
Other	21	0	0	0	100	16	10	25	22	20	27	17	21	23	20	22	18	19	24	15	40

Other Parties Voting Intention

UKIP	12	0	0	0	100	14	5	10	13	11	7	8	13	15	11	13	13	11	17	10	6
Green	5	0	0	0	0	1	2	11	4	5	12	5	4	4	4	5	4	6	4	4	5
SNP / PCY	3	0	0	0	0	0	3	3	3	3	6	3	3	3	4	3	0	1	1	0	29
BNP	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	0	0	0	0	1	0	1	0	1	1	0	0

Non Voters

Would Not Vote	7	0	0	0	0	2	3	3	6	8	17	12	5	2	6	9	4	9	8	7	2
Don't know	14	0	0	0	0	9	9	19	9	18	19	16	13	11	12	16	14	13	14	15	13

July 8-9
July 9-10

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

Approve	31	32	85	7	43	15	66	11	26	38	26	22	33	30	37	35	27	35	39	32	22	26
Disapprove	52	53	6	88	40	72	21	81	61	50	55	48	49	57	53	50	57	45	47	52	64	58
Don't know	17	15	9	5	17	13	13	9	13	12	19	30	18	13	9	15	16	19	15	15	14	16

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

June
25-26

July
9-10

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	33	5	61	36	28	9	51	44	31	34	33	35	36	25	31	34	36	30	29	35	40
Applies most to Labour	26	27	53	7	42	43	50	11	24	30	25	13	26	28	34	29	25	31	31	27	22	25
Applies most to the Liberal Democrats	16	16	24	17	2	17	23	17	9	18	15	11	12	15	24	17	16	12	16	18	17	19
Applies to none of them	10	9	11	7	14	3	9	8	11	9	9	11	10	8	9	9	9	7	9	9	11	7
Don't know	15	14	7	9	6	9	8	13	12	12	17	32	16	13	7	13	16	13	14	17	14	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	4	8	21	53	4	7	23	21	13	20	20	30	24	19	24	27	22	16	16
Applies most to Labour	31	31	5	75	18	14	7	67	32	31	31	27	32	33	30	29	34	34	23	29	41	34
Applies most to the Liberal Democrats	13	15	14	8	65	11	11	9	34	16	13	13	13	15	17	16	13	14	17	12	14	16
Applies to none of them	21	20	13	9	5	43	21	12	19	20	20	18	20	22	19	20	20	16	20	23	19	24
Don't know	12	12	6	5	4	12	8	9	7	9	15	29	15	10	4	11	14	13	13	14	10	10

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

Applies most to the Conservatives	17	18	52	3	11	7	40	6	12	20	16	16	21	16	19	20	15	18	20	19	16	14
Applies most to Labour	18	20	4	46	21	8	7	38	21	21	20	19	20	20	21	17	24	20	16	20	27	19
Applies most to the Liberal Democrats	5	6	5	4	20	2	4	6	7	6	5	8	5	4	7	6	5	8	8	4	3	5
Applies to none of them	45	40	28	36	41	70	38	36	50	40	40	25	35	45	43	42	37	36	40	40	38	51
Don't know	16	16	10	11	7	13	11	15	10	13	20	32	19	15	10	15	18	18	17	18	16	11

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

Applies most to the Conservatives	50	49	18	80	63	44	24	73	62	47	50	39	46	51	53	49	48	48	43	45	56	60
Applies most to Labour	21	23	51	6	19	31	46	7	17	25	21	12	24	23	27	25	19	24	27	24	16	22
Applies most to the Liberal Democrats	7	7	10	6	3	8	10	6	4	8	6	9	7	7	8	7	8	6	9	6	8	6
Applies to none of them	8	7	9	4	7	8	8	4	5	8	5	9	7	7	5	6	7	9	7	8	5	5
Don't know	13	15	12	5	8	9	12	9	11	12	17	31	16	13	7	12	17	14	15	17	15	7

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	73	121
Male 25 to 39	204	255
Male 40 to 59	414	342
Male 60 +	258	263
Female 18 to 24	115	119
Female 25 to 39	231	257
Female 40 to 59	447	350
Female 60 +	280	315
Region		
North England	472	497
Midlands	274	332
East	174	194
London	323	259
South England	450	463
Wales	117	101
Scotland	212	176
Social Grade		
AB	775	566
C1	577	586
C2	293	425
DE	377	445
Newspaper Type		
Express / Mail	402	324
Sun / Star	227	475
Mirror / Record	150	202
Guardian / Independent	176	91
FT / Times / Telegraph	137	192
Other Paper	315	233
No Paper	615	505
Political Party Identification		
Labour	680	647
Conservative	509	566
Liberal Democrat	166	222
SNP/Plaid Cymru	62	34
Others	122	47
None/ DK	483	506

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