

# YouGov / The Sun Survey Results

Sample Size: 2068 GB Adults  
Fieldwork: 10th - 11th 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	
<b>Weighted Sample</b>	<b>2068</b>	514	583	122	272	612	515	417	1003	1065	246	523	707	591	1179	889	265	672	443	509	180	
Unweighted Sample	2068	484	653	108	257	567	552	416	992	1076	227	470	793	578	1342	726	318	604	408	481	257	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	31	100	0	0	0	72	4	15	31	32	26	30	28	38	37	23	34	36	30	27	22
Lab	35	0	100	0	0	3	81	29	34	37	32	41	40	27	33	39	35	24	39	48	34
Lib Dem	7	0	0	100	0	0	1	29	8	6	12	7	8	5	8	6	11	9	5	5	6
Other	26	0	0	0	100	24	14	27	28	25	31	22	24	30	23	31	20	30	26	20	38

## Other Parties Voting Intention

UKIP	16	0	0	0	100	21	10	13	20	13	12	10	16	23	13	22	11	22	20	14	3
Green	5	0	0	0	0	2	2	10	3	7	11	6	4	2	6	3	8	7	2	4	3
SNP / PCY	4	0	0	0	0	1	2	3	4	4	7	4	3	3	3	4	0	1	2	0	31
BNP	1	0	0	0	0	0	0	1	1	1	0	1	1	1	1	1	0	1	1	2	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	1	0	1	1	0	1	0	1

## Non Voters

Would Not Vote	6	0	0	0	0	2	3	2	5	6	11	9	5	3	5	7	6	5	6	7	6
Don't know	14	0	0	0	0	11	9	18	9	19	16	14	15	13	13	16	14	16	14	14	10

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

	Sept 9-10	Sept 10-11																				
Approve	31	30	85	6	32	13	61	8	24	34	26	30	30	25	35	36	22	28	35	28	27	28
Disapprove	55	55	5	86	39	73	26	83	60	53	56	46	54	59	55	52	59	53	49	56	61	61
Don't know	15	15	9	8	28	14	13	9	16	13	17	23	16	16	10	12	19	19	16	16	13	11

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

Aug  
27-28

Sept  
10-11

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	26	<b>27</b>	83	3	5	23	65	3	14	31	24	22	27	23	36	32	21	25	34	26	23	21
Applies most to Labour	28	<b>27</b>	2	76	3	9	4	62	23	28	26	21	28	31	22	26	28	30	18	27	35	28
Applies most to the Liberal Democrats	10	<b>9</b>	3	6	73	3	2	5	30	10	9	15	11	10	6	12	7	11	11	9	7	10
Applies to none of them	22	<b>24</b>	7	10	8	57	22	20	22	22	27	16	21	25	30	21	29	20	25	25	24	29
Don't know	14	<b>12</b>	5	5	11	9	7	9	11	9	15	26	13	11	6	10	15	14	11	13	11	12

It is led by people of real ability

Applies most to the Conservatives	21	<b>23</b>	67	4	15	13	49	5	14	25	20	24	21	18	28	27	18	22	26	22	20	19
Applies most to Labour	14	<b>12</b>	0	39	2	2	1	32	9	13	11	8	12	15	10	10	15	12	8	13	17	9
Applies most to the Liberal Democrats	4	<b>4</b>	2	2	29	1	1	1	10	4	3	5	4	3	3	4	3	5	4	3	3	4
Applies to none of them	45	<b>46</b>	21	42	35	75	38	46	52	46	45	34	45	49	48	46	45	44	46	45	45	52
Don't know	17	<b>16</b>	10	13	19	9	11	15	15	11	20	28	17	15	11	13	20	18	16	17	14	16

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	41	<b>44</b>	84	31	33	32	68	29	40	47	42	38	46	42	49	49	38	46	47	42	44	39
Applies most to Labour	12	<b>9</b>	0	29	1	1	1	24	7	10	8	6	10	13	6	8	11	9	6	11	12	11
Applies most to the Liberal Democrats	4	<b>4</b>	2	2	32	2	1	2	11	5	4	7	4	4	3	5	3	5	5	4	3	6
Applies to none of them	27	<b>29</b>	10	25	17	57	25	30	28	28	30	20	26	30	33	27	30	24	29	30	28	30
Don't know	15	<b>14</b>	4	13	16	8	5	15	14	10	17	28	15	12	9	10	18	15	13	13	13	14

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	17	<b>16</b>	3	29	16	23	8	26	19	15	16	7	14	18	19	14	18	15	13	16	20	15
Applies most to Labour	24	<b>24</b>	50	6	41	22	43	9	27	28	21	19	23	25	27	26	23	21	26	26	25	19
Applies most to the Liberal Democrats	33	<b>35</b>	35	49	13	26	33	41	33	36	34	42	37	32	33	38	30	38	34	31	34	40
Applies to none of them	8	<b>9</b>	3	5	10	16	7	10	7	9	8	6	10	8	10	8	9	8	11	8	7	10
Don't know	17	<b>16</b>	8	11	20	13	9	14	14	12	20	26	17	17	11	14	20	17	16	19	14	16

## 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	99	124
Male 25 to 39	224	261
Male 40 to 59	378	349
Male 60 +	291	269
Female 18 to 24	128	122
Female 25 to 39	246	263
Female 40 to 59	415	358
Female 60 +	287	323
<b>Region</b>		
North England	481	509
Midlands	284	339
East	200	199
London	318	265
South England	404	474
Wales	124	103
Scotland	257	180
<b>Social Grade</b>		
AB	775	579
C1	567	600
C2	294	434
DE	432	455
<b>Newspaper Type</b>		
Express / Mail	397	294
Sun / Star	245	416
Mirror / Record	139	182
Guardian / Independent	179	91
FT / Times / Telegraph	148	165
Other Paper	316	238
No Paper	644	682
<b>Political Party Identification</b>		
Labour	726	653
Conservative	518	575
Liberal Democrat	170	196
SNP/Plaid Cymru	49	39
Others	147	101
None/ DK	458	503

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)