

YouGov / The Sun Survey Results

Sample Size: 2183 GB Adults
Fieldwork: 11th - 12th 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	2183	568	669	140	207	637	528	465	1059	1124	260	552	747	624	1244	939	279	709	467	537	190	
Unweighted Sample	2183	527	711	116	235	603	590	437	1073	1110	228	479	876	600	1432	751	317	620	427	513	306	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	74	6	14	34	31	31	32	29	37	36	28	34	37	39	26	18
Lab	38	0	100	0	0	6	85	36	37	40	36	40	41	35	34	44	40	30	37	50	37
Lib Dem	8	0	0	100	0	1	2	27	9	7	11	6	10	7	10	6	10	10	7	7	3
Other	21	0	0	0	100	19	8	23	20	23	22	22	21	21	21	23	16	23	18	18	42

Other Parties Voting Intention

UKIP	12	0	0	0	100	16	5	9	12	12	7	10	13	14	10	15	6	16	11	11	8
Green	5	0	0	0	0	2	1	12	5	6	11	7	4	3	7	4	8	6	4	5	5
SNP / PCY	3	0	0	0	0	1	2	2	3	3	3	5	3	2	3	3	2	0	2	0	28
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	1	0	0	1	1	1	1	1	1	1	1	0	1	1	2	0

Non Voters

Would Not Vote	7	0	0	0	0	3	2	3	6	8	17	9	5	2	6	8	9	6	6	8	4
Don't know	13	0	0	0	0	10	6	21	9	17	8	13	16	12	11	15	12	14	16	11	9

June 10-11
June 11-12

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

Approve	33	32	82	7	47	15	61	11	27	38	26	27	33	30	35	36	26	35	33	38	27	21
Disapprove	52	53	8	85	34	71	24	80	57	51	54	48	49	57	55	50	57	50	49	50	58	67
Don't know	15	15	10	8	19	14	15	9	15	11	19	26	18	14	10	13	18	16	18	12	15	13

Sample Size: 2183 GB Adults
Fieldwork: 11th - 12th 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	2183	568	669	140	207	637	528	465	1059	1124	260	552	747	624	1244	939	279	709	467	537	190	
Unweighted Sample	2183	527	711	116	235	603	590	437	1073	1110	228	479	876	600	1432	751	317	620	427	513	306	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		May 28-29	June 11-12																			
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	35	32	3	60	36	24	9	54	44	33	31	31	33	36	27	33	30	30	29	31	36	39
Applies most to Labour	24	26	56	4	37	34	45	9	24	29	24	23	26	25	28	31	19	27	28	29	22	24
Applies most to the Liberal Democrats	18	18	22	19	7	25	27	18	9	18	17	13	12	15	27	14	22	15	19	17	18	15
Applies to none of them	8	9	10	9	16	7	8	10	11	9	10	8	8	10	10	9	10	10	11	7	10	8
Don't know	15	15	10	7	4	10	10	9	12	11	18	25	20	13	8	12	18	17	14	16	14	14
Even if I don't always agree with it, at least its heart is in the right place'																						
Applies most to the Conservatives	22	24	64	4	9	28	56	6	9	25	22	19	21	22	30	26	20	19	29	28	20	11
Applies most to Labour	31	29	5	69	12	16	7	63	29	28	29	24	25	32	30	29	29	33	23	27	34	36
Applies most to the Liberal Democrats	12	15	11	12	65	5	9	10	33	19	12	15	16	17	13	18	11	16	19	15	11	14
Applies to none of them	21	19	12	10	8	42	19	12	21	18	20	17	22	18	18	17	22	17	17	17	22	25
Don't know	14	13	8	6	6	8	9	9	8	9	17	25	16	11	8	10	18	15	12	14	13	14
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	17	19	50	5	14	18	41	7	11	22	17	17	23	16	21	21	16	18	24	19	15	14
Applies most to Labour	19	18	4	41	13	8	5	37	20	21	16	11	17	21	20	16	21	18	15	21	21	16
Applies most to the Liberal Democrats	4	4	4	3	13	1	3	4	6	5	3	5	4	4	3	4	4	6	5	3	4	4
Applies to none of them	42	42	30	41	49	62	39	41	50	41	44	40	36	44	47	45	39	40	41	41	44	51
Don't know	18	16	12	9	10	10	12	11	13	11	21	26	20	15	10	13	20	18	15	18	16	15
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	50	51	23	77	59	42	28	74	64	51	50	45	46	54	54	52	49	53	45	50	53	65
Applies most to Labour	20	21	45	6	24	32	40	7	15	25	17	17	21	22	22	23	19	17	26	24	17	11
Applies most to the Liberal Democrats	9	7	11	6	3	10	11	5	4	7	7	7	6	6	8	7	7	7	7	6	8	4
Applies to none of them	7	8	12	4	8	11	5	9	9	8	8	6	11	7	8	8	8	7	8	8	9	7
Don't know	14	13	9	7	6	8	10	9	8	8	19	25	16	12	8	11	17	17	14	11	12	13

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	109	131
Male 25 to 39	198	275
Male 40 to 59	442	369
Male 60 +	324	284
Female 18 to 24	119	129
Female 25 to 39	281	277
Female 40 to 59	434	378
Female 60 +	276	341
Region		
North England	513	537
Midlands	281	358
East	171	210
London	317	279
South England	449	500
Wales	146	109
Scotland	306	190
Social Grade		
AB	812	611
C1	620	633
C2	338	458
DE	413	480
Newspaper Type		
Express / Mail	407	349
Sun / Star	291	513
Mirror / Record	186	218
Guardian / Independent	173	98
FT / Times / Telegraph	138	207
Other Paper	346	251
No Paper	642	546
Political Party Identification		
Labour	758	699
Conservative	564	611
Liberal Democrat	177	240
SNP/Plaid Cymru	75	37
Others	143	50
None/ DK	466	546

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