

YouGov / The Sun Survey Results

Sample Size: 1984 GB Adults
Fieldwork: 13th - 14th August 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	1984	556	549	127	181	595	496	401	962	1022	236	502	679	567	1131	853	254	645	425	488	173	
Unweighted Sample	1984	502	611	111	216	569	557	406	957	1027	107	476	843	558	1334	650	303	606	421	444	210	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	81	4	16	36	35	29	35	32	42	40	29	36	43	36	31	19
Lab	35	0	100	0	0	4	82	29	34	35	42	36	37	30	32	39	36	25	36	44	40
Lib Dem	8	0	0	100	0	1	2	29	9	8	16	8	8	6	10	5	10	11	7	6	3
Other	22	0	0	0	100	15	12	27	21	22	14	21	23	23	17	28	18	20	21	19	38

Other Parties Voting Intention

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

Non Voters

Would Not Vote	7	0	0	0	0	2	2	4	6	7	6	10	6	5	5	9	6	8	6	6	4
Don't know	14	0	0	0	0	10	11	18	10	19	24	15	13	11	13	16	14	16	14	14	9

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

	Aug 12-13	Aug 13-14																				
Approve	30	32	83	7	29	14	67	10	20	36	29	23	32	30	38	39	23	29	36	31	32	22
Disapprove	54	52	8	85	48	75	20	79	64	50	53	39	45	58	55	47	57	51	45	54	54	67
Don't know	16	16	9	8	22	11	12	12	16	14	18	38	23	12	6	14	20	20	19	15	14	11

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

	July 30-31	Aug 13-14																				
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	79	3	6	20	65	6	13	29	26	15	25	26	37	32	22	25	30	29	29	17
Applies most to Labour	29	26	3	77	4	10	5	62	22	27	26	21	27	28	26	25	27	23	20	26	33	37
Applies most to the Liberal Democrats	9	9	2	3	79	2	3	4	28	11	8	15	10	8	8	12	6	16	11	8	7	5
Applies to none of them	22	23	10	9	6	59	20	15	29	22	24	19	20	27	24	20	27	20	24	26	20	27
Don't know	13	13	6	8	5	9	7	13	9	11	16	31	18	11	6	11	17	17	15	12	12	13
It is led by people of real ability																						
Applies most to the Conservatives	22	23	66	4	14	11	54	6	12	26	21	12	21	23	30	28	17	16	26	27	23	17
Applies most to Labour	15	13	2	42	1	1	3	34	7	13	14	14	14	13	13	12	14	12	9	14	19	14
Applies most to the Liberal Democrats	3	3	1	1	32	1	1	1	9	3	3	6	3	3	3	4	2	5	4	3	2	1
Applies to none of them	44	43	22	39	37	75	33	43	55	44	42	36	40	47	44	39	48	49	40	42	42	51
Don't know	16	17	9	13	17	12	9	14	17	14	20	32	22	14	11	16	18	18	21	15	14	17
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	44	45	81	29	35	41	70	30	36	49	42	43	43	45	48	47	42	38	45	48	46	44
Applies most to Labour	11	10	1	30	5	2	3	25	8	10	10	7	11	10	11	9	11	8	8	10	14	10
Applies most to the Liberal Democrats	4	3	1	2	28	1	2	2	9	4	3	5	5	3	2	4	3	7	4	4	2	1
Applies to none of them	26	26	11	24	21	48	19	28	30	25	26	14	21	29	31	26	26	33	25	23	24	28
Don't know	15	16	5	15	11	8	6	15	17	12	19	32	20	12	9	13	18	14	18	15	14	16
It seems to chop and change all the time: you can never be quite sure what it stands for																						
Applies most to the Conservatives	20	17	5	31	15	21	7	31	20	16	17	14	13	19	20	15	20	19	13	17	19	23
Applies most to Labour	26	27	50	6	54	27	47	10	25	29	24	12	22	29	33	29	24	23	31	28	26	16
Applies most to the Liberal Democrats	31	32	32	48	8	33	30	42	29	33	31	34	31	29	34	34	30	32	29	33	33	36
Applies to none of them	8	9	6	6	8	10	7	7	10	9	8	9	9	10	6	8	9	9	8	8	8	12
Don't know	15	16	7	10	14	9	9	11	15	13	19	31	24	12	7	15	18	17	19	14	14	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	42	119
Male 25 to 39	210	250
Male 40 to 59	417	335
Male 60 +	288	258
Female 18 to 24	65	117
Female 25 to 39	266	252
Female 40 to 59	426	343
Female 60 +	270	310
Region		
North England	444	488
Midlands	293	325
East	164	190
London	303	254
South England	442	454
Wales	128	99
Scotland	210	173
Social Grade		
AB	773	556
C1	561	575
C2	274	417
DE	376	436
Newspaper Type		
Express / Mail	399	317
Sun / Star	240	466
Mirror / Record	164	198
Guardian / Independent	137	89
FT / Times / Telegraph	121	188
Other Paper	318	228
No Paper	605	496
Political Party Identification		
Labour	712	635
Conservative	509	556
Liberal Democrat	171	218
SNP/Plaid Cymru	55	34
Others	124	46
None/ DK	413	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