

YouGov / The Sun Survey Results

Sample Size: 2038 GB Adults
Fieldwork: 16th - 17th 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	2038	503	617	128	209	587	467	418	988	1050	243	516	697	583	1162	876	261	662	436	501	177	
Unweighted Sample	2038	479	635	115	223	548	493	418	1012	1026	226	452	796	564	1338	700	290	632	430	438	248	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	77	4	8	33	31	24	26	31	40	35	28	31	39	35	26	17
Lab	39	0	100	0	0	5	86	40	39	39	46	48	38	32	37	43	43	29	42	49	39
Lib Dem	8	0	0	100	0	1	1	30	7	9	10	9	8	7	12	3	8	10	6	8	8
Other	21	0	0	0	100	17	8	22	21	21	20	17	22	22	17	26	18	21	18	17	37

Other Parties Voting Intention

UKIP	13	0	0	0	100	16	5	12	14	13	6	8	14	19	9	19	12	16	13	14	5
Green	4	0	0	0	0	1	1	8	3	4	10	5	3	1	4	3	3	4	4	3	3
SNP / PCY	3	0	0	0	0	0	1	2	3	2	4	3	3	1	3	3	1	0	1	0	26
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Other	1	0	0	0	0	0	1	1	1	1	0	1	1	1	0	1	2	0	0	0	2

Non Voters

Would Not Vote	7	0	0	0	0	3	2	5	6	8	12	12	7	2	7	7	10	8	8	6	4
Don't know	16	0	0	0	0	11	9	21	11	20	14	20	16	13	14	18	16	16	15	16	17

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

	July 15-16	July 16-17																				
Approve	32	29	85	8	34	11	64	9	19	35	24	24	26	29	34	34	23	32	31	31	28	21
Disapprove	53	56	9	85	44	80	26	83	66	56	56	49	56	59	56	52	62	45	54	58	59	67
Don't know	15	15	6	8	22	9	11	8	15	9	19	27	18	12	10	14	15	23	15	11	13	13

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	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	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		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 2-3	July 16-17																				
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	28	25	83	3	4	19	64	5	9	28	23	19	18	25	36	29	21	22	32	27	22	14
Applies most to Labour	27	27	2	76	9	4	4	68	28	31	24	27	30	28	25	27	27	30	20	29	33	30
Applies most to the Liberal Democrats	10	10	1	4	76	3	2	3	33	10	10	11	11	11	8	13	6	8	12	8	9	11
Applies to none of them	19	23	9	10	6	68	21	17	21	21	26	15	21	26	26	20	28	20	23	23	24	33
Don't know	16	14	5	7	5	6	10	8	9	9	18	27	20	11	6	11	17	20	13	13	13	13
It is led by people of real ability																						
Applies most to the Conservatives	24	22	71	3	13	12	53	5	10	24	19	19	14	22	30	24	19	20	27	23	18	14
Applies most to Labour	14	13	1	39	3	1	3	38	9	17	10	15	16	12	12	11	16	16	8	14	19	14
Applies most to the Liberal Democrats	3	3	0	1	30	0	1	1	8	3	3	4	3	4	2	4	2	4	3	3	3	3
Applies to none of them	41	44	21	43	39	78	32	41	59	42	45	29	44	49	43	43	45	37	45	43	42	54
Don't know	18	18	6	15	15	8	11	15	13	13	23	33	23	13	12	17	19	23	18	17	17	15
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	43	44	86	31	31	33	69	32	36	47	41	38	38	43	52	46	41	41	46	45	41	42
Applies most to Labour	11	11	2	30	5	2	2	28	8	13	9	14	13	9	10	10	12	13	8	12	12	12
Applies most to the Liberal Democrats	5	5	0	4	37	1	1	4	12	5	4	5	6	5	4	6	3	4	6	3	5	6
Applies to none of them	24	25	9	26	20	54	19	26	33	25	26	13	23	31	26	24	27	25	24	25	27	28
Don't know	17	15	3	10	7	9	9	10	11	10	20	30	21	12	8	14	17	17	16	15	14	13
It seems to chop and change all the time: you can never be quite sure what it stands for																						
Applies most to the Conservatives	16	21	7	33	20	30	11	30	25	20	21	16	18	20	25	18	24	16	21	22	22	19
Applies most to Labour	30	25	52	8	57	23	43	9	28	29	22	19	20	27	31	27	23	22	29	25	24	21
Applies most to the Liberal Democrats	30	30	32	46	10	26	29	43	26	33	28	33	30	30	30	31	29	32	28	31	31	35
Applies to none of them	8	7	5	5	5	12	7	7	7	7	8	3	9	8	6	8	7	7	6	7	8	11
Don't know	17	16	5	9	9	8	10	10	13	11	21	29	23	14	8	16	16	24	16	14	16	14

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	99	122
Male 25 to 39	212	257
Male 40 to 59	405	344
Male 60 +	296	265
Female 18 to 24	127	120
Female 25 to 39	240	259
Female 40 to 59	391	353
Female 60 +	268	318
Region		
North England	438	501
Midlands	320	334
East	190	196
London	290	261
South England	442	467
Wales	110	102
Scotland	248	177
Social Grade		
AB	785	571
C1	553	591
C2	305	428
DE	395	448
Newspaper Type		
Express / Mail	419	326
Sun / Star	251	479
Mirror / Record	125	204
Guardian / Independent	175	92
FT / Times / Telegraph	156	194
Other Paper	286	234
No Paper	626	510
Political Party Identification		
Labour	696	652
Conservative	523	571
Liberal Democrat	179	224
SNP/Plaid Cymru	75	35
Others	141	47
None/ DK	424	510

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