

YouGov / The Sun Survey Results

Sample Size: 2072 GB Adults
Fieldwork: 17th - 18th 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	
Weighted Sample	2072	528	568	134	232	593	516	412	1005	1067	247	524	709	593	1181	891	265	673	443	510	180	
Unweighted Sample	2072	492	629	132	235	559	555	431	995	1077	234	392	876	570	1389	683	295	612	424	492	249	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	3	14	32	33	29	31	30	37	37	25	31	40	30	31	18
Lab	35	0	100	0	0	4	84	24	35	35	40	43	35	28	32	40	42	25	36	44	35
Lib Dem	8	0	0	100	0	1	1	34	8	8	7	10	7	9	10	5	6	12	6	6	8
Other	24	0	0	0	100	18	12	28	25	24	25	16	28	26	21	29	21	23	28	18	40

Other Parties Voting Intention

UKIP	14	0	0	0	100	16	6	14	16	13	8	5	18	20	11	19	13	16	18	13	4
Green	5	0	0	0	0	1	2	13	5	6	14	5	5	3	6	5	5	6	6	4	6
SNP / PCY	4	0	0	0	0	0	3	1	4	3	4	5	3	3	3	4	0	0	2	1	29
BNP	0	0	0	0	0	1	0	0	0	1	0	1	1	0	0	1	0	0	1	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	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	1

Non Voters

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

The next election is not expected to be until May

2015. Will you definitely vote this way, or might you change your mind?

[This question was asked to all respondents, excluding those who don't know how they are going to vote in the general election; n=1813]

I will definitely vote this way	46	50	60	30	40	50	65	30	49	43	30	45	49	50	46	47	49	38	49	53	47
I will probably vote this way, it is very unlikely that I will change my mind	29	35	28	35	37	34	22	36	29	30	29	29	28	31	31	27	28	32	31	26	27
I will possibly vote this way, but there is a chance I will change my mind	16	13	10	31	20	13	11	27	16	17	24	15	15	16	18	14	16	20	13	13	20
More likely than not I will change my mind	4	1	1	2	2	2	1	4	3	5	7	6	4	2	3	5	4	5	2	4	4
Don't know	4	1	1	2	1	1	2	3	3	5	10	5	4	2	2	7	3	5	4	4	3

Sept 16-17
Sept 17-18

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

Approve	31	32	86	8	37	12	64	9	27	35	28	28	31	30	36	37	24	30	37	29	29	28
Disapprove	55	53	5	85	45	80	23	82	57	55	51	43	50	58	53	49	58	58	46	56	54	60
Don't know	14	15	10	7	17	8	14	10	15	10	21	29	19	12	11	14	18	12	17	15	17	12

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

Sept 3-4
Sept 17-18

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	60	36	34	10	52	44	35	30	31	37	36	26	31	35	36	29	35	33	38
Applies most to Labour	25	26	52	4	38	27	48	8	21	28	23	19	22	24	33	30	20	27	26	26	22	28
Applies most to the Liberal Democrats	16	17	22	19	2	25	21	19	10	16	17	10	12	16	24	15	18	13	19	15	16	16
Applies to none of them	10	10	12	9	12	8	11	10	9	10	10	10	11	9	10	12	7	9	10	10	12	8
Don't know	15	15	8	7	11	6	10	10	15	11	19	30	17	14	8	12	19	15	16	13	17	11

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	20	22	60	4	8	20	52	4	12	21	22	11	17	22	30	24	18	20	26	25	18	14
Applies most to Labour	30	29	6	73	10	17	7	64	25	30	27	23	31	30	28	28	30	36	21	27	34	34
Applies most to the Liberal Democrats	14	16	16	9	68	9	12	8	32	17	15	21	16	15	14	19	12	15	19	15	12	16
Applies to none of them	22	21	13	10	6	48	21	16	22	22	20	17	20	23	22	20	23	18	20	23	21	26
Don't know	13	13	6	5	8	6	9	8	10	10	15	28	16	10	6	10	17	12	13	10	16	10

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

Applies most to the Conservatives	14	19	52	4	16	13	42	5	10	20	17	18	20	17	21	21	16	17	21	21	16	13
Applies most to Labour	19	17	5	41	12	11	6	35	16	19	15	13	18	16	18	16	18	21	14	18	17	18
Applies most to the Liberal Democrats	6	6	3	7	20	2	2	6	11	7	6	8	8	5	6	6	6	5	5	6	7	7
Applies to none of them	44	41	29	36	41	65	38	39	49	42	41	29	35	47	45	43	39	39	41	42	39	50
Don't know	17	17	11	12	11	8	13	14	14	12	21	32	20	15	11	14	21	17	18	13	21	11

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

Applies most to the Conservatives	50	49	23	78	56	46	26	72	63	53	46	44	49	53	48	50	48	50	43	51	50	66
Applies most to Labour	20	20	44	7	25	26	41	7	16	22	19	12	17	21	26	23	17	20	24	21	17	15
Applies most to the Liberal Democrats	7	8	12	6	5	13	12	5	4	7	8	11	8	6	9	8	8	8	9	6	7	7
Applies to none of them	8	8	10	3	6	8	10	6	6	8	8	4	9	8	9	8	8	6	8	9	8	4
Don't know	15	14	11	6	8	6	11	10	11	10	19	29	17	12	8	11	19	16	15	12	17	8

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	96	124
Male 25 to 39	166	261
Male 40 to 59	435	350
Male 60 +	298	269
Female 18 to 24	138	122
Female 25 to 39	226	263
Female 40 to 59	441	358
Female 60 +	272	323
Region		
North England	492	510
Midlands	287	340
East	156	199
London	295	265
South England	456	474
Wales	137	104
Scotland	249	180
Social Grade		
AB	802	580
C1	587	601
C2	281	435
DE	402	456
Newspaper Type		
Express / Mail	367	294
Sun / Star	254	416
Mirror / Record	179	182
Guardian / Independent	172	91
FT / Times / Telegraph	151	166
Other Paper	308	238
No Paper	641	684
Political Party Identification		
Labour	711	655
Conservative	527	576
Liberal Democrat	190	197
SNP/Plaid Cymru	54	39
Others	157	102
None/ DK	433	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

Or visit our website: yougov.co.uk