

## YouGov / The Sun Survey Results

Sample Size: 1922 GB Adults  
Fieldwork: 21st - 22nd May 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>1922</b>	532	519	147	209	584	465	351	932	990	229	486	657	550	1096	826	246	625	411	473	167	
<b>Unweighted Sample</b>	1922	491	543	130	243	561	476	359	929	993	198	399	751	574	1298	624	273	621	366	449	213	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	34	100	0	0	0	77	5	11	35	34	43	33	33	33	39	28	36	42	32	32	17
Lab	34	0	100	0	0	5	79	28	32	35	34	32	35	33	32	36	32	27	37	40	34
Lib Dem	9	0	0	100	0	1	3	37	9	10	6	13	8	10	11	7	11	12	8	7	12
Other	23	0	0	0	100	17	13	24	24	21	17	22	23	24	18	29	21	20	23	22	37

### Other Parties Voting Intention

UKIP	14	0	0	0	100	14	8	12	15	12	3	11	14	19	11	18	14	13	15	16	5
Green	5	0	0	0	0	1	3	8	4	6	12	6	4	2	4	6	6	6	4	4	3
SNP / PCY	3	0	0	0	0	0	1	2	3	2	2	3	3	2	2	3	0	0	1	0	26
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	1	1	2	1	1	0	1	2	1	1	1	0	1	2	1	2

### Non Voters

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

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

	May 20-21	May 21-22																				
Approve	33	31	85	6	30	9	64	8	23	36	27	31	31	29	34	38	23	35	36	33	25	21
Disapprove	53	54	6	89	43	83	25	81	59	55	53	47	48	58	56	49	59	50	47	52	62	65
Don't know	14	15	9	5	27	8	11	11	18	10	20	22	21	13	9	13	17	15	17	15	13	14

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	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>1922</b>	<b>532</b>	<b>519</b>	<b>147</b>	<b>209</b>	<b>584</b>	<b>465</b>	<b>351</b>	<b>932</b>	<b>990</b>	<b>229</b>	<b>486</b>	<b>657</b>	<b>550</b>	<b>1096</b>	<b>826</b>	<b>246</b>	<b>625</b>	<b>411</b>	<b>473</b>	<b>167</b>	
<b>Unweighted Sample</b>	<b>1922</b>	<b>491</b>	<b>543</b>	<b>130</b>	<b>243</b>	<b>561</b>	<b>476</b>	<b>359</b>	<b>929</b>	<b>993</b>	<b>198</b>	<b>399</b>	<b>751</b>	<b>574</b>	<b>1298</b>	<b>624</b>	<b>273</b>	<b>621</b>	<b>366</b>	<b>449</b>	<b>213</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**May 7-8**

**May 21-22**

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

Applies most to Labour 27

Applies most to the Liberal Democrats 10

Applies to none of them 22

Don't know 14

It is led by people of real ability

Applies most to the Conservatives 21

Applies most to Labour 14

Applies most to the Liberal Democrats 5

Applies to none of them 44

Don't know 17

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives 44

Applies most to Labour 10

Applies most to the Liberal Democrats 5

Applies to none of them 25

Don't know 15

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

Applies most to Labour 28

Applies most to the Liberal Democrats 30

Applies to none of them 9

Don't know 16

Applies most to the Conservatives	27	27	82	1	5	16	64	6	9	29	25	26	25	27	29	31	21	28	32	25	25	15
Applies most to Labour	27	27	2	80	7	9	4	66	25	28	25	28	24	30	24	27	27	26	22	28	32	28
Applies most to the Liberal Democrats	10	10	4	3	72	2	4	3	35	10	10	10	9	9	12	12	7	12	12	10	6	13
Applies to none of them	22	24	9	9	6	66	21	17	22	24	23	15	22	23	30	21	28	24	22	24	25	29
Don't know	14	13	3	7	10	7	7	9	9	8	17	20	19	11	5	9	17	11	12	13	13	15
Applies most to the Conservatives	21	21	64	2	6	10	47	5	9	24	17	21	19	19	24	24	16	22	25	18	20	13
Applies most to Labour	14	13	1	42	7	2	3	35	10	13	14	14	13	13	13	11	17	12	12	15	14	17
Applies most to the Liberal Democrats	5	5	1	2	44	0	0	3	15	6	3	3	5	5	5	5	4	6	5	5	3	5
Applies to none of them	44	45	25	41	31	79	38	43	52	45	44	36	40	48	48	45	44	46	43	43	45	49
Don't know	17	17	9	13	12	8	12	14	15	12	21	25	23	15	10	15	19	14	16	19	18	16
Applies most to the Conservatives	44	43	81	33	24	36	68	35	34	46	41	35	41	42	50	48	38	43	46	41	45	34
Applies most to Labour	10	12	4	33	7	4	3	28	9	13	11	16	10	12	12	10	15	12	10	13	14	11
Applies most to the Liberal Democrats	5	5	3	2	40	1	2	2	15	6	5	6	5	5	5	6	4	8	5	6	3	7
Applies to none of them	25	25	9	22	21	53	19	23	30	26	25	19	23	29	26	25	26	24	25	26	24	32
Don't know	15	14	4	11	8	6	7	12	12	10	18	25	20	12	6	12	17	13	14	15	14	15
Applies most to the Conservatives	16	18	6	35	21	25	9	34	18	19	17	10	16	20	21	16	21	19	17	25	15	15
Applies most to Labour	28	30	60	7	46	22	50	10	30	34	25	23	27	31	33	32	27	28	32	26	31	28
Applies most to the Liberal Democrats	30	27	23	43	8	26	24	36	29	26	28	35	24	26	27	30	23	27	26	26	28	30
Applies to none of them	9	9	4	6	6	17	7	9	9	10	8	6	10	9	10	9	10	9	8	9	9	12
Don't know	16	16	7	8	19	10	10	11	15	10	22	25	22	15	9	14	20	16	17	15	17	15

## 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	81	115
Male 25 to 39	184	242
Male 40 to 59	384	325
Male 60 +	280	250
Female 18 to 24	117	113
Female 25 to 39	215	244
Female 40 to 59	367	333
Female 60 +	294	300
<b>Region</b>		
North England	449	473
Midlands	261	315
East	182	185
London	273	246
South England	439	440
Wales	105	96
Scotland	213	167
<b>Social Grade</b>		
AB	700	538
C1	598	557
C2	254	404
DE	370	423
<b>Newspaper Type</b>		
Express / Mail	419	308
Sun / Star	232	452
Mirror / Record	127	192
Guardian / Independent	183	86
FT / Times / Telegraph	128	183
Other Paper	254	221
No Paper	579	481
<b>Political Party Identification</b>		
Labour	637	615
Conservative	514	538
Liberal Democrat	148	211
SNP/Plaid Cymru	44	33
Others	144	44
None/ DK	435	481

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)