

YouGov / The Sun Survey Results

Sample Size: 1996 GB Adults
Fieldwork: 25th - 26th 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	1996	523	597	125	206	595	484	421	968	1028	238	505	683	571	1138	858	255	649	427	491	174	
Unweighted Sample	1996	493	615	106	236	576	500	411	971	1025	205	449	779	563	1306	690	303	601	386	484	222	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	74	4	15	33	33	32	33	28	39	36	29	35	37	39	26	22
Lab	38	0	100	0	0	6	84	36	36	39	37	40	40	34	35	42	42	28	35	51	38
Lib Dem	8	0	0	100	0	1	1	32	9	7	7	8	10	6	9	7	10	12	6	5	6
Other	21	0	0	0	100	19	10	18	22	21	24	19	22	21	20	23	13	24	20	18	35

Other Parties Voting Intention

UKIP	13	0	0	0	100	17	5	7	13	13	7	8	15	17	12	15	7	18	12	14	3
Green	4	0	0	0	0	1	1	7	3	5	11	6	3	2	4	3	5	4	4	3	4
SNP / PCY	3	0	0	0	0	0	3	2	5	2	5	4	4	2	3	3	0	1	2	0	26
BNP	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	0	0	0	0	0	0	0	0	0	1	1	1	0	0	0	1	1	1	0	0	1

Non Voters

Would Not Vote	7	0	0	0	0	2	2	4	5	9	16	9	5	4	5	10	4	10	8	7	3
Don't know	14	0	0	0	0	10	10	18	9	18	19	13	14	11	13	14	17	13	15	12	10

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

	June 24-25	June 25-26																				
Approve	32	31	85	6	46	14	61	8	28	36	27	26	34	27	36	37	25	35	34	33	27	25
Disapprove	54	55	7	88	38	82	27	83	60	53	57	45	50	63	54	51	60	49	52	53	62	62
Don't know	15	14	8	5	16	4	12	9	11	11	16	29	16	10	9	12	16	17	15	13	11	13

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Unweighted Sample	1996	493	615	106	236	576	500	411	971	1025	205	449	779	563	1306	690	303	601	386	484	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 11-12	June 25-26																				
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	32	34	5	63	35	29	13	57	42	37	32	35	35	37	30	34	34	38	31	29	38	41
Applies most to Labour	26	26	53	4	43	32	47	8	23	30	22	20	22	25	32	28	23	22	28	30	22	20
Applies most to the Liberal Democrats	18	16	24	13	3	20	21	15	11	16	15	11	15	15	19	16	15	15	14	19	15	17
Applies to none of them	9	10	11	11	10	8	10	10	10	8	12	9	10	9	11	9	11	10	11	7	10	11
Don't know	15	15	8	9	9	10	9	11	14	9	20	25	18	14	8	13	17	15	15	14	15	11
Even if I don't always agree with it, at least its heart is in the right place'																						
Applies most to the Conservatives	24	23	63	2	8	26	50	4	11	24	22	19	19	21	31	25	21	23	25	23	22	16
Applies most to Labour	29	31	3	73	16	17	7	66	30	33	30	31	30	36	27	31	32	32	25	29	38	40
Applies most to the Liberal Democrats	15	13	11	8	63	6	10	7	29	16	11	13	13	13	15	15	11	17	17	11	9	12
Applies to none of them	19	21	16	11	9	43	24	15	19	18	23	14	22	21	23	19	23	15	21	25	19	22
Don't know	13	12	7	6	4	8	8	9	10	9	15	23	16	10	5	10	14	13	12	11	13	10
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	19	17	46	3	11	12	35	4	10	18	16	16	20	15	17	18	16	17	19	17	14	16
Applies most to Labour	18	18	3	41	15	12	4	39	16	22	14	17	17	20	16	17	18	20	15	17	19	21
Applies most to the Liberal Democrats	4	5	3	3	18	2	4	4	7	5	4	6	4	5	4	4	5	5	5	3	5	4
Applies to none of them	42	45	37	41	50	66	45	40	54	42	48	34	39	46	53	47	42	41	44	47	46	47
Don't know	16	16	11	12	6	9	13	13	12	12	19	27	20	14	9	13	19	18	17	16	16	11
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	51	50	23	78	49	47	29	74	62	53	48	41	46	56	50	51	48	51	46	47	54	59
Applies most to Labour	21	21	45	5	29	22	38	6	19	23	20	17	20	21	23	22	20	19	24	25	17	16
Applies most to the Liberal Democrats	7	7	12	6	8	11	12	5	4	8	7	10	7	6	8	8	7	7	10	5	6	8
Applies to none of them	8	8	13	4	9	9	12	6	6	7	10	6	8	7	13	7	10	7	8	10	9	9
Don't know	13	13	8	7	6	9	10	9	8	10	16	25	19	10	6	12	15	16	12	13	14	9

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	98	120
Male 25 to 39	211	251
Male 40 to 59	373	337
Male 60 +	289	259
Female 18 to 24	107	118
Female 25 to 39	238	253
Female 40 to 59	406	345
Female 60 +	274	311
Region		
North England	484	491
Midlands	268	327
East	180	192
London	303	255
South England	421	457
Wales	118	100
Scotland	222	174
Social Grade		
AB	735	559
C1	571	579
C2	295	419
DE	395	439
Newspaper Type		
Express / Mail	373	319
Sun / Star	249	469
Mirror / Record	150	200
Guardian / Independent	151	90
FT / Times / Telegraph	147	190
Other Paper	328	230
No Paper	598	499
Political Party Identification		
Labour	659	639
Conservative	527	559
Liberal Democrat	171	220
SNP/Plaid Cymru	68	34
Others	143	46
None/ DK	428	499

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