

YouGov / The Sun Survey Results

Sample Size: 2023 GB Adults
Fieldwork: 30th - 31st 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 2023	538	606	128	204	618	486	442	981	1042	241	512	692	578	1153	870	259	657	433	498	176	
Unweighted Sample 2023	519	627	110	225	585	524	426	974	1049	170	416	853	584	1338	685	273	607	407	471	265	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	4	14	33	35	35	28	33	38	37	29	36	40	34	28	25
Lab	38	0	100	0	0	4	87	38	39	37	38	47	39	31	36	40	42	28	37	50	37
Lib Dem	8	0	0	100	0	2	2	27	6	10	8	9	7	8	10	5	11	12	6	5	4
Other	20	0	0	0	100	16	8	20	22	18	19	16	21	23	16	26	11	21	23	17	34

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	6	10	14	11	8	8	13	18	9	18	8	15	17	12	5
Green	4	0	0	0	0	1	1	8	4	4	7	5	4	2	4	4	3	4	3	4	5
SNP / PCY	2	0	0	0	0	0	1	1	3	2	3	2	3	2	2	3	0	0	1	0	22
BNP	1	0	0	0	0	1	0	1	1	0	0	0	1	0	0	1	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	0
Other	1	0	0	0	0	0	0	1	1	1	1	1	0	1	0	1	0	0	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	2	4	5	7	8	18	10	6	2	6	9	8	7	8	9	5
Don't know	14	0	0	0	0	11	9	19	10	18	19	18	11	12	12	16	14	16	13	13	10

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

	July 29-30	July 30-31																				
Approve	33	32	82	6	48	18	64	8	26	35	29	22	28	33	37	35	27	33	34	34	27	29
Disapprove	50	53	6	87	38	74	20	83	62	54	52	39	56	56	52	49	57	45	49	52	60	59
Don't know	17	16	12	8	14	8	16	9	12	11	20	39	16	11	11	15	16	22	17	14	13	12

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

	July 16-17	July 30-31																				
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	25	27	79	2	8	24	66	6	9	29	25	20	19	28	36	30	23	27	31	29	23	22
Applies most to Labour	27	29	4	78	5	7	4	66	32	32	26	23	31	31	27	28	29	31	22	27	37	30
Applies most to the Liberal Democrats	10	9	2	4	76	6	3	3	29	9	10	10	13	8	8	12	6	10	12	10	6	9
Applies to none of them	23	22	8	10	8	57	16	15	23	21	23	18	20	24	23	18	27	17	22	22	21	31
Don't know	14	13	7	6	4	6	11	10	7	9	16	29	17	9	7	12	15	15	14	13	13	8
It is led by people of real ability																						
Applies most to the Conservatives	22	22	65	2	16	13	49	4	13	25	20	19	20	23	25	23	21	25	26	22	18	18
Applies most to Labour	13	15	2	42	3	3	2	39	14	16	13	10	16	16	14	14	15	15	12	13	19	13
Applies most to the Liberal Democrats	3	3	1	2	26	2	1	2	7	3	3	5	4	1	3	3	2	3	4	2	2	6
Applies to none of them	44	44	24	42	47	75	36	40	53	43	45	36	41	46	48	44	44	38	41	48	45	51
Don't know	18	16	8	11	9	7	12	16	13	13	19	30	20	13	10	15	18	19	17	14	16	12
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	44	44	83	30	33	33	67	30	39	45	42	37	43	46	46	45	42	42	46	46	40	43
Applies most to Labour	11	11	1	31	5	2	2	29	10	14	9	10	9	12	13	10	13	11	9	10	15	14
Applies most to the Liberal Democrats	5	4	1	4	34	3	1	3	12	4	4	2	6	4	4	5	3	6	6	3	2	5
Applies to none of them	25	26	11	22	19	59	22	22	28	25	27	18	22	28	29	26	25	24	23	27	29	27
Don't know	15	15	5	13	9	3	8	16	10	11	18	32	20	10	8	13	17	16	15	14	15	11
It seems to chop and change all the time: you can never be quite sure what it stands for																						
Applies most to the Conservatives	21	20	7	32	22	31	11	31	21	20	19	16	16	20	24	17	23	20	21	16	22	18
Applies most to Labour	25	26	52	5	55	27	46	9	27	29	23	13	22	29	31	28	23	22	29	28	22	27
Applies most to the Liberal Democrats	30	31	27	50	13	24	25	41	34	32	31	32	33	31	30	35	27	28	32	30	33	30
Applies to none of them	7	8	7	4	3	15	7	7	7	7	9	8	8	8	8	7	10	9	5	9	9	12
Don't know	16	15	8	8	7	3	11	12	11	12	19	31	21	12	8	14	17	20	14	16	15	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	73	121
Male 25 to 39	194	255
Male 40 to 59	414	342
Male 60 +	293	263
Female 18 to 24	97	119
Female 25 to 39	222	257
Female 40 to 59	439	350
Female 60 +	291	315
Region		
North England	471	498
Midlands	278	332
East	178	194
London	273	259
South England	429	463
Wales	129	101
Scotland	265	176
Social Grade		
AB	787	566
C1	551	587
C2	282	425
DE	403	445
Newspaper Type		
Express / Mail	405	324
Sun / Star	231	475
Mirror / Record	146	202
Guardian / Independent	147	91
FT / Times / Telegraph	145	192
Other Paper	311	233
No Paper	638	506
Political Party Identification		
Labour	683	647
Conservative	531	566
Liberal Democrat	171	223
SNP/Plaid Cymru	62	34
Others	133	47
None/ DK	443	506

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