

YouGov / The Sun Survey Results

Sample Size: 2028 GB Adults
Fieldwork: 20th - 21st August 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	2028	535	612	127	199	578	488	419	984	1044	241	513	694	580	1156	872	260	659	434	499	176
Unweighted Sample	2028	482	634	124	207	537	507	438	982	1046	218	412	833	565	1384	644	307	568	390	443	320
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	5	13	34	33	37	30	30	38	36	28	34	38	31	33	22
Lab	38	0	100	0	0	3	85	38	39	37	31	44	42	32	35	42	39	28	44	46	38
Lib Dem	8	0	0	100	0	1	1	30	6	10	7	8	8	7	10	5	12	10	6	6	4
Other	21	0	0	0	100	20	9	19	21	21	24	18	20	23	19	24	15	24	19	15	37

Other Parties Voting Intention

UKIP	12	0	0	0	100	18	4	8	12	13	9	6	12	18	10	16	9	17	14	10	5
Green	5	0	0	0	0	1	3	8	5	4	14	7	3	2	5	4	5	6	3	4	4
SNP / PCY	3	0	0	0	0	1	2	2	3	3	1	3	4	2	3	3	0	0	1	1	27
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	1	0	0	1	0	0	1	1	0	0	1	1	0	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	2	3	3	5	9	17	12	5	2	6	10	5	8	9	8	3
Don't know	13	0	0	0	0	10	7	15	9	17	20	13	14	9	12	14	19	11	14	13	9

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

	Aug 19-20	Aug 20-21																				
Approve	32	31	84	5	39	14	65	8	24	35	28	24	30	30	36	36	24	33	34	26	32	26
Disapprove	52	54	7	89	42	78	23	83	62	55	53	49	51	58	54	49	60	49	52	54	56	65
Don't know	16	15	10	6	19	8	12	8	14	11	19	27	18	12	11	15	15	17	14	20	12	9

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

	Aug 6-7	Aug 20-21																				
Applies most to the Conservatives	34	34	5	63	39	32	9	56	44	38	31	31	37	38	28	34	34	34	34	32	34	42
Applies most to Labour	27	27	55	4	36	30	50	8	24	29	24	21	23	24	35	28	25	25	28	27	25	25
Applies most to the Liberal Democrats	16	17	21	18	1	24	22	19	11	16	17	15	11	16	24	16	17	13	17	16	20	13
Applies to none of them	8	8	11	9	17	3	10	8	11	7	10	6	9	10	7	10	6	12	8	9	7	9
Don't know	15	14	8	7	7	11	9	9	10	10	18	27	20	12	6	11	18	15	14	16	14	10

Sample Size: 2028 GB Adults
Fieldwork: 20th - 21st August 2014

	Total	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	
Weighted Sample	2028	535	612	127	199	578	488	419	984	1044	241	513	694	580	1156	872	260	659	434	499	176	
Unweighted Sample	2028	482	634	124	207	537	507	438	982	1046	218	412	833	565	1384	644	307	568	390	443	320	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Aug 6-7	Aug 20-21																				
Even if I don't always agree with it, at least its heart is in the right place																						
Applies most to the Conservatives	21	23	62	3	9	21	53	6	10	23	22	16	19	20	32	25	20	17	25	23	24	16
Applies most to Labour	30	30	5	71	12	16	5	64	32	31	29	26	28	35	27	29	31	33	25	32	33	32
Applies most to the Liberal Democrats	15	15	10	10	70	7	10	9	34	16	13	12	17	15	13	18	10	13	18	14	11	20
Applies to none of them	20	21	16	10	6	51	24	13	19	22	21	23	19	21	23	19	24	24	19	20	21	28
Don't know	14	11	6	6	2	5	8	7	6	8	15	23	17	9	5	8	16	13	13	12	11	5
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	19	20	53	4	14	13	43	7	12	22	17	21	21	18	21	22	17	22	21	17	20	15
Applies most to Labour	21	20	3	49	18	6	4	44	25	22	19	13	20	22	22	18	24	18	18	21	24	21
Applies most to the Liberal Democrats	5	5	4	4	18	2	2	4	9	5	5	4	8	4	5	6	4	5	7	5	3	5
Applies to none of them	38	40	31	35	41	70	41	36	43	40	40	37	33	44	43	42	37	41	38	42	36	52
Don't know	17	15	10	8	9	9	11	10	10	10	19	26	19	12	9	12	18	15	16	14	17	7
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	49	51	20	81	56	50	25	76	67	53	48	41	50	57	47	50	52	45	46	51	53	67
Applies most to Labour	23	23	51	6	24	27	45	9	16	26	20	23	23	18	29	26	19	27	25	23	21	14
Applies most to the Liberal Democrats	7	7	11	5	4	11	13	5	3	7	7	5	5	6	11	6	8	6	8	7	6	6
Applies to none of them	6	7	9	4	12	7	10	4	7	6	9	7	6	9	7	7	7	9	8	6	7	8
Don't know	15	12	8	5	4	6	7	6	6	8	16	25	16	9	7	10	14	13	13	13	13	6

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	70	122
Male 25 to 39	194	256
Male 40 to 59	433	343
Male 60 +	285	264
Female 18 to 24	148	120
Female 25 to 39	218	258
Female 40 to 59	400	351
Female 60 +	280	316
Region		
North England	443	499
Midlands	290	333
East	145	195
London	307	260
South England	423	464
Wales	100	101
Scotland	320	176
Social Grade		
AB	784	568
C1	600	588
C2	270	426
DE	374	446
Newspaper Type		
Express / Mail	377	324
Sun / Star	264	477
Mirror / Record	132	203
Guardian / Independent	184	91
FT / Times / Telegraph	135	193
Other Paper	325	233
No Paper	611	507
Political Party Identification		
Labour	681	649
Conservative	514	568
Liberal Democrat	194	223
SNP/Plaid Cymru	79	34
Others	135	47
None/ DK	425	507

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