

YouGov / The Sun Survey Results

Sample Size: 2016 GB Adults
Fieldwork: 6th - 7th 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 2016	522	603	114	191	608	497	376	978	1038	240	510	689	577	1149	867	258	655	431	496	175	
Unweighted Sample 2016	482	641	99	213	566	545	379	976	1040	167	443	864	542	1315	701	319	597	433	454	213	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	4	12	33	33	34	30	29	41	38	27	32	39	37	30	14
Lab	38	0	100	0	0	5	83	37	37	40	31	40	42	34	36	41	43	30	38	47	36
Lib Dem	7	0	0	100	0	1	1	28	9	6	5	9	8	6	9	5	8	8	5	6	11
Other	21	0	0	0	100	17	12	22	21	21	30	20	21	20	17	27	16	23	20	17	39

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	6	8	12	12	10	10	13	13	8	17	10	16	14	10	4
SNP / PCY	4	0	0	0	0	0	3	2	4	3	2	4	4	3	4	3	0	0	2	0	34
Green	4	0	0	0	0	1	2	12	3	4	15	4	3	2	3	4	4	4	3	5	2
BNP	1	0	0	0	0	0	0	0	1	1	0	1	0	1	0	1	1	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	1	0	1	1	4	1	1	1	1	1	1	2	1	1	0

Non Voters

Would Not Vote	7	0	0	0	0	1	2	2	4	10	19	9	4	4	7	7	6	5	8	10	5
Don't know	15	0	0	0	0	12	8	19	11	18	23	17	14	11	14	16	14	18	12	13	13

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

	Aug 5-6	Aug 6-7																				
Approve	32	30	84	6	36	17	64	9	23	33	28	22	29	28	39	35	24	32	33	31	29	22
Disapprove	52	54	8	86	41	74	25	82	63	54	53	46	53	59	52	51	58	51	50	55	56	63
Don't know	16	16	8	8	23	9	11	10	14	12	19	33	18	13	10	14	18	17	17	14	15	15

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

	July 23-24	Aug 6-7																				
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	33	34	3	62	40	30	10	54	46	37	32	33	39	36	28	34	34	34	30	31	39	44
Applies most to Labour	29	27	60	3	41	37	51	7	27	30	25	20	20	28	36	29	25	29	33	31	19	19
Applies most to the Liberal Democrats	15	16	18	17	3	23	20	19	8	15	16	6	13	15	22	13	18	11	14	19	17	15
Applies to none of them	9	8	11	7	12	5	9	8	10	7	9	7	11	7	8	11	4	8	8	6	10	10
Don't know	15	15	8	11	4	6	10	12	9	11	18	35	17	13	6	12	18	18	15	13	15	12
Even if I don't always agree with it, at least its heart is in the right place																						
Applies most to the Conservatives	24	21	60	3	7	20	49	3	11	21	20	14	18	18	29	23	18	20	26	24	16	10
Applies most to Labour	28	30	4	72	16	17	7	64	33	33	28	23	28	36	29	28	33	31	25	28	38	34
Applies most to the Liberal Democrats	14	15	13	9	69	9	11	8	35	18	12	16	17	15	13	17	13	15	17	13	13	18
Applies to none of them	21	20	16	9	5	49	23	16	14	19	21	17	19	20	22	22	18	19	19	21	19	30
Don't know	13	14	8	7	3	6	10	8	7	9	18	31	18	10	7	11	17	14	14	14	15	8
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	21	19	52	5	7	13	41	7	11	22	16	16	22	16	21	22	16	21	21	22	16	12
Applies most to Labour	19	21	4	47	19	7	5	41	28	25	17	14	17	24	23	18	24	20	21	19	22	19
Applies most to the Liberal Democrats	4	5	4	3	23	4	5	3	10	5	5	6	5	5	4	6	4	7	5	4	5	5
Applies to none of them	39	38	30	33	43	64	38	36	40	36	41	30	34	41	42	40	35	34	37	39	37	49
Don't know	17	17	10	12	8	13	12	13	11	13	21	34	21	14	10	15	20	18	16	16	19	15
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	48	49	20	76	60	49	27	72	60	52	47	38	48	54	51	48	51	52	45	47	52	63
Applies most to Labour	22	23	51	7	22	29	43	7	20	24	21	16	19	23	28	25	20	18	28	25	20	9
Applies most to the Liberal Democrats	9	7	11	4	2	8	11	6	5	8	6	5	6	7	8	7	6	7	6	7	6	11
Applies to none of them	7	6	8	4	9	4	8	6	5	6	6	6	7	6	4	7	4	6	6	6	6	3
Don't know	14	15	10	8	7	9	12	10	10	11	20	35	20	11	8	13	19	17	15	15	16	14

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	65	121
Male 25 to 39	206	254
Male 40 to 59	431	341
Male 60 +	274	262
Female 18 to 24	102	119
Female 25 to 39	237	256
Female 40 to 59	433	349
Female 60 +	268	314
Region		
North England	454	496
Midlands	309	331
East	184	194
London	319	258
South England	413	462
Wales	124	101
Scotland	213	175
Social Grade		
AB	769	564
C1	546	585
C2	300	423
DE	401	444
Newspaper Type		
Express / Mail	383	323
Sun / Star	265	474
Mirror / Record	183	202
Guardian / Independent	155	91
FT / Times / Telegraph	134	192
Other Paper	297	232
No Paper	599	504
Political Party Identification		
Labour	695	645
Conservative	525	564
Liberal Democrat	179	222
SNP/Plaid Cymru	57	34
Others	139	46
None/ DK	421	504

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