

YouGov / The Sun Survey Results

Sample Size: 1875 GB Adults
Fieldwork: 7th - 8th May 2014

	Voting intention					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	1875	502	519	121	196	560	441	375	909	966	223	474	641	536	1069	806	240	609	401	461	163	
Unweighted Sample	1875	485	508	105	227	550	436	362	885	990	217	412	709	537	1246	629	278	600	384	423	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	78	3	16	35	33	24	34	33	39	37	30	32	47	35	23	20
Lab	35	0	100	0	0	3	81	30	34	37	43	36	36	31	33	38	39	22	36	50	35
Lib Dem	8	0	0	100	0	1	3	29	8	8	7	8	9	7	9	6	10	8	8	7	8
Other	23	0	0	0	100	17	13	25	23	22	26	21	22	23	21	26	19	24	21	20	37

Other Parties Voting Intention

UKIP	13	0	0	0	100	17	7	9	13	13	7	12	13	16	11	17	13	17	14	11	5
SNP / PCY	4	0	0	0	0	0	2	1	4	3	10	3	3	3	3	4	2	0	3	2	26
Green	4	0	0	0	0	0	2	11	4	4	8	4	4	3	5	3	2	5	4	5	3
BNP	1	0	0	0	0	0	1	2	1	1	0	1	1	1	1	1	1	1	0	2	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0
Other	1	0	0	0	0	0	0	1	1	1	0	2	0	1	1	1	1	1	0	0	2

Non Voters

Would Not Vote	7	0	0	0	0	2	2	3	6	8	11	11	7	3	5	10	5	7	7	9	4
Don't know	14	0	0	0	0	10	10	20	9	19	18	12	14	15	13	16	12	15	17	11	17

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

		May 6-7	May 7-8																				
Approve	33	34	84	9	49	18	67	11	32	40	28	25	36	32	36	39	26	38	40	29	28	28	
Disapprove	51	52	7	83	35	77	22	80	53	51	53	48	46	56	54	47	58	46	44	54	60	61	
Don't know	16	15	8	8	16	6	11	9	15	9	19	27	18	12	10	14	15	16	15	17	12	11	

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

	May 6-7	May 7-8																				
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	27	80	3	9	19	67	3	14	30	25	13	26	28	34	31	22	31	34	26	21	18
Applies most to Labour	27	27	3	73	7	14	3	64	26	28	25	31	28	27	24	27	27	30	18	28	36	27
Applies most to the Liberal Democrats	9	10	2	7	68	2	5	31	12	8	15	9	8	10	12	6	9	12	8	9	9	9
Applies to none of them	21	22	8	10	9	54	21	18	17	19	25	14	19	27	24	19	27	19	22	23	23	28
Don't know	15	14	7	8	8	11	8	9	12	10	17	28	18	11	8	11	18	12	15	14	12	18
It is led by people of real ability																						
Applies most to the Conservatives	22	21	63	2	8	12	52	4	12	25	18	15	18	22	25	23	19	25	25	20	15	20
Applies most to Labour	15	14	1	43	1	1	2	34	13	15	13	14	12	14	15	13	14	16	8	14	20	14
Applies most to the Liberal Democrats	5	5	1	3	38	3	1	4	10	5	4	11	5	4	3	5	4	4	4	4	6	4
Applies to none of them	43	44	25	39	40	73	35	42	51	44	44	31	45	46	46	44	44	38	45	44	44	48
Don't know	17	17	10	13	13	12	10	16	14	11	22	29	20	14	11	15	19	16	18	18	15	15
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	46	44	80	28	38	45	66	33	39	47	42	36	43	46	48	47	42	42	48	43	41	48
Applies most to Labour	10	10	1	30	1	1	2	25	9	11	9	8	10	10	10	9	11	10	7	9	15	6
Applies most to the Liberal Democrats	5	5	1	6	29	1	3	5	10	6	4	10	5	4	4	6	4	5	4	3	8	6
Applies to none of them	25	25	11	20	22	42	23	21	28	25	25	14	25	25	29	24	26	29	24	26	23	30
Don't know	15	15	5	15	10	11	6	16	14	11	19	32	17	15	8	14	18	14	17	18	13	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	19	16	4	29	21	19	7	26	22	17	16	13	14	17	19	16	17	18	14	16	20	15
Applies most to Labour	29	28	56	8	49	27	52	9	31	33	24	15	28	31	31	30	26	30	33	27	23	27
Applies most to the Liberal Democrats	26	30	29	47	4	28	25	44	25	31	29	33	29	30	31	32	28	28	28	33	31	32
Applies to none of them	9	9	3	7	11	12	7	9	6	9	9	8	10	10	8	8	11	8	8	8	10	14
Don't know	17	16	9	9	15	15	9	12	15	10	22	31	19	13	11	14	19	16	17	17	16	11

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	85	113
Male 25 to 39	174	236
Male 40 to 59	359	317
Male 60 +	267	244
Female 18 to 24	132	111
Female 25 to 39	238	238
Female 40 to 59	350	324
Female 60 +	270	293
Region		
North England	423	461
Midlands	271	308
East	170	180
London	278	240
South England	430	429
Wales	113	94
Scotland	190	163
Social Grade		
AB	693	525
C1	553	544
C2	279	394
DE	350	413
Newspaper Type		
Express / Mail	407	300
Sun / Star	170	441
Mirror / Record	94	188
Guardian / Independent	169	84
FT / Times / Telegraph	147	178
Other Paper	290	216
No Paper	598	469
Political Party Identification		
Labour	576	600
Conservative	506	525
Liberal Democrat	138	206
SNP/Plaid Cymru	42	32
Others	131	43
None/ DK	482	469

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