

YouGov / The Sun Survey Results

Sample Size: 3603 GB Adults
Fieldwork: 1st - 3rd 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	3603	998	1033	222	340	1065	897	755	1747	1856	429	912	1232	1030	2054	1549	461	1171	771	886	313	
Unweighted Sample	3603	897	1016	181	424	1037	887	744	1675	1928	355	686	1416	1146	2304	1299	388	1180	786	861	388	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	35	100	0	0	0	79	6	17	36	34	31	36	30	41	37	33	37	41	35	30	25
Lab	36	0	100	0	0	4	82	30	38	35	40	38	39	31	35	38	39	29	38	45	33
Lib Dem	8	0	0	100	0	1	1	30	8	8	9	9	7	7	9	6	11	9	6	7	7
Other	21	0	0	0	100	17	11	23	18	23	20	17	23	20	19	23	13	20	22	18	36

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	7	9	11	13	6	6	15	15	10	15	7	14	15	12	7
Green	5	0	0	0	0	1	3	11	3	6	10	7	3	3	5	4	5	6	5	5	3
SNP / PCY	3	0	0	0	0	1	2	1	3	2	3	3	4	2	3	3	0	0	1	0	25
BNP	0	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	1	0	1	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	0	1	1	1	1	0	1	0	1	1	1

Non Voters

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

In a previous question you said you'd vote Labour. Are you certain, or might you change your mind?

[Asked to respondents who said they would vote Labour; n=1017]

I am certain I will vote Labour at the next election, there is nothing that could change my mind	50	0	50	0	0	32	60	33	54	46	24	43	51	67	48	53	57	45	49	54	46
I am fairly confident I will vote Labour at the next election, it is unlikely I will change my mind	39	0	39	0	0	42	33	51	38	40	56	46	37	26	42	34	37	42	41	35	37
I am not very certain, depending on what happens I may change my mind	10	0	10	0	0	22	7	16	8	13	16	9	11	7	9	11	5	13	10	10	11
I am not certain at all, likely as not I will change my mind	1	0	1	0	0	4	1	0	0	2	4	2	0	0	1	1	1	0	0	1	6

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

Thinking about Labour at the next election, which of the following would make you most likely to vote Labour at the next election?

[Asked to respondents who said they would vote Labour and might change and to people who wouldn't currently vote Labour; n=2698]

If Labour did more to convince me that they understood and shared the values and concerns of ordinary people	18	8	38	17	24	9	33	21	15	21	17	16	21	17	16	21	12	16	17	24	20
If Labour did more to convince me they had a leader who was up to doing the job of Prime Minister	15	11	29	21	13	9	27	21	15	14	16	17	14	12	16	12	14	15	15	14	14
If Labour did more to convince me that they had detailed policies and ideas for government	11	9	22	14	6	7	18	16	12	10	13	12	11	9	13	8	10	9	13	12	11
Something else	4	2	5	8	4	2	4	5	5	3	7	3	4	2	4	4	5	4	4	3	4
Not applicable – I would not consider voting Labour anyway	44	66	0	37	52	69	8	33	47	41	27	36	45	57	44	44	46	48	43	38	43
Don't know	9	3	6	3	1	4	11	5	6	11	20	15	5	3	7	11	13	8	8	9	8

Thinking about Labour at the next election, which of the following would make you most likely to vote Labour at the next election?

[Excluding those who answered "Not applicable" - so Labour voters who might switch away from Labour, and non-Labour voters who might switch to Labour]

If Labour did more to convince me that they understood and shared the values and concerns of ordinary people	32	25	38	27	50	29	35	31	28	36	24	26	38	39	28	37	22	30	31	39	36
If Labour did more to convince me they had a leader who was up to doing the job of Prime Minister	26	31	29	33	28	29	29	31	29	24	22	27	25	29	29	22	26	28	26	23	25
If Labour did more to convince me that they had detailed policies and ideas for government	19	27	22	23	12	23	20	23	22	17	17	19	20	21	23	15	19	18	22	19	19
Something else	7	7	5	12	8	7	4	8	9	5	9	5	8	5	7	7	9	8	7	4	6
Don't know	16	10	6	5	3	13	12	7	12	18	27	23	10	6	13	19	24	15	14	14	14

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

More specifically, which of the following would make you most likely to vote Labour at the next election? Please select

[Asked to respondents who said they would vote Labour and might change and people who wouldn't currently vote Labour; n=2698]

Promising to reduce the level of immigration into Britain	30	26	40	17	48	27	49	28	29	31	20	23	34	35	27	34	26	30	30	34	24
Promising to cut down on benefits going to people who don't deserve them	29	29	46	23	32	28	34	33	29	30	29	31	30	28	30	28	30	30	30	29	24
Promising to reduce the deficit and not spend more than the country can afford	23	27	26	28	16	21	23	29	24	22	23	24	23	22	26	18	22	24	22	24	22
Promising to hold a referendum on Britain's EU membership	15	14	13	10	36	16	24	13	18	12	9	8	18	21	14	17	10	17	15	17	12
Promising to crack down on abuses by big business	15	6	26	25	12	7	25	24	15	15	18	13	15	15	15	15	11	15	13	18	18
Promising not to increase taxes for people like me	14	12	27	15	11	11	15	18	13	15	19	19	13	8	15	12	14	12	14	16	15
Promising to be far tougher on crime	13	10	21	9	16	11	15	12	13	12	8	11	16	12	11	14	11	13	12	13	12
Promising to increase taxes on wealthy people	10	3	18	18	7	3	16	15	10	11	16	10	11	8	10	10	10	8	11	10	18
Promising to reverse the coalition government's NHS reforms	10	2	24	11	9	2	18	17	8	12	13	9	10	9	10	10	8	9	11	12	11
Promising to repeal the bedroom tax	9	3	26	14	9	3	16	14	8	10	8	7	11	9	8	10	6	7	10	11	15
Promising to build more new houses	9	6	21	12	4	5	11	11	10	7	14	9	7	8	10	7	14	8	7	5	15
Promising to renationalise the railways	7	4	10	10	8	3	8	11	9	5	6	7	8	6	8	5	5	6	7	9	8
Promising to reverse the coalition government's spending cuts	4	1	10	3	4	1	12	5	4	5	5	5	4	4	4	4	3	4	3	6	7
Promising to renationalise the Royal Mail	4	2	6	5	4	2	7	6	5	4	5	3	5	4	5	4	3	4	2	5	8
Something else	5	3	1	11	2	3	6	7	5	4	7	7	4	2	6	3	6	4	5	4	3
Not applicable – I would not consider voting Labour anyway	34	51	0	28	38	53	6	22	35	32	20	27	34	45	34	33	34	35	34	31	32
Don't know	7	2	8	4	1	3	11	5	6	9	18	13	5	1	6	9	11	6	7	7	6

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

More specifically, which of the following would make you most likely to vote Labour at the next election? Please select

[Excluding those who answered "Not applicable" - so Labour voters who might switch away from Labour, and non-Labour voters who might switch to Labour]

Promising to reduce the level of immigration into Britain	45	53	40	24	78	57	52	36	44	46	25	32	52	64	41	50	39	46	45	49	36
Promising to cut down on benefits going to people who don't deserve them	44	60	46	32	51	59	36	42	44	44	36	42	45	52	46	42	45	47	45	43	36
Promising to reduce the deficit and not spend more than the country can afford	35	55	26	39	26	46	25	37	37	33	29	33	35	39	40	27	33	37	33	35	33
Promising to hold a referendum on Britain's EU membership	23	29	13	14	57	34	25	17	28	18	11	11	27	38	21	25	15	26	23	24	18
Promising to crack down on abuses by big business	22	13	26	35	19	14	26	31	23	22	22	17	23	27	22	22	16	23	19	26	27
Promising not to increase taxes for people like me	21	26	27	21	17	23	16	23	19	22	24	26	20	14	23	18	21	19	21	23	22
Promising to be far tougher on crime	19	20	21	12	26	24	16	16	21	17	10	16	24	21	17	21	17	21	19	18	17
Promising to increase taxes on wealthy people	16	6	18	26	11	7	17	19	15	16	20	13	16	14	16	15	15	12	17	15	27
Promising to reverse the coalition government's NHS reforms	15	5	24	15	14	4	19	22	12	17	17	12	16	17	15	15	12	13	16	17	17
Promising to repeal the bedroom tax	14	5	26	20	14	6	16	18	12	15	10	10	16	17	12	15	9	11	15	16	22
Promising to build more new houses	13	11	21	17	7	10	12	15	15	11	17	13	10	14	15	10	21	12	10	8	22
Promising to renationalise the railways	10	8	10	14	13	7	9	14	14	7	8	10	12	10	12	8	7	9	10	13	12
Promising to reverse the coalition government's spending cuts	6	2	10	4	7	2	13	7	6	7	6	7	6	6	6	7	5	5	5	8	10
Promising to renationalise the Royal Mail	6	4	6	7	6	5	7	8	7	5	7	5	7	7	7	5	4	6	4	8	11
Something else	7	6	1	15	4	6	6	9	8	6	8	10	6	4	8	5	9	7	8	6	5
Don't know	11	5	8	6	1	6	11	6	9	13	22	17	7	1	9	14	17	10	11	11	9

If you had to choose just one, which would you rather keep?

Britain's membership of the European Union	26	21	33	46	7	18	30	37	28	25	35	31	23	23	30	21	29	25	28	24	30
The Union between Scotland and the rest of Britain	59	71	54	46	82	72	58	53	59	59	43	49	63	69	58	60	53	61	60	59	57
Don't know	15	8	12	8	11	10	12	11	13	17	23	20	14	8	12	19	18	14	13	16	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	56	97
Male 25 to 39	124	203
Male 40 to 59	304	272
Male 60 +	275	209
Female 18 to 24	103	95
Female 25 to 39	180	205
Female 40 to 59	304	279
Female 60 +	265	251
Region		
North England	396	396
Midlands	268	264
East	157	155
London	170	206
South England	363	369
Wales	102	81
Scotland	155	140
Social Grade		
AB	597	451
C1	459	467
C2	230	338
DE	325	354
Newspaper Type		
Express / Mail	327	258
Sun / Star	171	379
Mirror / Record	107	161
Guardian / Independent	173	72
FT / Times / Telegraph	138	153
Other Paper	194	185
No Paper	501	403
Political Party Identification		
Labour	454	516
Conservative	398	451
Liberal Democrat	117	177
SNP/Plaid Cymru	43	27
Others	152	37
None/ DK	447	403

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