

YouGov / The Sun Survey Results

Sample Size: 2046 GB Adults
Fieldwork: 27th - 28th 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	2046	526	582	120	214	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178	
Unweighted Sample	2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	2	13	31	35	24	31	28	43	36	28	33	40	31	27	26
Lab	36	0	100	0	0	4	85	32	38	35	43	43	39	25	36	37	44	27	42	44	27
Lib Dem	7	0	0	100	0	0	0	32	7	8	10	9	6	7	8	6	6	11	4	7	6
Other	23	0	0	0	100	19	13	23	25	22	22	18	27	25	20	28	17	23	23	22	41

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	8	10	15	12	6	7	17	17	10	18	12	16	12	15	4
Green	5	0	0	0	0	1	2	10	4	6	9	4	5	3	5	4	4	4	6	5	4
SNP / PCY	4	0	0	0	0	1	2	2	5	3	5	4	3	4	4	4	0	1	3	1	32
BNP	1	0	0	0	0	1	1	0	1	1	1	1	1	0	0	1	0	2	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	0	1	0	1	1	1	0	1	1	0	1	1	0	0

Non Voters

Would Not Vote	8	0	0	0	0	2	1	5	7	10	15	13	7	3	7	10	10	8	8	8	6
Don't know	13	0	0	0	0	9	10	17	9	17	18	12	11	15	12	15	10	13	14	15	10

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

	Aug 26-27	Aug 27-28																				
Approve	30	30	81	8	40	17	62	8	27	35	26	25	29	29	35	34	25	29	36	26	29	28
Disapprove	54	53	5	85	39	72	21	82	60	53	53	44	51	58	52	51	56	56	46	58	54	59
Don't know	16	17	14	7	21	11	17	10	13	12	21	32	20	12	12	15	18	15	18	16	18	14

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

	Aug 13-14	Aug 27-28																				
Applies most to the Conservatives	28	26	81	3	6	22	68	4	10	28	25	13	23	25	36	30	21	24	33	22	25	22
Applies most to Labour	26	28	1	80	6	7	4	69	27	31	25	24	28	32	24	29	26	34	21	30	33	24
Applies most to the Liberal Democrats	9	10	2	4	74	2	2	3	31	11	9	13	11	8	9	11	8	7	12	7	10	9
Applies to none of them	23	22	8	7	6	59	19	16	21	20	24	18	20	23	26	20	26	19	22	25	18	32
Don't know	13	14	7	5	7	10	7	8	11	10	18	32	18	13	5	10	19	15	12	16	14	13

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	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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Aug																					
	13-14																					
	Aug																					
	27-28																					
It is led by people of real ability																						
Applies most to the Conservatives	23	21	61	3	12	14	49	4	12	22	20	15	21	18	26	25	15	21	24	18	19	20
Applies most to Labour	13	14	1	41	5	1	3	36	10	16	12	13	15	15	12	13	15	19	9	17	16	9
Applies most to the Liberal Democrats	3	4	1	3	36	1	1	1	12	5	3	5	6	2	4	5	3	3	6	3	4	1
Applies to none of them	43	45	25	42	31	74	35	48	51	45	44	32	38	50	49	44	46	40	45	45	42	56
Don't know	17	17	12	10	17	10	12	11	15	12	21	34	20	14	9	14	20	17	16	18	18	15
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	45	41	78	28	26	37	67	26	36	42	40	29	42	43	43	44	38	36	42	40	43	43
Applies most to Labour	10	12	1	33	4	2	2	32	10	13	11	10	11	12	12	10	14	15	11	14	11	7
Applies most to the Liberal Democrats	3	4	1	5	27	1	1	3	10	6	3	9	5	2	5	5	4	5	5	4	6	2
Applies to none of them	26	27	13	23	24	50	22	29	29	27	28	20	24	28	33	29	26	28	28	26	24	36
Don't know	16	15	7	10	18	11	8	11	14	12	18	32	18	14	7	13	19	15	14	17	16	13
It seems to chop and change all the time: you can never be quite sure what it stands for																						
Applies most to the Conservatives	17	17	6	28	21	24	11	26	18	17	18	13	13	19	21	16	18	22	16	21	15	13
Applies most to Labour	27	24	47	7	44	23	40	8	29	27	22	18	22	26	27	28	20	21	28	22	24	23
Applies most to the Liberal Democrats	32	33	35	48	5	30	36	46	26	35	31	29	35	32	35	36	29	32	32	31	36	36
Applies to none of them	9	8	3	8	11	11	3	8	11	8	8	7	8	8	9	7	10	8	7	9	7	12
Don't know	16	17	10	8	18	13	10	11	16	13	21	32	21	15	8	13	22	17	16	17	19	16

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	110	123
Male 25 to 39	197	258
Male 40 to 59	411	346
Male 60 +	305	266
Female 18 to 24	138	121
Female 25 to 39	236	260
Female 40 to 59	396	354
Female 60 +	253	319
Region		
North England	469	503
Midlands	268	336
East	158	196
London	313	262
South England	428	469
Wales	123	102
Scotland	287	178
Social Grade		
AB	773	573
C1	580	593
C2	291	430
DE	402	450
Newspaper Type		
Express / Mail	369	291
Sun / Star	250	411
Mirror / Record	194	180
Guardian / Independent	179	90
FT / Times / Telegraph	145	164
Other Paper	313	235
No Paper	596	675
Political Party Identification		
Labour	718	647
Conservative	498	569
Liberal Democrat	179	194
SNP/Plaid Cymru	65	39
Others	141	100
None/ DK	445	497

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