

YouGov / The Sun Survey Results

Sample Size: 1617 GB Adults
Fieldwork: 3rd - 4th August 2014

	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	1617	431	479	79	160	491	369	326	784	833	192	409	553	462	922	695	207	526	346	398	141	
Unweighted Sample	1617	418	467	77	191	488	394	331	750	867	95	387	617	518	1061	556	311	480	281	374	171	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	74	8	18	35	34	19	34	31	43	37	31	29	43	34	35	16
Lab	38	0	100	0	0	9	79	34	37	39	59	42	40	27	36	41	49	28	41	42	40
Lib Dem	6	0	0	100	0	0	2	24	6	6	8	6	5	7	9	3	11	7	6	4	4
Other	21	0	0	0	100	17	11	24	21	21	14	18	23	23	18	25	10	23	19	19	40

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	6	12	13	12	5	10	14	17	11	16	6	17	12	16	2
Green	4	0	0	0	0	1	3	8	3	5	4	3	5	4	4	3	4	5	4	3	5
SNP / PCY	3	0	0	0	0	1	1	2	3	3	5	3	4	2	2	5	0	0	1	0	33
BNP	0	0	0	0	0	0	0	1	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	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	1	1	0	0	1	1	1	0	1	1	1	2	0	0

Non Voters

Would Not Vote	9	0	0	0	0	3	1	4	9	9	26	13	5	4	7	12	8	11	9	8	10
Don't know	13	0	0	0	0	10	12	21	8	19	9	16	15	12	14	13	10	16	12	15	8

July
31- 1
Aug
3-4

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

Approve	32	32	87	6	45	15	63	13	27	35	29	20	30	31	39	35	27	34	35	32	31	18
Disapprove	52	53	5	84	37	79	27	78	60	52	53	46	48	59	52	51	55	52	48	53	55	65
Don't know	15	16	8	10	18	6	10	9	12	12	18	34	22	10	9	14	18	15	17	15	14	17

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

July
20-21

Aug
3-4

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

Conservative	25	24	70	2	10	19	56	5	12	27	21	8	23	22	33	27	20	22	30	22	22	14
Labour	34	35	7	80	25	18	11	72	36	38	32	36	29	40	34	35	35	43	28	34	39	40
Liberal Democrat	5	5	4	1	48	4	3	2	16	6	5	4	8	5	4	7	4	7	5	7	4	4
Other	5	6	1	1	0	29	5	4	9	6	7	5	6	6	7	4	9	2	6	8	4	16
None	13	11	9	7	6	17	14	7	11	12	11	9	10	12	12	11	12	9	13	10	12	9
Don't know	19	19	10	9	11	13	12	10	16	12	25	38	24	14	10	17	21	18	19	19	19	17

Asylum and immigration

Conservative	28	26	71	8	15	6	51	16	16	31	22	13	28	27	30	28	25	28	29	26	25	19
Labour	17	15	1	42	7	1	3	34	12	14	16	18	15	15	14	14	17	23	10	17	14	18
Liberal Democrat	6	6	1	5	53	0	1	3	18	7	5	7	7	5	6	9	2	7	6	4	5	10
Other	18	19	11	9	4	81	21	13	20	20	17	9	16	19	24	16	22	9	21	19	19	20
None	14	16	9	20	10	11	16	18	17	16	16	13	11	20	17	17	14	15	15	16	18	14
Don't know	17	18	6	15	12	2	8	16	17	12	24	40	23	14	10	16	20	18	19	17	17	19

Law and order

Conservative	35	34	86	10	25	26	66	19	24	40	29	18	30	37	42	39	28	34	40	30	35	23
Labour	21	20	1	58	6	4	5	45	19	21	20	20	20	22	19	19	22	26	16	24	20	22
Liberal Democrat	5	4	2	1	47	0	2	2	12	4	3	5	5	3	4	4	3	6	2	5	4	4
Other	9	9	1	2	4	46	6	6	12	8	9	5	8	9	10	6	12	2	9	11	8	17
None	11	12	4	12	9	15	11	14	12	12	11	8	10	13	13	11	12	10	11	11	14	10
Don't know	19	21	7	16	9	10	10	15	21	14	27	44	26	17	12	19	23	23	22	20	19	23

Education and schools

Conservative	29	26	74	3	11	24	61	6	12	29	23	10	20	26	38	31	20	24	33	20	27	15
Labour	30	31	7	73	17	13	7	68	28	34	28	37	28	33	27	30	32	35	24	33	34	34
Liberal Democrat	6	7	6	3	59	0	3	2	22	7	6	4	9	6	7	8	5	9	7	7	6	6
Other	7	7	0	2	0	35	5	5	10	6	7	4	8	7	7	5	10	4	6	9	4	15
None	10	10	5	8	5	12	11	8	11	10	10	9	11	11	9	9	11	8	9	11	12	10
Don't know	19	19	9	11	7	15	12	12	17	13	26	37	26	16	11	17	22	20	21	20	18	20

Taxation

Conservative	33	31	82	6	23	25	62	12	21	35	27	14	23	32	43	36	24	31	39	27	29	16
Labour	25	26	3	65	16	12	9	54	24	26	26	30	25	28	23	25	28	35	22	27	24	33
Liberal Democrat	5	7	4	4	50	3	3	4	19	8	5	4	9	6	5	8	5	9	5	4	9	6
Other	6	7	0	2	1	38	5	6	9	7	7	5	7	7	8	5	11	4	7	9	6	14
None	11	10	5	10	3	12	10	10	10	10	10	9	9	12	10	9	11	6	10	12	12	10
Don't know	19	19	7	12	7	11	11	13	17	13	25	38	26	14	11	17	21	16	18	21	19	21

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	July	Aug																					
	20-21	3-4																					
Unemployment																							
	Conservative	32	29	83	3	14	25	63	9	17	34	25	13	25	30	38	33	25	26	35	25	31	17
	Labour	27	29	5	71	21	16	9	63	28	31	27	30	26	32	27	27	31	40	22	28	31	34
	Liberal Democrat	4	4	1	2	45	0	1	1	11	4	3	3	4	3	3	5	2	5	3	4	3	4
	Other	6	7	0	1	1	38	6	5	9	7	7	6	7	7	7	5	10	3	7	10	5	14
	None	12	11	5	9	8	12	11	10	12	11	12	11	9	12	12	13	10	8	11	13	13	9
	Don't know	19	20	7	13	11	9	10	13	22	14	26	36	27	16	12	18	23	19	22	20	17	21
The economy in general																							
	Conservative	37	36	93	6	27	31	71	13	25	41	31	18	31	34	49	40	30	34	40	31	39	20
	Labour	23	22	0	63	15	9	5	54	19	23	21	22	21	25	19	21	23	29	17	25	20	28
	Liberal Democrat	4	3	0	2	38	0	1	1	9	3	3	1	3	3	3	4	1	3	2	3	3	2
	Other	6	7	0	2	1	37	6	6	9	7	8	6	8	8	6	5	11	3	7	10	6	15
	None	11	11	2	12	9	10	8	11	15	13	9	12	9	14	8	12	10	9	11	11	13	12
	Don't know	19	22	4	16	11	12	9	15	24	14	28	41	28	16	14	19	25	22	23	21	19	24
Europe																							
	Conservative	23	21	66	3	4	2	45	10	10	23	19	12	20	20	28	25	16	21	24	21	22	12
	Labour	20	19	1	53	8	1	4	45	14	20	18	23	20	19	15	18	19	27	14	19	18	25
	Liberal Democrat	8	8	3	6	62	3	3	3	26	10	6	6	8	7	8	11	3	11	7	7	7	11
	Other	16	20	13	9	6	79	23	11	21	23	17	12	16	21	24	16	25	12	22	19	21	20
	None	12	12	7	15	6	11	13	15	11	12	13	8	10	15	13	11	13	10	11	15	13	11
	Don't know	20	20	10	14	13	4	12	16	18	13	28	39	25	17	12	19	23	19	22	20	19	21
Welfare benefits																							
	Conservative	29	28	80	4	21	21	61	11	17	33	24	11	28	28	37	32	24	27	32	26	32	15
	Labour	30	28	4	69	16	7	8	59	28	30	26	31	20	31	29	27	29	38	21	29	28	35
	Liberal Democrat	5	4	2	2	41	0	1	1	14	4	4	3	4	3	5	5	2	7	4	4	3	4
	Other	8	10	1	2	1	51	9	7	13	10	10	8	13	9	10	8	12	5	11	11	8	15
	None	11	11	5	11	8	14	11	11	10	10	11	8	11	13	9	10	11	6	11	11	14	9
	Don't know	17	19	7	12	13	8	10	12	19	13	25	39	24	15	11	17	21	18	21	19	15	23
Housing																							
	Conservative	23	21	66	1	11	13	48	6	13	23	20	9	19	23	26	24	17	18	26	19	21	12
	Labour	30	30	9	72	16	12	14	61	26	32	28	29	26	35	29	29	32	41	25	31	29	35
	Liberal Democrat	6	5	3	1	48	0	3	2	14	6	4	5	6	4	5	5	4	6	3	6	6	3
	Other	7	9	2	1	2	45	8	6	10	9	8	6	10	8	10	6	12	4	9	11	6	16
	None	12	12	7	11	9	15	12	11	13	12	12	8	11	12	14	13	11	9	14	11	13	10
	Don't know	22	23	13	13	14	15	14	15	23	18	28	44	28	18	17	23	24	22	24	21	25	24

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	42	97
Male 25 to 39	142	204
Male 40 to 59	303	273
Male 60 +	263	210
Female 18 to 24	53	95
Female 25 to 39	245	205
Female 40 to 59	314	280
Female 60 +	255	252
Region		
North England	374	398
Midlands	205	265
East	134	155
London	311	207
South England	346	370
Wales	76	81
Scotland	171	141
Social Grade		
AB	637	453
C1	424	469
C2	235	340
DE	321	356
Newspaper Type		
Express / Mail	364	259
Sun / Star	163	380
Mirror / Record	82	162
Guardian / Independent	113	73
FT / Times / Telegraph	125	154
Other Paper	261	186
No Paper	509	404
Political Party Identification		
Labour	505	517
Conservative	451	453
Liberal Democrat	138	178
SNP/Plaid Cymru	28	27
Others	121	37
None/ DK	374	404

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