

YouGov / The Sun Survey Results

Sample Size: 1977 GB Adults
Fieldwork: 4th - 5th 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	1977	503	591	123	187	585	500	404	959	1018	235	500	676	565	1127	850	253	643	423	486	172	
Unweighted Sample	1977	451	632	119	218	541	540	406	949	1028	195	402	798	582	1292	685	279	598	416	485	199	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	4	15	33	32	22	30	32	39	36	28	39	38	32	27	20
Lab	38	0	100	0	0	5	85	32	38	38	54	41	38	32	35	44	38	31	42	49	27
Lib Dem	8	0	0	100	0	1	2	31	7	10	3	11	8	7	10	5	9	8	8	7	8
Other	21	0	0	0	100	19	10	22	22	20	21	18	22	23	20	23	14	22	18	18	44

Other Parties Voting Intention

UKIP	12	0	0	0	100	17	5	10	13	11	6	6	12	18	10	15	6	17	10	13	6
SNP / PCY	4	0	0	0	0	1	2	2	5	2	3	3	5	2	4	3	2	0	2	0	32
Green	4	0	0	0	0	1	3	10	4	5	12	7	3	1	5	3	4	5	5	4	6
BNP	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0

Non Voters

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

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

	Aug 3-4	Aug 4-5																				
Approve	32	32	86	6	44	16	64	8	29	35	28	19	30	33	36	35	27	36	35	31	28	24
Disapprove	53	53	6	86	38	70	25	79	55	54	53	51	51	55	54	51	57	43	49	53	62	63
Don't know	16	15	8	8	18	14	11	12	16	11	19	29	19	11	10	14	16	21	17	16	10	13

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Unweighted Sample	1977	451	632	119	218	541	540	406	949	1028	195	402	798	582	1292	685	279	598	416	485	199
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 21-22	Aug 4-5																				
Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.																						
Immigration & Asylum	57	54	66	45	36	90	70	50	42	49	58	31	37	60	71	48	62	43	57	56	57	42
The economy	49	46	54	48	54	25	46	46	52	49	44	42	52	47	42	50	42	45	42	47	47	58
Health	36	41	34	54	30	31	36	51	45	38	44	33	35	40	51	42	40	38	41	43	41	43
Welfare benefits	26	27	30	23	22	33	30	24	25	24	30	25	25	28	28	24	31	20	28	30	26	28
Housing	21	19	14	24	28	15	11	20	26	19	19	23	24	17	16	20	18	31	18	16	16	19
Education	15	16	13	18	27	6	11	18	18	16	16	28	18	15	9	19	11	17	16	17	14	14
Europe	21	16	24	9	15	42	27	10	13	19	13	14	9	15	25	17	15	18	17	16	16	13
Pensions	12	13	16	15	14	12	14	15	14	15	11	3	11	16	16	13	14	11	13	15	13	13
Crime	11	11	10	11	5	16	13	9	6	10	11	9	11	11	11	10	12	11	9	13	12	9
The environment	9	10	6	9	22	3	7	8	17	9	11	10	12	10	7	11	8	9	11	9	9	12
Tax	8	9	9	9	5	8	9	9	7	12	6	13	12	9	5	10	9	10	7	9	12	10
Family life & childcare	6	5	4	5	6	4	6	5	5	3	8	6	8	5	4	6	5	5	6	5	5	7
Transport	2	3	4	3	5	1	2	3	5	5	2	6	4	3	2	4	2	8	3	2	3	1
None of these	1	1	0	0	1	0	0	0	1	1	1	1	1	1	0	1	1	1	1	0	1	1
Don't know	3	3	0	3	1	0	1	4	1	3	3	10	5	1	1	2	4	3	4	3	3	2

	July 21-22	Aug 4-5																				
And which of the following do you think are the most important issues facing you and your family? Please tick up to three.																						
The economy	45	44	52	45	46	33	45	42	47	47	41	46	46	46	39	46	41	43	41	45	46	49
Health	36	41	35	47	39	37	40	44	43	37	45	21	29	41	60	39	43	33	40	45	42	44
Pensions	26	28	34	29	26	23	31	32	26	28	29	11	17	28	45	29	27	23	29	27	30	31
Tax	18	18	20	17	20	20	22	15	17	21	15	20	24	18	12	17	19	17	18	19	20	16
Immigration & Asylum	20	17	21	13	10	48	25	15	12	19	16	8	8	20	26	15	20	19	19	15	18	11
Housing	16	16	13	18	19	16	12	15	19	15	16	22	22	14	9	16	15	19	16	14	15	14
Welfare benefits	14	14	8	18	12	15	13	14	14	12	15	9	11	18	13	8	21	5	15	17	13	14
Education	14	13	10	16	13	6	9	13	14	13	13	30	15	13	6	16	10	14	14	15	11	15
Family life & childcare	13	11	10	12	9	10	9	12	13	9	14	8	20	11	6	13	10	10	13	12	9	13
The environment	9	10	9	10	16	5	9	10	13	8	12	7	12	10	10	12	8	9	10	10	11	11
Europe	11	9	12	5	6	28	16	6	5	11	6	5	3	9	15	8	9	9	9	8	8	8
Crime	8	7	7	9	4	13	8	7	5	8	7	5	7	8	7	7	7	9	6	7	7	6
Transport	6	7	8	7	11	5	5	6	11	8	5	13	7	5	5	9	3	15	5	7	5	4
None of these	4	4	6	3	5	1	4	4	5	3	5	3	3	5	5	4	5	4	5	3	5	4
Don't know	4	4	2	2	1	0	3	5	1	4	4	12	6	2	1	3	5	5	5	3	3	4

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	83	119
Male 25 to 39	190	249
Male 40 to 59	378	334
Male 60 +	298	257
Female 18 to 24	112	117
Female 25 to 39	212	251
Female 40 to 59	420	342
Female 60 +	284	308
Region		
North England	485	486
Midlands	280	324
East	176	190
London	279	253
South England	422	453
Wales	136	99
Scotland	199	172
Social Grade		
AB	717	554
C1	575	573
C2	281	415
DE	404	435
Newspaper Type		
Express / Mail	384	316
Sun / Star	277	465
Mirror / Record	159	198
Guardian / Independent	161	89
FT / Times / Telegraph	140	188
Other Paper	258	227
No Paper	598	494
Political Party Identification		
Labour	691	633
Conservative	488	554
Liberal Democrat	179	217
SNP/Plaid Cymru	50	34
Others	138	45
None/ DK	431	494

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