

YouGov / The Sun Survey Results

Sample Size: 1650 GB Adults
Fieldwork: 6th - 7th July 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	1650	448	484	113	169	499	406	340	800	850	196	417	564	472	941	709	211	536	353	406	144	
Unweighted Sample	1650	442	488	91	185	506	433	323	783	867	96	382	669	503	1079	571	274	461	317	371	227	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	6	15	35	33	19	35	34	40	39	27	31	37	42	31	18
Lab	37	0	100	0	0	3	84	31	35	39	45	41	39	28	35	40	36	28	36	47	44
Lib Dem	9	0	0	100	0	1	1	33	9	8	14	10	7	7	10	6	14	12	5	5	6
Other	20	0	0	0	100	19	9	21	21	20	22	14	20	25	16	27	19	23	17	18	33

Other Parties Voting Intention

UKIP	13	0	0	0	100	16	5	9	14	11	13	8	12	17	8	19	13	17	11	12	4
Green	4	0	0	0	0	1	2	10	3	5	6	4	5	3	4	4	4	5	3	5	4
SNP / PCY	2	0	0	0	0	1	1	1	3	2	3	2	2	3	2	2	0	0	2	0	24
BNP	0	0	0	0	0	0	0	1	0	1	0	0	1	1	0	0	0	0	0	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	1	0	1	0	0	1	0	1	0	1	1	1	0	0	1

Non Voters

Would Not Vote	7	0	0	0	0	1	2	5	7	8	15	11	4	4	7	7	6	8	7	8	4
Don't know	13	0	0	0	0	10	11	18	8	18	9	16	13	13	11	15	14	14	10	12	21

July
3-4

July
6-7

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

Approve	32	32	84	8	37	15	64	8	25	38	27	26	31	33	36	37	26	34	33	35	32	19
Disapprove	53	50	7	80	44	69	23	76	60	50	50	44	45	55	51	47	54	50	49	46	53	61
Don't know	15	18	9	12	20	17	13	16	15	12	23	31	24	12	13	16	20	16	18	19	15	20

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	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	1650	448	484	113	169	499	406	340	800	850	196	417	564	472	941	709	211	536	353	406	144	
Unweighted Sample	1650	442	488	91	185	506	433	323	783	867	96	382	669	503	1079	571	274	461	317	371	227	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		June 22-23	July 6-7																				
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	22	23	68	0	4	19	58	4	9	25	21	4	22	23	32	26	20	19	25	31	21	13
	Labour	36	35	9	84	21	17	10	71	39	40	31	40	35	37	33	35	36	37	34	33	40	36
	Liberal Democrat	5	5	2	1	53	0	2	2	17	5	5	7	3	6	5	7	3	7	6	4	3	4
	Other	7	6	0	2	1	25	4	4	6	5	7	9	4	6	6	4	8	6	5	5	6	14
	None	13	12	11	5	10	14	12	7	14	13	12	8	13	13	12	13	12	15	12	10	13	15
	Don't know	18	18	9	8	12	24	14	12	14	12	24	32	23	15	11	15	21	16	19	17	18	19
Asylum and immigration																							
	Conservative	25	25	65	9	13	4	53	12	18	27	24	15	28	25	29	30	20	25	25	31	22	24
	Labour	16	16	2	45	9	1	4	35	14	17	15	18	17	15	15	15	17	18	15	15	18	13
	Liberal Democrat	6	6	3	4	46	3	1	5	21	7	6	8	7	5	7	9	3	8	8	5	5	6
	Other	22	20	16	10	4	69	23	12	16	22	18	18	13	22	23	16	25	13	22	19	21	20
	None	16	15	9	15	14	11	10	17	18	16	14	7	14	18	15	15	15	20	12	14	16	17
	Don't know	16	18	5	17	13	12	9	18	13	12	23	34	22	14	11	16	19	15	19	17	17	20
Law and order																							
	Conservative	35	36	89	9	24	27	75	13	25	41	31	17	32	37	46	40	30	37	36	42	33	25
	Labour	20	21	2	60	13	1	2	51	22	21	21	17	22	24	17	20	22	22	19	20	24	19
	Liberal Democrat	5	4	0	3	35	1	1	1	14	5	3	7	4	3	4	5	3	7	4	5	3	3
	Other	10	8	1	3	0	37	6	5	8	8	8	9	5	9	9	6	11	7	8	8	7	14
	None	12	11	5	9	9	10	6	11	13	12	10	9	13	11	9	11	11	12	11	8	10	15
	Don't know	18	20	4	17	20	23	10	19	19	13	27	41	23	15	15	18	23	15	22	18	22	24
Education and schools																							
	Conservative	24	27	76	1	5	26	65	6	11	30	25	10	24	27	37	30	23	24	29	35	23	15
	Labour	30	32	5	81	18	10	6	66	36	33	30	36	30	33	29	31	32	35	28	28	38	34
	Liberal Democrat	8	7	4	2	56	2	4	2	19	8	6	6	7	7	7	9	4	9	8	6	4	7
	Other	8	7	2	2	1	28	5	5	7	7	7	10	5	7	8	6	9	6	7	7	6	13
	None	12	10	7	5	6	8	7	8	12	10	9	6	12	10	9	10	10	13	9	7	11	13
	Don't know	18	18	7	9	14	25	13	13	15	12	23	32	22	15	11	14	22	14	20	17	18	18
Taxation																							
	Conservative	30	33	88	5	13	22	72	11	18	38	28	16	31	35	39	38	26	30	34	39	31	23
	Labour	26	23	1	64	14	8	4	52	26	25	21	17	23	26	23	22	26	24	20	21	27	31
	Liberal Democrat	8	7	2	4	49	4	4	4	20	7	6	11	6	4	9	8	5	11	8	8	3	4
	Other	9	7	0	2	1	29	5	5	7	6	8	9	4	7	8	6	9	6	6	8	6	11
	None	12	11	5	9	8	12	6	11	12	11	11	7	13	12	8	10	11	14	10	8	12	11
	Don't know	16	20	4	16	15	26	10	18	17	13	26	40	24	15	13	17	24	14	23	17	21	19

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		June 22-23	July 6-7																				
Unemployment	Conservative	28	29	79	5	13	23	66	9	14	34	25	19	25	31	35	33	24	26	31	37	27	14
	Labour	27	26	4	69	18	5	6	59	27	28	24	17	26	29	26	26	26	29	23	25	29	29
	Liberal Democrat	6	5	1	3	41	0	1	1	15	5	5	8	5	4	4	6	3	8	5	4	3	5
	Other	9	7	1	2	0	31	5	5	8	5	9	10	4	7	9	6	9	5	6	8	7	13
	None	13	12	7	8	11	12	7	12	15	13	11	7	13	13	12	11	13	16	11	8	14	15
	Don't know	18	21	8	13	17	29	14	15	20	16	25	39	26	16	14	18	25	16	24	17	21	23
The economy in general	Conservative	35	35	90	5	20	33	77	12	20	40	31	17	31	37	44	40	28	35	36	43	31	24
	Labour	20	21	1	64	7	4	3	52	18	24	19	14	22	24	19	20	23	22	18	22	24	23
	Liberal Democrat	5	4	1	2	43	1	1	1	16	5	3	8	5	3	4	6	2	6	5	3	4	3
	Other	8	7	1	2	0	32	4	6	9	7	8	10	5	8	8	5	10	6	7	7	8	13
	None	13	12	4	10	15	8	6	12	15	12	12	13	13	12	10	12	12	15	10	8	14	15
	Don't know	19	20	3	16	15	23	8	18	22	13	26	37	24	16	14	17	24	17	23	17	20	22
Europe	Conservative	22	22	63	4	16	3	48	7	14	23	20	9	22	22	25	25	17	21	22	26	20	16
	Labour	17	19	2	54	7	1	3	44	17	20	18	21	22	21	12	19	18	21	16	16	24	19
	Liberal Democrat	9	8	2	6	58	4	3	5	24	11	6	12	8	6	10	12	4	9	12	8	4	10
	Other	20	19	16	8	1	69	24	11	14	22	16	18	11	20	24	16	22	12	21	20	19	17
	None	13	13	8	11	9	9	9	13	15	13	13	8	14	14	14	12	15	18	11	11	14	16
	Don't know	18	20	9	16	10	15	13	20	16	12	27	32	23	16	15	16	24	19	19	20	20	21
Welfare benefits	Conservative	26	28	79	6	10	18	64	8	15	32	25	14	25	30	35	32	23	27	27	38	26	18
	Labour	28	28	5	71	15	12	7	62	29	30	26	19	28	32	27	26	31	26	27	24	32	33
	Liberal Democrat	6	6	3	3	50	1	3	3	17	6	5	7	6	4	8	8	3	9	8	6	2	5
	Other	11	10	2	2	1	39	8	6	11	9	10	14	8	9	9	8	12	8	9	9	10	13
	None	13	11	6	7	7	9	8	9	12	10	11	9	13	12	9	11	10	17	9	8	12	13
	Don't know	16	18	5	11	17	21	10	13	16	13	22	37	21	13	13	15	21	14	20	16	17	18
Housing	Conservative	20	21	65	2	3	12	51	4	8	23	19	12	21	22	24	23	18	21	20	27	21	11
	Labour	29	29	7	72	14	14	8	62	27	33	25	23	28	32	29	29	29	25	28	29	32	32
	Liberal Democrat	6	6	3	2	52	1	3	2	19	6	6	9	6	5	5	8	3	9	8	3	4	4
	Other	10	9	2	2	0	37	7	5	12	8	10	11	8	9	10	7	12	8	9	9	8	15
	None	15	13	10	7	14	12	11	10	16	14	12	6	14	15	13	13	13	18	12	10	14	14
	Don't know	20	22	13	14	17	25	18	16	18	17	27	39	23	17	19	20	25	19	24	22	21	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	34	99
Male 25 to 39	156	208
Male 40 to 59	327	279
Male 60 +	266	215
Female 18 to 24	62	97
Female 25 to 39	226	210
Female 40 to 59	342	285
Female 60 +	237	257
Region		
North England	371	406
Midlands	205	271
East	119	158
London	274	211
South England	342	378
Wales	112	82
Scotland	227	144
Social Grade		
AB	623	462
C1	456	479
C2	235	346
DE	336	363
Newspaper Type		
Express / Mail	355	264
Sun / Star	185	388
Mirror / Record	121	165
Guardian / Independent	101	74
FT / Times / Telegraph	140	157
Other Paper	238	190
No Paper	510	413
Political Party Identification		
Labour	528	528
Conservative	467	462
Liberal Democrat	126	182
SNP/Plaid Cymru	49	28
Others	101	38
None/ DK	379	413

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For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk