

## YouGov / The Sun Survey Results

Sample Size: 1703 GB Adults  
Fieldwork: 14th - 15th September 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	
<b>Weighted Sample</b>	<b>1703</b>	423	474	95	205	495	430	304	826	877	203	431	582	487	971	732	218	553	364	419	148	
Unweighted Sample	1703	429	476	93	216	525	441	313	768	935	99	430	653	521	1127	576	305	475	351	403	169	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	31	100	0	0	0	73	5	9	31	32	21	28	32	37	36	25	27	40	33	29	13
Lab	35	0	100	0	0	4	79	36	35	36	46	41	31	32	31	41	47	26	37	41	32
Lib Dem	7	0	0	100	0	1	2	30	7	7	3	9	7	7	7	7	9	9	6	6	7
Other	26	0	0	0	100	22	14	25	28	24	30	22	29	24	25	27	17	26	24	24	48

### Other Parties Voting Intention

UKIP	15	0	0	0	100	19	7	11	16	14	6	7	20	19	14	17	6	18	19	16	8
Green	6	0	0	0	0	2	4	11	7	6	17	8	5	3	7	6	9	8	4	6	5
SNP / PCY	4	0	0	0	0	1	3	2	4	3	7	5	4	1	4	4	1	0	1	0	33
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	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	0	0	0	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	1	0	1

### Non Voters

Would Not Vote	7	0	0	0	0	1	1	3	6	8	11	11	5	3	6	7	6	6	7	9	3
Don't know	14	0	0	0	0	10	10	27	11	18	19	16	13	13	14	15	15	17	15	13	6

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

	Sept 11-12	Sept 14-15																				
Approve	31	30	84	6	46	11	61	10	25	33	26	17	28	31	34	34	23	28	34	29	28	22
Disapprove	55	56	6	85	43	79	26	80	64	57	54	53	54	59	55	52	61	56	47	55	62	72
Don't know	14	15	10	9	11	10	13	10	11	9	19	30	18	10	11	14	15	16	19	16	10	6

### 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

	Aug 31-Sept 1	Sept 14-15																				
Conservative	22	21	69	1	5	14	54	4	6	23	20	10	16	23	29	25	17	20	25	21	21	12
Labour	33	35	7	85	19	17	8	71	44	36	34	38	34	33	37	33	38	42	27	37	38	39
Liberal Democrat	6	5	2	1	56	1	2	2	15	5	5	1	7	6	5	6	4	6	7	3	4	5
Other	9	9	0	0	2	31	5	5	8	11	6	9	8	10	6	8	9	5	8	6	6	28
None	11	13	8	5	12	22	15	6	13	12	13	7	13	14	13	11	14	13	12	14	14	8
Don't know	19	17	14	8	7	15	15	10	13	13	21	35	22	14	10	17	18	13	22	18	17	8

Sample Size: 1703 GB Adults  
Fieldwork: 14th - 15th September 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
<b>Weighted Sample</b>	<b>1703</b>	<b>423</b>	<b>474</b>	<b>95</b>	<b>205</b>	<b>495</b>	<b>430</b>	<b>304</b>	<b>826</b>	<b>877</b>	<b>203</b>	<b>431</b>	<b>582</b>	<b>487</b>	<b>971</b>	<b>732</b>	<b>218</b>	<b>553</b>	<b>364</b>	<b>419</b>	<b>148</b>
Unweighted Sample	1703	429	476	93	216	525	441	313	768	935	99	430	653	521	1127	576	305	475	351	403	169
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 31- Sept 1	Sept 14-15																				
<b>Asylum and immigration</b>																						
Conservative	23	<b>24</b>	64	8	20	4	48	9	17	26	21	17	22	24	27	28	17	26	30	21	19	17
Labour	15	<b>16</b>	1	47	4	1	2	38	12	15	17	21	17	14	15	14	18	17	10	17	19	24
Liberal Democrat	6	<b>6</b>	1	5	46	0	1	5	18	7	5	5	8	6	5	7	5	9	8	5	3	4
Other	24	<b>23</b>	15	9	8	77	26	16	20	25	21	16	16	29	25	22	25	16	23	23	23	34
None	15	<b>15</b>	9	16	11	15	13	18	15	16	15	10	14	17	16	14	17	19	11	16	18	15
Don't know	16	<b>16</b>	10	14	11	3	10	15	17	11	21	30	23	11	12	15	18	14	19	17	17	6
<b>Law and order</b>																						
Conservative	33	<b>32</b>	85	9	30	17	67	11	27	34	30	18	26	35	40	37	26	29	39	33	28	23
Labour	21	<b>21</b>	1	64	1	4	2	51	19	21	20	27	22	18	20	18	24	26	14	20	26	24
Liberal Democrat	4	<b>5</b>	0	2	55	1	1	3	15	5	5	1	6	6	5	6	3	7	6	4	3	5
Other	13	<b>12</b>	1	2	1	52	10	8	9	14	10	11	9	14	11	11	14	8	11	12	9	28
None	11	<b>12</b>	4	9	6	16	9	12	12	13	11	8	13	12	12	11	12	14	9	11	16	9
Don't know	18	<b>19</b>	8	15	8	11	11	16	19	13	24	35	23	15	12	17	20	16	21	20	18	10
<b>Education and schools</b>																						
Conservative	25	<b>26</b>	76	4	13	19	61	6	14	27	24	15	17	27	36	30	20	25	29	28	23	14
Labour	29	<b>28</b>	3	77	3	11	6	62	30	29	27	32	29	27	28	26	31	37	21	28	31	34
Liberal Democrat	8	<b>8</b>	4	3	68	1	3	4	22	8	7	6	11	7	7	9	6	8	9	6	7	9
Other	9	<b>10</b>	0	2	0	35	5	8	8	11	8	12	8	11	7	9	11	6	9	7	6	29
None	10	<b>10</b>	4	5	6	20	10	7	9	11	10	6	12	12	10	9	12	10	10	11	13	6
Don't know	18	<b>19</b>	13	9	10	14	14	12	17	14	23	28	23	17	12	17	20	14	22	20	19	8
<b>Taxation</b>																						
Conservative	29	<b>30</b>	84	4	19	26	68	6	15	32	27	21	19	32	39	34	24	28	34	32	25	20
Labour	23	<b>25</b>	2	70	12	7	4	58	26	26	24	22	27	23	25	23	28	28	19	25	28	35
Liberal Democrat	8	<b>6</b>	1	4	52	1	1	3	18	6	6	4	7	6	5	7	4	8	7	5	4	5
Other	9	<b>10</b>	1	1	1	36	6	7	10	12	8	10	9	12	8	10	10	7	9	7	8	29
None	12	<b>11</b>	4	8	4	15	9	12	11	11	11	8	12	13	9	10	13	14	10	12	14	3
Don't know	19	<b>19</b>	8	13	11	15	12	14	19	13	25	33	25	14	13	17	21	15	21	20	21	8
<b>Unemployment</b>																						
Conservative	27	<b>26</b>	75	5	11	19	62	6	12	28	24	16	22	28	31	30	21	26	31	27	21	17
Labour	27	<b>29</b>	8	73	16	10	8	59	33	31	27	29	26	27	32	29	29	34	22	29	33	32
Liberal Democrat	5	<b>4</b>	1	1	47	0	1	3	11	4	4	3	5	4	4	4	4	7	5	3	3	3
Other	10	<b>11</b>	1	1	0	41	8	7	10	12	9	9	10	12	10	10	11	6	11	9	8	28
None	12	<b>12</b>	5	8	10	17	9	12	12	12	12	10	12	14	10	10	14	14	9	11	15	11
Don't know	19	<b>19</b>	11	12	16	13	13	13	21	13	25	34	25	14	13	18	21	14	22	22	20	8
<b>The economy in general</b>																						
Conservative	33	<b>34</b>	92	7	18	29	76	9	22	36	32	22	24	37	43	39	27	30	41	34	31	22
Labour	21	<b>21</b>	0	67	0	4	2	51	21	24	19	26	22	20	21	19	25	26	13	23	27	27
Liberal Democrat	5	<b>4</b>	0	1	52	0	0	2	12	4	4	1	4	5	3	4	3	6	5	3	2	3
Other	10	<b>10</b>	1	1	3	37	6	7	10	11	8	7	8	12	9	9	11	6	9	9	7	28
None	12	<b>11</b>	1	8	12	16	7	12	11	10	12	11	12	12	10	11	12	16	8	10	14	13
Don't know	20	<b>20</b>	6	16	15	13	9	19	24	14	25	32	28	14	14	18	23	16	25	21	19	8

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

		Aug 31- Sept 1	Sept 14-15																				
<b>Europe</b>	Conservative	20	19	60	3	11	6	43	7	11	19	19	14	17	20	22	22	15	16	25	18	15	14
	Labour	19	18	1	56	3	2	3	42	20	18	18	17	20	18	18	18	19	23	12	19	22	23
	Liberal Democrat	7	8	4	6	59	0	3	4	23	9	7	7	11	8	7	10	5	13	10	7	5	7
	Other	23	21	14	6	4	74	26	13	16	25	18	16	13	25	25	21	22	16	20	21	20	35
	None	12	13	7	10	10	14	11	12	10	13	12	9	13	13	12	11	14	15	9	14	14	13
	Don't know	19	21	14	19	14	4	13	22	19	15	26	38	26	16	15	18	25	18	24	21	23	9
<b>Welfare benefits</b>	Conservative	26	27	77	6	13	16	61	10	14	28	25	16	23	29	32	31	21	25	32	31	20	18
	Labour	28	27	6	73	12	8	5	57	33	28	26	30	24	26	30	26	29	36	20	26	32	29
	Liberal Democrat	5	6	3	2	56	1	2	2	17	6	6	2	7	7	5	7	5	7	8	4	5	7
	Other	12	11	2	2	1	45	10	8	10	13	10	9	10	13	11	10	12	7	11	10	9	31
	None	12	11	4	6	7	18	10	8	11	11	10	6	12	12	11	10	12	12	9	10	14	8
	Don't know	17	18	9	11	11	11	12	15	16	14	22	36	24	13	11	16	21	14	20	19	21	6
<b>Housing</b>	Conservative	20	19	63	1	9	8	46	4	8	19	18	12	15	19	24	22	15	17	23	19	16	12
	Labour	30	28	7	76	8	10	9	59	30	30	27	34	24	28	31	26	31	35	22	28	33	31
	Liberal Democrat	5	6	4	1	53	1	3	3	17	6	5	1	7	6	6	7	3	7	7	5	4	5
	Other	11	11	1	1	1	42	8	7	10	12	9	9	10	13	10	10	12	7	10	9	8	30
	None	13	13	8	8	8	23	13	10	13	14	12	9	15	14	13	13	14	15	11	13	16	13
	Don't know	21	23	18	12	22	16	21	16	22	18	28	36	30	20	17	22	25	18	27	27	23	8

## 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.
<b>Age and Gender</b>		
Male 18 to 24	46	102
Male 25 to 39	181	215
Male 40 to 59	308	288
Male 60 +	233	221
Female 18 to 24	53	100
Female 25 to 39	249	216
Female 40 to 59	345	295
Female 60 +	288	266
<b>Region</b>		
North England	403	419
Midlands	255	279
East	161	163
London	305	218
South England	314	390
Wales	96	85
Scotland	169	148
<b>Social Grade</b>		
AB	648	477
C1	479	494
C2	258	358
DE	318	375
<b>Newspaper Type</b>		
Express / Mail	353	242
Sun / Star	183	342
Mirror / Record	85	150
Guardian / Independent	104	75
FT / Times / Telegraph	113	136
Other Paper	276	196
No Paper	589	562
<b>Political Party Identification</b>		
Labour	533	538
Conservative	484	473
Liberal Democrat	154	162
SNP/Plaid Cymru	40	32
Others	130	83
None/ DK	362	414

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)