

YouGov / The Sun Survey Results

Sample Size: 1710 GB Adults
Fieldwork: 17th - 18th 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 | 1710 | 449 | 508 | 113 | 165 | 516 | 435 | 354 | 829 | 881 | 203 | 433 | 585 | 489 | 975 | 735 | 219 | 556 | 366 | 421 | 149 |
| Unweighted Sample | 1710 | 453 | 529 | 88 | 178 | 524 | 456 | 332 | 781 | 929 | 140 | 411 | 695 | 464 | 1114 | 596 | 340 | 501 | 334 | 395 | 140 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

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

| | | | | | | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 33 | 100 | 0 | 0 | 0 | 76 | 3 | 14 | 33 | 33 | 31 | 33 | 32 | 35 | 38 | 27 | 33 | 40 | 37 | 29 | 12 |
| Lab | 38 | 0 | 100 | 0 | 0 | 5 | 84 | 35 | 37 | 38 | 41 | 37 | 39 | 35 | 35 | 41 | 46 | 30 | 35 | 44 | 40 |
| Lib Dem | 8 | 0 | 0 | 100 | 0 | 1 | 2 | 32 | 7 | 10 | 7 | 8 | 10 | 7 | 10 | 6 | 8 | 10 | 7 | 8 | 8 |
| Other | 21 | 0 | 0 | 0 | 100 | 18 | 11 | 19 | 23 | 19 | 21 | 22 | 19 | 22 | 17 | 26 | 13 | 20 | 20 | 19 | 40 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | | | | | | |
|-----------|-----------|---|---|---|-----|----|---|---|----|----|---|----|----|----|---|----|---|----|----|----|----|
| UKIP | 12 | 0 | 0 | 0 | 100 | 16 | 7 | 8 | 14 | 10 | 5 | 10 | 12 | 17 | 8 | 18 | 7 | 14 | 14 | 13 | 4 |
| Green | 4 | 0 | 0 | 0 | 0 | 1 | 2 | 9 | 4 | 5 | 8 | 8 | 3 | 2 | 5 | 3 | 4 | 5 | 3 | 5 | 2 |
| SNP / PCY | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 3 | 3 | 6 | 2 | 3 | 3 | 3 | 4 | 0 | 0 | 1 | 0 | 32 |
| BNP | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 2 |
| 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 | 1 | 0 | 1 | 1 | 1 | 0 | 2 | 0 | 1 | 0 | 0 |

Non Voters

| | | | | | | | | | | | | | | | | | | | | | |
|----------------|-----------|---|---|---|---|----|---|----|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 7 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 7 | 8 | 19 | 13 | 3 | 3 | 6 | 9 | 8 | 5 | 9 | 9 | 5 |
| Don't know | 14 | 0 | 0 | 0 | 0 | 11 | 9 | 17 | 9 | 19 | 9 | 18 | 13 | 12 | 14 | 14 | 13 | 14 | 13 | 16 | 11 |

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

| | Aug 14-15 | Aug 17-18 | | | | | | | | | | | | | | | | | | | | |
|------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve | 30 | 31 | 83 | 7 | 42 | 16 | 63 | 9 | 29 | 35 | 27 | 23 | 29 | 32 | 35 | 38 | 22 | 32 | 35 | 32 | 28 | 20 |
| Disapprove | 54 | 52 | 6 | 85 | 46 | 74 | 24 | 79 | 60 | 53 | 51 | 44 | 49 | 54 | 56 | 48 | 58 | 52 | 48 | 49 | 56 | 62 |
| Don't know | 16 | 17 | 11 | 8 | 12 | 10 | 13 | 12 | 12 | 12 | 22 | 34 | 22 | 14 | 9 | 15 | 20 | 16 | 17 | 18 | 15 | 19 |

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 3-4 | Aug 17-18 | | | | | | | | | | | | | | | | | | | | |
|------------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 24 | 23 | 71 | 1 | 8 | 19 | 55 | 3 | 11 | 25 | 20 | 20 | 17 | 23 | 29 | 26 | 19 | 20 | 28 | 25 | 20 | 10 |
| Labour | 35 | 35 | 6 | 86 | 28 | 13 | 9 | 73 | 42 | 39 | 32 | 33 | 30 | 38 | 37 | 36 | 35 | 41 | 32 | 37 | 35 | 39 |
| Liberal Democrat | 5 | 5 | 3 | 0 | 47 | 3 | 3 | 1 | 14 | 5 | 4 | 4 | 5 | 5 | 4 | 6 | 4 | 3 | 6 | 4 | 6 | 4 |
| Other | 6 | 7 | 0 | 1 | 0 | 29 | 7 | 3 | 6 | 7 | 7 | 7 | 6 | 7 | 7 | 5 | 9 | 3 | 6 | 5 | 7 | 19 |
| None | 11 | 12 | 10 | 5 | 9 | 17 | 12 | 9 | 11 | 11 | 12 | 8 | 12 | 13 | 11 | 11 | 13 | 16 | 11 | 9 | 12 | 8 |
| Don't know | 19 | 19 | 10 | 7 | 8 | 19 | 14 | 10 | 16 | 13 | 24 | 28 | 29 | 13 | 12 | 17 | 21 | 17 | 17 | 20 | 20 | 19 |

Sample Size: 1710 GB Adults
Fieldwork: 17th - 18th 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 | | 1710 | 449 | 508 | 113 | 165 | 516 | 435 | 354 | 829 | 881 | 203 | 433 | 585 | 489 | 975 | 735 | 219 | 556 | 366 | 421 | 149 | |
| Unweighted Sample | | 1710 | 453 | 529 | 88 | 178 | 524 | 456 | 332 | 781 | 929 | 140 | 411 | 695 | 464 | 1114 | 596 | 340 | 501 | 334 | 395 | 140 | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| | Aug 3-4 | | | | | | | | | | | | | | | | | | | | | | |
| | Aug 17-18 | | | | | | | | | | | | | | | | | | | | | | |
| Asylum and immigration | | | | | | | | | | | | | | | | | | | | | | | |
| | Conservative | 26 | 25 | 67 | 9 | 26 | 4 | 51 | 10 | 17 | 28 | 22 | 24 | 21 | 27 | 26 | 30 | 18 | 24 | 28 | 26 | 22 | 21 |
| | Labour | 15 | 16 | 1 | 42 | 9 | 2 | 4 | 32 | 15 | 16 | 16 | 20 | 14 | 16 | 16 | 14 | 17 | 21 | 14 | 14 | 16 | 17 |
| | Liberal Democrat | 6 | 6 | 3 | 6 | 41 | 0 | 2 | 5 | 19 | 6 | 6 | 4 | 7 | 6 | 6 | 7 | 5 | 7 | 7 | 5 | 6 | 5 |
| | Other | 19 | 20 | 11 | 11 | 4 | 81 | 25 | 16 | 14 | 24 | 16 | 12 | 16 | 22 | 24 | 17 | 24 | 12 | 21 | 23 | 20 | 20 |
| | None | 16 | 15 | 10 | 18 | 8 | 10 | 10 | 21 | 15 | 14 | 15 | 9 | 14 | 17 | 16 | 15 | 15 | 19 | 14 | 13 | 14 | 16 |
| | Don't know | 18 | 19 | 8 | 14 | 12 | 4 | 9 | 17 | 19 | 12 | 25 | 31 | 28 | 13 | 11 | 17 | 21 | 18 | 16 | 19 | 22 | 21 |
| Law and order | | | | | | | | | | | | | | | | | | | | | | | |
| | Conservative | 34 | 32 | 85 | 10 | 24 | 17 | 67 | 10 | 24 | 35 | 29 | 24 | 25 | 33 | 39 | 38 | 23 | 31 | 35 | 35 | 29 | 23 |
| | Labour | 20 | 22 | 1 | 62 | 9 | 6 | 4 | 50 | 23 | 23 | 21 | 18 | 18 | 25 | 24 | 20 | 25 | 24 | 20 | 26 | 21 | 24 |
| | Liberal Democrat | 4 | 5 | 0 | 3 | 47 | 2 | 1 | 4 | 16 | 5 | 5 | 8 | 5 | 5 | 3 | 5 | 4 | 7 | 5 | 3 | 6 | 4 |
| | Other | 9 | 10 | 1 | 1 | 1 | 49 | 10 | 5 | 8 | 11 | 8 | 7 | 9 | 10 | 11 | 8 | 12 | 4 | 10 | 9 | 10 | 16 |
| | None | 12 | 11 | 6 | 10 | 10 | 13 | 8 | 13 | 10 | 11 | 11 | 9 | 11 | 12 | 11 | 10 | 12 | 15 | 13 | 7 | 11 | 10 |
| | Don't know | 21 | 20 | 6 | 13 | 8 | 14 | 10 | 18 | 19 | 14 | 26 | 33 | 32 | 14 | 12 | 18 | 23 | 19 | 17 | 20 | 23 | 24 |
| Education and schools | | | | | | | | | | | | | | | | | | | | | | | |
| | Conservative | 26 | 26 | 78 | 2 | 10 | 20 | 62 | 4 | 13 | 27 | 25 | 18 | 18 | 26 | 35 | 29 | 21 | 21 | 30 | 30 | 23 | 12 |
| | Labour | 31 | 30 | 3 | 79 | 16 | 11 | 7 | 67 | 29 | 32 | 28 | 25 | 26 | 32 | 32 | 28 | 32 | 38 | 24 | 30 | 29 | 36 |
| | Liberal Democrat | 7 | 7 | 4 | 3 | 55 | 2 | 3 | 4 | 22 | 9 | 6 | 8 | 9 | 7 | 6 | 10 | 4 | 5 | 8 | 7 | 7 | 8 |
| | Other | 7 | 8 | 0 | 2 | 1 | 35 | 7 | 4 | 7 | 9 | 7 | 8 | 7 | 9 | 7 | 6 | 10 | 5 | 7 | 7 | 8 | 18 |
| | None | 10 | 10 | 5 | 5 | 8 | 18 | 8 | 9 | 10 | 10 | 10 | 9 | 9 | 11 | 9 | 8 | 12 | 12 | 12 | 6 | 10 | 7 |
| | Don't know | 19 | 20 | 10 | 9 | 9 | 14 | 13 | 12 | 20 | 13 | 25 | 31 | 31 | 14 | 11 | 18 | 21 | 19 | 18 | 19 | 22 | 19 |
| Taxation | | | | | | | | | | | | | | | | | | | | | | | |
| | Conservative | 31 | 29 | 84 | 5 | 13 | 23 | 65 | 7 | 15 | 32 | 26 | 24 | 21 | 31 | 35 | 33 | 23 | 27 | 33 | 33 | 25 | 15 |
| | Labour | 26 | 25 | 2 | 66 | 13 | 10 | 6 | 53 | 25 | 26 | 23 | 20 | 22 | 24 | 30 | 22 | 27 | 30 | 21 | 24 | 26 | 26 |
| | Liberal Democrat | 7 | 7 | 3 | 6 | 51 | 1 | 3 | 5 | 21 | 8 | 6 | 6 | 8 | 9 | 5 | 9 | 5 | 10 | 8 | 6 | 6 | 6 |
| | Other | 7 | 8 | 1 | 2 | 2 | 34 | 7 | 5 | 8 | 10 | 7 | 7 | 7 | 9 | 9 | 7 | 10 | 4 | 7 | 7 | 8 | 21 |
| | None | 10 | 12 | 4 | 10 | 10 | 17 | 7 | 13 | 11 | 10 | 13 | 13 | 10 | 13 | 11 | 11 | 12 | 13 | 12 | 10 | 10 | 15 |
| | Don't know | 19 | 20 | 7 | 12 | 10 | 15 | 12 | 16 | 19 | 14 | 25 | 31 | 31 | 14 | 12 | 17 | 23 | 16 | 18 | 19 | 24 | 18 |
| Unemployment | | | | | | | | | | | | | | | | | | | | | | | |
| | Conservative | 29 | 28 | 82 | 4 | 17 | 24 | 65 | 8 | 16 | 31 | 26 | 23 | 23 | 28 | 35 | 32 | 24 | 26 | 31 | 32 | 26 | 17 |
| | Labour | 29 | 27 | 3 | 72 | 17 | 9 | 7 | 58 | 31 | 29 | 25 | 21 | 23 | 28 | 32 | 27 | 27 | 34 | 24 | 27 | 27 | 30 |
| | Liberal Democrat | 4 | 4 | 2 | 0 | 41 | 2 | 2 | 2 | 11 | 4 | 4 | 2 | 4 | 5 | 3 | 5 | 2 | 4 | 4 | 4 | 4 | 2 |
| | Other | 7 | 9 | 1 | 2 | 1 | 39 | 8 | 5 | 8 | 11 | 8 | 8 | 9 | 10 | 10 | 8 | 11 | 5 | 9 | 9 | 9 | 20 |
| | None | 11 | 12 | 5 | 10 | 12 | 12 | 7 | 13 | 13 | 11 | 13 | 14 | 9 | 15 | 10 | 11 | 13 | 13 | 13 | 10 | 11 | 14 |
| | Don't know | 20 | 20 | 8 | 11 | 12 | 14 | 11 | 14 | 20 | 14 | 25 | 31 | 32 | 14 | 11 | 18 | 22 | 17 | 20 | 19 | 23 | 16 |
| The economy in general | | | | | | | | | | | | | | | | | | | | | | | |
| | Conservative | 36 | 34 | 91 | 6 | 26 | 28 | 72 | 9 | 25 | 37 | 30 | 24 | 26 | 35 | 43 | 40 | 25 | 33 | 38 | 38 | 30 | 20 |
| | Labour | 22 | 22 | 0 | 64 | 11 | 7 | 4 | 50 | 22 | 23 | 20 | 19 | 18 | 24 | 25 | 19 | 25 | 28 | 20 | 23 | 20 | 23 |
| | Liberal Democrat | 3 | 4 | 1 | 2 | 39 | 1 | 0 | 3 | 12 | 5 | 3 | 2 | 6 | 5 | 2 | 5 | 2 | 3 | 4 | 3 | 5 | 2 |
| | Other | 7 | 8 | 0 | 1 | 1 | 33 | 7 | 4 | 8 | 9 | 7 | 7 | 8 | 9 | 8 | 6 | 10 | 4 | 7 | 5 | 9 | 19 |
| | None | 11 | 11 | 3 | 10 | 13 | 14 | 5 | 13 | 12 | 11 | 12 | 17 | 10 | 12 | 9 | 10 | 13 | 13 | 12 | 8 | 11 | 11 |
| | Don't know | 22 | 21 | 5 | 17 | 11 | 18 | 11 | 20 | 22 | 15 | 27 | 30 | 33 | 16 | 14 | 19 | 24 | 18 | 19 | 23 | 24 | 24 |

Sample Size: 1710 GB Adults
Fieldwork: 17th - 18th 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 | |
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| Unweighted Sample | | 1710 | 453 | 529 | 88 | 178 | 524 | 456 | 332 | 781 | 929 | 140 | 411 | 695 | 464 | 1114 | 596 | 340 | 501 | 334 | 395 | 140 | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| | | Aug 3-4 | Aug 17-18 | | | | | | | | | | | | | | | | | | | | |
| Europe | Conservative | 21 | 21 | 65 | 5 | 7 | 4 | 47 | 7 | 9 | 24 | 18 | 21 | 17 | 21 | 24 | 23 | 17 | 18 | 22 | 22 | 23 | 12 |
| | Labour | 19 | 18 | 2 | 52 | 7 | 2 | 4 | 42 | 16 | 19 | 17 | 17 | 16 | 19 | 19 | 18 | 19 | 26 | 16 | 17 | 16 | 21 |
| | Liberal Democrat | 8 | 9 | 3 | 8 | 60 | 1 | 2 | 5 | 27 | 10 | 8 | 8 | 10 | 9 | 7 | 11 | 5 | 13 | 10 | 6 | 7 | 8 |
| | Other | 20 | 20 | 13 | 9 | 6 | 81 | 27 | 14 | 15 | 23 | 17 | 13 | 12 | 24 | 25 | 17 | 23 | 10 | 22 | 24 | 17 | 22 |
| | None | 12 | 11 | 7 | 11 | 5 | 6 | 8 | 12 | 11 | 10 | 11 | 9 | 12 | 11 | 11 | 10 | 12 | 15 | 10 | 8 | 13 | 11 |
| | Don't know | 20 | 22 | 10 | 16 | 14 | 6 | 12 | 20 | 22 | 14 | 29 | 32 | 32 | 17 | 13 | 20 | 23 | 18 | 19 | 23 | 24 | 26 |
| Welfare benefits | Conservative | 28 | 27 | 78 | 8 | 10 | 15 | 60 | 11 | 16 | 29 | 26 | 24 | 23 | 28 | 32 | 32 | 22 | 23 | 30 | 33 | 25 | 18 |
| | Labour | 28 | 28 | 4 | 73 | 13 | 9 | 7 | 61 | 28 | 30 | 26 | 23 | 23 | 29 | 33 | 26 | 31 | 35 | 24 | 29 | 27 | 31 |
| | Liberal Democrat | 4 | 6 | 2 | 2 | 52 | 1 | 2 | 3 | 17 | 7 | 5 | 5 | 6 | 8 | 4 | 7 | 4 | 8 | 6 | 4 | 7 | 3 |
| | Other | 10 | 11 | 2 | 2 | 2 | 52 | 12 | 6 | 10 | 13 | 8 | 7 | 9 | 12 | 12 | 10 | 12 | 4 | 11 | 9 | 11 | 20 |
| | None | 11 | 11 | 5 | 7 | 10 | 14 | 8 | 8 | 11 | 9 | 12 | 12 | 10 | 11 | 10 | 9 | 12 | 13 | 12 | 6 | 11 | 12 |
| | Don't know | 19 | 18 | 8 | 8 | 14 | 9 | 11 | 11 | 18 | 12 | 22 | 28 | 29 | 13 | 9 | 17 | 18 | 18 | 17 | 18 | 18 | 16 |
| Housing | Conservative | 21 | 20 | 64 | 2 | 7 | 10 | 48 | 4 | 10 | 21 | 19 | 18 | 16 | 21 | 24 | 22 | 18 | 18 | 22 | 23 | 21 | 11 |
| | Labour | 30 | 30 | 8 | 76 | 14 | 12 | 10 | 65 | 27 | 32 | 27 | 25 | 22 | 33 | 34 | 29 | 30 | 37 | 26 | 31 | 29 | 31 |
| | Liberal Democrat | 5 | 6 | 2 | 3 | 54 | 0 | 2 | 3 | 20 | 7 | 6 | 4 | 7 | 6 | 5 | 7 | 4 | 5 | 7 | 5 | 7 | 6 |
| | Other | 9 | 10 | 2 | 2 | 0 | 45 | 11 | 5 | 8 | 12 | 7 | 9 | 8 | 11 | 10 | 8 | 12 | 5 | 10 | 9 | 9 | 19 |
| | None | 12 | 12 | 9 | 7 | 13 | 17 | 11 | 8 | 12 | 11 | 13 | 12 | 11 | 13 | 12 | 11 | 13 | 15 | 13 | 8 | 12 | 15 |
| | Don't know | 23 | 23 | 15 | 11 | 12 | 16 | 18 | 15 | 23 | 17 | 28 | 32 | 35 | 16 | 15 | 22 | 23 | 20 | 23 | 25 | 23 | 18 |

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 | 54 | 103 |
| Male 25 to 39 | 173 | 215 |
| Male 40 to 59 | 336 | 289 |
| Male 60 + | 218 | 222 |
| Female 18 to 24 | 86 | 101 |
| Female 25 to 39 | 238 | 217 |
| Female 40 to 59 | 359 | 296 |
| Female 60 + | 246 | 267 |
| Region | | |
| North England | 395 | 421 |
| Midlands | 252 | 280 |
| East | 152 | 164 |
| London | 340 | 219 |
| South England | 349 | 392 |
| Wales | 82 | 86 |
| Scotland | 140 | 149 |
| Social Grade | | |
| AB | 607 | 479 |
| C1 | 507 | 496 |
| C2 | 257 | 359 |
| DE | 339 | 376 |
| Newspaper Type | | |
| Express / Mail | 384 | 274 |
| Sun / Star | 216 | 402 |
| Mirror / Record | 117 | 171 |
| Guardian / Independent | 104 | 77 |
| FT / Times / Telegraph | 120 | 162 |
| Other Paper | 235 | 197 |
| No Paper | 534 | 428 |
| Political Party Identification | | |
| Labour | 571 | 547 |
| Conservative | 486 | 479 |
| Liberal Democrat | 127 | 188 |
| SNP/Plaid Cymru | 41 | 29 |
| Others | 108 | 39 |
| None/ DK | 377 | 428 |

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