

# YouGov / The Sun Survey Results

Sample Size: 2036 GB Adults  
Fieldwork: 18th - 19th 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	
<b>Weighted Sample</b>	<b>2036</b>	573	586	139	192	607	480	423	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted Sample	2036	513	644	118	227	565	538	401	972	1064	237	400	817	582	1333	703	313	597	390	473	263
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	36	100	0	0	0	77	5	17	35	37	31	38	33	39	41	28	38	43	34	31	27
Lab	37	0	100	0	0	5	82	34	37	36	33	41	39	32	34	41	42	26	36	49	35
Lib Dem	9	0	0	100	0	2	1	30	9	8	16	8	10	6	10	6	10	10	10	7	4
Other	19	0	0	0	100	16	12	19	19	19	20	13	19	24	15	25	10	21	20	13	34

## Other Parties Voting Intention

UKIP	12	0	0	0	100	14	8	10	13	11	6	6	12	19	8	17	7	15	15	10	5
SNP / PCY	3	0	0	0	0	0	1	1	3	2	5	2	3	3	3	3	0	0	1	1	24
Green	3	0	0	0	0	2	2	6	3	4	7	5	3	2	3	3	1	4	3	2	4
BNP	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	0	1	0	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	0	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	0	0

## Non Voters

Would Not Vote	8	0	0	0	0	2	2	4	7	9	11	13	5	4	5	11	5	8	9	7	6
Don't know	14	0	0	0	0	9	9	20	10	17	19	12	14	14	12	16	14	14	15	14	10

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

	Aug 17-18	Aug 18-19																				
Approve	31	33	83	6	35	16	66	8	28	35	31	29	34	32	35	38	27	39	36	30	30	29
Disapprove	52	53	8	85	44	70	24	81	60	53	52	45	48	56	55	49	58	45	48	54	58	60
Don't know	17	15	9	8	21	14	10	10	11	12	17	26	18	12	9	14	16	16	16	15	12	12

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Fieldwork: 18th - 19th 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	
<b>Weighted Sample</b>	<b>2036</b>	<b>573</b>	<b>586</b>	<b>139</b>	<b>192</b>	<b>607</b>	<b>480</b>	<b>423</b>	<b>987</b>	<b>1049</b>	<b>242</b>	<b>515</b>	<b>696</b>	<b>582</b>	<b>1161</b>	<b>875</b>	<b>261</b>	<b>662</b>	<b>436</b>	<b>501</b>	<b>177</b>	
<b>Unweighted Sample</b>	<b>2036</b>	<b>513</b>	<b>644</b>	<b>118</b>	<b>227</b>	<b>565</b>	<b>538</b>	<b>401</b>	<b>972</b>	<b>1064</b>	<b>237</b>	<b>400</b>	<b>817</b>	<b>582</b>	<b>1333</b>	<b>703</b>	<b>313</b>	<b>597</b>	<b>390</b>	<b>473</b>	<b>263</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

	Aug 4-5	Aug 18-19																				
Immigration & Asylum	54	56	69	46	36	88	74	50	47	53	60	31	48	60	71	51	63	52	59	56	59	47
The economy	46	50	62	50	62	29	52	51	56	55	46	51	57	51	42	55	44	45	50	49	53	56
Health	41	38	30	51	42	24	30	48	42	35	41	32	34	37	46	38	38	33	38	40	41	35
Welfare benefits	27	23	28	20	16	29	28	23	21	19	27	14	20	25	26	22	23	18	22	24	23	29
Housing	19	19	13	25	25	15	13	24	21	20	18	21	20	20	16	19	20	35	20	15	14	16
Europe	16	17	24	11	11	36	27	11	14	20	15	17	11	15	25	16	18	14	18	19	17	13
Education	16	15	15	17	20	8	15	14	18	13	16	25	15	14	12	19	10	12	16	19	13	12
Crime	11	12	11	12	9	17	14	13	7	11	14	9	13	14	11	11	14	18	11	13	12	10
Pensions	13	12	8	14	13	14	10	15	15	12	12	7	8	13	17	11	13	12	11	11	12	20
Tax	9	9	8	8	9	8	7	8	6	12	6	17	11	9	3	9	9	9	9	6	9	14
The environment	10	9	4	10	19	5	5	8	14	9	9	14	9	8	7	11	6	6	9	10	8	9
Family life & childcare	5	8	5	10	6	9	4	11	9	5	10	6	9	8	6	8	7	7	9	8	6	9
Transport	3	2	2	4	2	1	1	4	2	4	1	3	3	3	1	3	1	3	1	2	4	1
None of these	1	1	0	0	1	0	0	0	0	1	1	1	0	1	1	0	1	1	0	1	0	2
Don't know	3	3	1	1	0	1	1	2	2	3	3	9	5	1	0	2	4	4	2	3	3	2

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	44	47	51	49	50	39	47	49	50	52	42	43	51	51	39	49	43	39	48	47	48	47
Health	41	39	36	44	41	35	38	44	42	33	44	28	28	38	54	38	40	33	36	44	42	35
Pensions	28	27	28	28	26	31	31	30	31	25	28	13	13	26	45	27	26	21	28	27	26	34
Immigration & Asylum	17	19	22	14	10	47	24	17	15	22	16	8	12	18	30	15	24	22	16	22	19	15
Tax	18	19	22	18	16	18	21	16	18	22	17	26	24	19	13	22	15	16	23	20	14	24
Education	13	15	15	17	20	7	13	15	15	12	17	25	17	16	7	17	11	12	17	14	14	13
Housing	16	15	13	17	15	9	12	13	15	15	14	27	23	12	6	14	15	22	17	9	13	13
Welfare benefits	14	14	10	16	9	13	10	16	11	12	15	15	11	17	12	8	21	10	11	17	16	16
Family life & childcare	11	13	13	13	16	15	12	15	13	11	16	11	24	14	5	13	13	11	15	13	13	12
The environment	10	9	8	10	17	6	8	8	10	9	9	11	7	9	8	10	6	8	8	10	9	7
Crime	7	8	7	9	7	13	10	9	6	8	8	3	7	9	9	9	7	11	7	9	7	6
Europe	9	8	12	4	2	20	13	5	6	9	6	6	3	6	14	8	7	7	7	10	7	5
Transport	7	7	6	7	8	7	6	5	9	7	6	12	7	6	5	8	6	10	8	6	4	6
None of these	4	4	5	3	5	2	4	3	4	3	5	2	3	4	5	4	4	4	3	3	6	5
Don't know	4	4	1	3	2	1	2	4	3	4	4	10	5	3	1	3	5	7	2	4	4	6

## 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	105	122
Male 25 to 39	192	257
Male 40 to 59	395	344
Male 60 +	280	265
Female 18 to 24	132	120
Female 25 to 39	208	259
Female 40 to 59	422	352
Female 60 +	302	318
<b>Region</b>		
North England	473	501
Midlands	268	334
East	166	195
London	313	261
South England	431	466
Wales	122	102
Scotland	263	177
<b>Social Grade</b>		
AB	770	570
C1	563	590
C2	308	428
DE	395	448
<b>Newspaper Type</b>		
Express / Mail	395	326
Sun / Star	280	478
Mirror / Record	194	204
Guardian / Independent	168	92
FT / Times / Telegraph	148	193
Other Paper	298	234
No Paper	553	509
<b>Political Party Identification</b>		
Labour	716	652
Conservative	508	570
Liberal Democrat	171	224
SNP/Plaid Cymru	62	35
Others	166	47
None/ DK	413	509

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)