

YouGov / The Sun Survey Results

Sample Size: 1634 GB Adults
Fieldwork: 20th - 21st July 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	1634	441	485	113	142	476	428	329	793	841	194	413	559	467	931	703	209	531	350	402	142	
Unweighted Sample	1634	442	470	94	173	518	416	327	756	878	82	385	684	483	1092	542	295	494	287	388	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	83	6	11	35	33	22	31	34	42	39	28	27	39	42	28	29
Lab	38	0	100	0	0	3	84	31	37	38	51	38	38	32	34	43	49	28	34	52	30
Lib Dem	9	0	0	100	0	0	2	34	8	9	6	13	9	6	9	9	10	12	8	5	8
Other	19	0	0	0	100	14	7	24	19	19	21	17	19	21	18	21	14	21	16	16	33

Other Parties Voting Intention

UKIP	11	0	0	0	100	13	4	11	11	11	8	5	11	17	10	13	4	16	10	11	5
Green	4	0	0	0	0	1	2	10	4	5	8	7	3	1	4	4	4	5	3	3	6
SNP / PCY	3	0	0	0	0	0	1	2	3	2	1	4	4	2	3	3	1	0	3	0	22
BNP	1	0	0	0	0	0	0	0	1	0	4	1	0	0	1	0	3	0	1	0	1
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	0	1	1	0	0	0	1	0	0	1	1	1	0	1	0

Non Voters

Would Not Vote	6	0	0	0	0	1	3	2	6	5	13	8	4	3	5	8	6	5	5	8	5
Don't know	15	0	0	0	0	16	10	21	9	21	12	19	14	15	14	17	15	17	15	15	10

July 17-18
July 20-21

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

Approve	29	31	82	6	31	15	64	9	23	35	26	20	26	34	35	36	24	31	35	34	22	29
Disapprove	55	52	10	86	39	74	21	78	56	52	51	46	50	52	54	47	58	50	47	48	61	52
Don't know	16	18	9	9	30	11	16	13	22	13	23	34	24	13	12	17	19	19	18	18	17	19

Fieldwork: 20th - 21st July 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		July 6-7	July 20-21																				
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	23	25	72	3	12	16	60	6	12	29	21	14	21	25	33	29	20	22	30	25	20	21
	Labour	35	34	6	85	20	18	6	69	36	36	32	38	30	37	32	32	36	44	27	30	42	30
	Liberal Democrat	5	5	2	1	41	0	3	2	13	6	4	2	6	6	3	6	3	5	5	5	4	5
	Other	6	5	1	1	0	23	3	3	7	7	4	10	4	5	5	5	7	3	4	3	6	19
	None	12	13	8	4	4	26	15	6	10	12	13	5	13	14	14	13	11	10	14	12	13	11
	Don't know	18	19	11	6	22	17	13	13	23	11	26	31	26	13	14	15	23	15	20	25	16	14
Asylum and immigration																							
	Conservative	25	28	74	13	15	6	56	16	18	32	25	30	26	28	30	34	21	26	30	33	23	30
	Labour	16	17	2	51	9	0	3	38	14	19	16	18	20	17	15	17	18	26	14	14	22	13
	Liberal Democrat	6	6	1	3	50	0	1	2	17	7	5	4	9	7	3	7	5	8	7	5	2	11
	Other	20	18	10	10	4	75	19	15	17	20	17	12	13	22	21	17	20	11	20	16	20	22
	None	15	14	8	12	5	10	14	13	13	13	14	5	11	14	18	13	15	13	14	13	16	10
	Don't know	18	17	5	12	16	9	7	17	21	10	23	31	21	13	12	13	21	16	16	20	16	14
Law and order																							
	Conservative	36	35	90	11	26	19	73	15	24	38	32	21	28	39	42	41	27	27	38	41	30	35
	Labour	21	21	1	63	6	4	1	50	17	23	20	23	20	22	21	20	23	30	17	16	28	18
	Liberal Democrat	4	5	1	3	36	1	1	3	13	6	4	5	6	5	4	5	5	10	6	3	3	6
	Other	8	9	1	4	6	45	6	6	9	11	7	10	7	8	9	8	10	6	9	6	9	16
	None	11	11	3	10	5	15	8	10	12	11	12	8	13	11	12	10	13	9	12	11	12	11
	Don't know	20	19	5	10	22	15	10	17	24	11	26	33	26	14	12	16	22	18	18	23	18	15
Education and schools																							
	Conservative	27	29	83	5	14	23	69	10	14	33	26	15	23	31	39	34	24	23	34	34	23	24
	Labour	32	30	4	81	15	10	3	64	27	31	29	41	27	31	26	28	31	40	21	27	38	28
	Liberal Democrat	7	6	2	2	45	1	2	2	16	7	4	2	7	6	5	7	4	7	6	4	5	10
	Other	7	7	1	2	2	27	4	3	8	9	5	9	7	6	7	6	8	6	7	5	6	15
	None	10	10	3	4	3	19	9	6	11	10	10	3	11	11	10	9	11	8	11	9	11	7
	Don't know	18	19	8	6	20	20	13	14	23	11	25	30	25	14	14	16	22	16	20	21	17	16
Taxation																							
	Conservative	33	33	88	6	16	22	75	10	19	35	30	20	26	36	40	38	25	25	36	38	28	30
	Labour	23	25	3	73	8	6	2	58	23	28	23	26	24	28	24	24	27	35	20	21	34	18
	Liberal Democrat	7	5	0	3	50	0	1	2	16	6	5	1	7	6	4	6	5	7	7	4	3	8
	Other	7	6	1	1	0	30	4	4	9	8	5	8	5	6	7	5	8	4	5	4	7	17
	None	11	11	2	7	5	19	8	7	10	12	11	7	13	11	11	10	12	13	12	8	11	12
	Don't know	20	19	6	10	22	23	10	19	23	11	27	37	25	13	14	17	22	16	20	24	17	15

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		July 6-7	July 20-21																				
Unemployment																							
	Conservative	29	32	88	7	13	23	72	13	17	35	30	24	27	34	38	37	26	25	35	39	26	33
	Labour	26	27	3	76	12	7	4	58	29	30	25	31	25	27	28	26	29	36	22	20	37	24
	Liberal Democrat	5	4	1	1	43	0	1	2	14	5	4	2	5	5	3	4	4	6	6	4	1	3
	Other	7	6	0	0	0	32	3	4	6	7	5	6	5	7	6	5	7	2	5	5	6	16
	None	12	12	3	7	8	22	9	8	11	12	11	7	13	12	12	11	13	13	12	11	11	10
	Don't know	21	19	6	8	24	16	10	15	24	11	25	30	26	14	14	16	22	18	20	20	18	14
The economy in general																							
	Conservative	35	37	94	10	25	28	78	14	24	41	33	27	31	40	43	44	28	29	42	42	32	31
	Labour	21	23	0	70	8	5	1	56	20	25	22	22	22	25	23	21	26	30	17	20	31	22
	Liberal Democrat	4	4	0	1	42	0	0	2	12	4	3	2	4	4	3	4	3	5	4	3	2	5
	Other	7	6	1	1	0	29	4	5	6	8	4	8	5	7	6	6	7	3	4	5	7	18
	None	12	11	1	8	6	14	8	9	9	11	11	9	13	11	10	10	12	13	12	10	11	8
	Don't know	20	19	4	9	20	23	9	15	28	11	27	31	25	14	15	16	23	20	20	19	17	16
Europe																							
	Conservative	22	23	70	5	6	6	52	9	12	26	20	15	19	23	30	28	17	16	25	30	18	24
	Labour	19	20	2	60	6	1	2	46	18	23	18	27	19	22	17	21	20	27	15	18	28	16
	Liberal Democrat	8	8	2	6	54	0	3	4	23	9	8	5	10	9	8	9	8	11	9	7	6	14
	Other	19	16	12	6	5	71	19	10	14	18	14	10	11	20	18	15	18	15	17	12	17	19
	None	13	12	5	9	6	11	11	10	9	12	12	7	13	11	14	11	13	9	14	11	11	12
	Don't know	20	20	9	13	23	12	13	21	23	12	28	36	27	15	13	17	24	21	20	22	20	15
Welfare benefits																							
	Conservative	28	29	84	3	20	21	66	10	17	33	26	17	25	30	38	34	23	23	33	35	24	27
	Labour	28	30	4	80	13	9	7	61	29	31	28	33	26	31	30	29	31	39	23	24	38	28
	Liberal Democrat	6	5	1	2	41	0	1	2	14	5	4	2	7	6	2	5	5	7	5	5	3	6
	Other	10	8	2	2	0	41	6	4	9	10	7	9	5	9	9	8	8	5	8	7	7	17
	None	11	11	3	6	7	13	10	8	9	11	11	7	13	12	9	10	12	11	12	10	11	9
	Don't know	18	17	6	7	19	16	9	15	22	10	24	31	24	13	11	14	21	15	19	19	17	13
Housing																							
	Conservative	21	23	71	2	3	14	55	7	8	25	21	15	18	24	29	26	18	16	25	27	19	22
	Labour	29	30	7	78	15	11	7	61	28	34	26	31	29	33	27	30	30	39	24	25	38	29
	Liberal Democrat	6	6	2	1	54	0	3	1	18	6	5	2	7	6	5	6	5	8	7	5	3	6
	Other	9	7	2	2	0	32	5	4	9	8	7	5	6	8	8	6	9	3	7	6	9	15
	None	13	12	5	6	8	19	12	8	12	13	12	9	13	13	11	12	12	13	14	10	12	12
	Don't know	22	22	12	11	21	24	18	18	26	14	30	37	27	17	19	20	26	21	24	26	20	16

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	40	98
Male 25 to 39	161	206
Male 40 to 59	338	276
Male 60 +	217	212
Female 18 to 24	42	96
Female 25 to 39	224	208
Female 40 to 59	346	283
Female 60 +	266	255
Region		
North England	388	402
Midlands	220	268
East	175	157
London	295	209
South England	319	374
Wales	67	82
Scotland	170	142
Social Grade		
AB	617	457
C1	475	474
C2	249	343
DE	293	360
Newspaper Type		
Express / Mail	374	261
Sun / Star	164	384
Mirror / Record	102	163
Guardian / Independent	106	74
FT / Times / Telegraph	102	155
Other Paper	270	188
No Paper	516	409
Political Party Identification		
Labour	503	523
Conservative	479	458
Liberal Democrat	133	180
SNP/Plaid Cymru	36	28
Others	111	38
None/ DK	372	409

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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