

# YouGov / The Sun Survey Results

Sample Size: 2079 GB Adults  
Fieldwork: 26th - 27th May 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>2079</b>	547	582	140	260	615	509	438	1008	1071	247	526	711	595	1185	894	266	676	445	511	181	
<b>Unweighted Sample</b>	<b>2079</b>	489	635	120	268	573	549	412	974	1105	248	464	809	558	1285	794	380	633	430	440	196	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	32	100	0	0	0	74	5	13	31	33	28	31	30	38	36	28	34	38	36	26	18
Lab	34	0	100	0	0	4	79	29	35	33	39	37	38	27	32	37	40	24	35	45	33
Lib Dem	8	0	0	100	0	2	2	31	7	10	8	12	7	7	10	6	9	10	6	9	5
Other	25	0	0	0	100	20	14	26	27	24	26	21	26	28	22	30	17	28	23	20	44

## Other Parties Voting Intention

UKIP	15	0	0	0	100	18	7	14	16	15	9	10	16	21	11	21	9	21	15	16	4
Green	5	0	0	0	0	1	4	10	5	5	10	7	5	2	5	5	6	6	6	4	2
SNP / PCY	4	0	0	0	0	0	3	2	4	3	5	3	3	4	4	3	0	0	1	0	37
BNP	1	0	0	0	0	0	0	0	0	1	1	1	0	1	0	1	0	0	2	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	1	0	0	0	1	0	0	1	1	0	1	0	1	0	1

## Non Voters

Would Not Vote	7	0	0	0	0	3	3	4	6	9	15	11	5	3	6	9	6	10	8	5	2
Don't know	11	0	0	0	0	9	7	17	8	14	9	11	12	11	11	12	7	10	12	14	13

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

	May 22-23	May 26-27																				
Approve	32	30	82	6	38	10	61	9	26	34	26	20	31	29	35	35	24	32	35	31	25	22
Disapprove	55	55	8	85	40	85	28	82	58	56	55	50	54	59	55	52	60	53	49	55	63	66
Don't know	13	14	10	9	21	4	10	9	16	10	19	29	15	12	10	13	16	15	16	15	12	12

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

		May 11-12	May 26-27																				
<b>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?</b>																							
<b>National Health Service</b>																							
	Conservative	24	<b>23</b>	69	2	12	15	57	4	11	24	23	18	20	21	31	27	19	25	27	23	21	17
	Labour	35	<b>34</b>	9	85	21	19	9	73	33	40	29	32	35	37	31	33	36	41	26	36	41	33
	Liberal Democrat	5	<b>5</b>	3	1	43	3	2	1	18	6	5	4	6	6	5	7	3	5	7	5	4	2
	Other	7	<b>9</b>	1	1	0	35	8	6	8	9	9	8	7	9	10	7	11	7	8	9	7	22
	None	11	<b>11</b>	6	5	8	17	10	7	13	9	14	11	9	12	13	10	13	9	12	11	13	10
	Don't know	18	<b>16</b>	11	6	16	13	14	9	17	12	21	27	22	15	9	15	18	13	19	17	14	15
<b>Asylum and immigration</b>																							
	Conservative	24	<b>23</b>	64	7	19	2	47	8	16	26	19	19	22	22	25	28	16	28	23	25	18	20
	Labour	18	<b>14</b>	1	43	8	0	2	35	11	15	13	14	16	15	12	15	14	16	12	11	19	15
	Liberal Democrat	5	<b>6</b>	1	8	40	0	2	5	18	7	5	9	8	5	5	8	4	11	7	4	5	6
	Other	22	<b>27</b>	17	15	10	82	28	24	23	28	26	21	21	29	31	23	32	17	27	27	29	35
	None	15	<b>15</b>	8	15	10	13	12	16	15	14	16	14	12	15	18	14	17	15	15	16	15	11
	Don't know	17	<b>15</b>	8	12	13	3	9	12	18	10	20	23	21	14	9	13	18	13	16	18	14	13
<b>Law and order</b>																							
	Conservative	36	<b>34</b>	86	9	28	17	67	11	27	36	32	23	31	34	41	38	28	38	36	33	32	28
	Labour	22	<b>21</b>	1	64	7	6	3	52	17	23	19	18	23	22	19	20	23	25	17	18	27	20
	Liberal Democrat	4	<b>4</b>	1	3	40	1	1	2	14	5	4	6	5	4	4	6	3	6	5	4	4	2
	Other	9	<b>12</b>	1	3	0	50	12	10	10	14	11	11	9	11	16	11	14	8	10	12	12	24
	None	11	<b>11</b>	3	8	9	12	7	11	12	10	12	10	9	12	12	10	12	9	12	11	11	9
	Don't know	19	<b>18</b>	8	13	16	14	11	14	19	13	23	32	23	17	9	16	20	15	20	21	15	17
<b>Education and schools</b>																							
	Conservative	25	<b>26</b>	74	3	8	17	61	5	10	27	25	17	22	23	35	28	22	28	29	27	22	16
	Labour	31	<b>29</b>	6	80	13	12	5	67	26	33	26	31	28	32	26	29	29	33	23	29	36	27
	Liberal Democrat	8	<b>8</b>	5	3	58	2	2	3	24	8	7	6	10	8	6	10	5	10	8	6	9	4
	Other	8	<b>10</b>	1	2	1	40	9	8	8	11	10	9	10	10	11	8	13	8	10	10	8	25
	None	11	<b>11</b>	4	5	7	16	9	7	13	9	12	10	9	11	13	9	13	8	12	11	10	11
	Don't know	17	<b>17</b>	10	7	13	13	13	9	17	12	21	26	21	17	9	15	19	13	19	18	15	17
<b>Taxation</b>																							
	Conservative	30	<b>29</b>	84	6	6	19	65	8	16	32	26	18	26	28	37	33	24	31	32	29	26	22
	Labour	27	<b>25</b>	1	73	9	10	4	60	20	27	23	27	25	27	22	24	26	30	20	23	31	24
	Liberal Democrat	6	<b>8</b>	3	4	64	3	2	3	26	9	7	7	10	8	6	10	5	10	9	6	8	4
	Other	8	<b>10</b>	0	1	2	40	9	7	9	10	10	8	9	9	13	8	12	7	8	10	8	25
	None	11	<b>11</b>	3	8	6	16	7	11	11	10	12	11	9	11	13	10	13	9	12	11	12	10
	Don't know	18	<b>17</b>	8	8	12	12	13	11	18	12	22	29	21	16	10	15	20	13	19	21	14	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		<b>May 11-12</b>	<b>May 26-27</b>																			
<b>Unemployment</b>																						
Conservative	29	<b>28</b>	81	5	10	15	64	9	13	30	27	22	26	26	36	33	23	30	32	28	25	22
Labour	27	<b>27</b>	3	75	17	10	5	61	26	31	23	28	26	29	26	27	27	34	22	24	33	27
Liberal Democrat	4	<b>5</b>	3	1	46	2	1	1	17	6	4	4	7	4	4	6	2	7	4	5	5	3
Other	9	<b>10</b>	0	1	3	43	9	7	9	10	11	8	9	10	12	8	13	7	10	9	9	24
None	11	<b>12</b>	4	7	11	18	8	10	15	11	13	12	11	12	14	11	14	9	13	12	13	12
Don't know	19	<b>17</b>	9	10	14	12	12	12	20	12	23	27	22	18	9	15	20	12	20	22	15	13
<b>The economy in general</b>																						
Conservative	36	<b>35</b>	91	8	22	24	72	12	24	39	31	26	31	33	44	39	29	38	38	34	32	25
Labour	22	<b>22</b>	0	69	6	7	3	55	16	25	19	21	22	24	19	21	23	25	16	20	28	24
Liberal Democrat	5	<b>4</b>	1	3	44	1	0	1	16	5	4	5	5	5	3	6	3	6	5	3	4	3
Other	8	<b>9</b>	0	1	2	38	7	7	10	9	9	8	9	9	11	7	12	7	9	8	7	24
None	11	<b>11</b>	2	7	8	15	5	10	13	10	12	13	9	11	12	9	13	10	12	11	12	8
Don't know	19	<b>19</b>	6	13	19	15	12	14	21	13	24	27	24	19	10	17	21	14	20	23	17	16
<b>Europe</b>																						
Conservative	18	<b>19</b>	57	5	14	1	42	6	10	21	17	20	17	17	22	22	14	26	21	18	13	17
Labour	20	<b>17</b>	2	54	5	1	3	43	14	20	15	18	21	17	13	19	15	21	14	15	21	17
Liberal Democrat	8	<b>8</b>	3	7	53	1	2	4	24	10	7	9	10	8	7	10	6	11	8	7	8	6
Other	22	<b>26</b>	20	12	5	79	32	21	20	27	24	16	20	28	33	22	30	18	26	25	27	34
None	12	<b>12</b>	7	9	7	13	10	12	12	11	13	11	10	12	15	11	14	11	12	13	13	11
Don't know	19	<b>18</b>	11	12	16	5	12	13	20	12	24	26	22	18	11	16	21	13	19	22	17	16
<b>Welfare benefits</b>																						
Conservative	31	<b>28</b>	77	7	19	12	59	11	18	30	25	23	25	27	32	31	23	29	31	28	24	21
Labour	28	<b>26</b>	5	73	13	11	6	59	23	29	24	24	26	29	24	25	27	33	21	24	32	27
Liberal Democrat	4	<b>6</b>	3	3	45	3	2	3	18	7	6	6	7	5	6	7	5	10	6	6	6	3
Other	9	<b>12</b>	3	2	2	49	13	9	11	13	12	10	11	12	16	11	15	7	12	12	11	25
None	11	<b>11</b>	4	6	7	15	8	8	13	10	12	10	10	11	12	10	12	9	12	10	11	9
Don't know	16	<b>16</b>	9	8	14	10	12	10	17	12	21	27	21	15	10	15	18	12	18	20	15	14

## 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	111	125
Male 25 to 39	190	262
Male 40 to 59	399	351
Male 60 +	274	270
Female 18 to 24	137	123
Female 25 to 39	274	264
Female 40 to 59	410	360
Female 60 +	284	324
<b>Region</b>		
North England	440	511
Midlands	320	341
East	173	200
London	380	266
South England	460	476
Wales	110	104
Scotland	196	181
<b>Social Grade</b>		
AB	725	582
C1	560	603
C2	357	437
DE	437	457
<b>Newspaper Type</b>		
Express / Mail	404	333
Sun / Star	291	489
Mirror / Record	181	208
Guardian / Independent	170	94
FT / Times / Telegraph	133	197
Other Paper	293	239
No Paper	607	520
<b>Political Party Identification</b>		
Labour	731	665
Conservative	520	582
Liberal Democrat	180	229
SNP/Plaid Cymru	64	35
Others	128	48
None/ DK	456	520

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)