

YouGov / The Sun Survey Results

Sample Size: 1704 GB Adults
Fieldwork: 31st August - 1st September 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	
Weighted Sample	1704	456	462	96	192	479	401	357	826	878	203	431	583	487	971	733	218	554	365	419	148
Unweighted Sample	1704	454	467	83	213	506	422	359	793	911	92	435	702	475	1132	572	282	546	350	364	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	79	5	16	34	34	37	34	32	36	39	27	32	42	29	32	29
Lab	35	0	100	0	0	5	82	31	34	36	40	35	35	32	33	38	43	25	34	45	30
Lib Dem	7	0	0	100	0	1	1	25	8	6	8	8	7	6	9	5	6	10	8	6	3
Other	24	0	0	0	100	15	12	27	24	23	15	22	26	26	20	30	19	23	29	17	39

Other Parties Voting Intention

UKIP	14	0	0	0	100	14	7	12	16	12	7	7	18	19	11	20	13	16	20	13	4
Green	5	0	0	0	0	1	2	13	4	6	5	9	4	3	5	5	4	6	5	4	4
SNP / PCY	3	0	0	0	0	0	1	1	3	4	2	4	4	3	3	4	0	0	2	0	28
BNP	0	0	0	0	0	0	0	0	0	1	0	2	0	0	0	0	0	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	1	1	1	0	0	1	0	1	1	1	1	1	1	0	1

Non Voters

Would Not Vote	8	0	0	0	0	2	1	3	7	9	15	15	4	4	5	12	6	9	8	10	4
Don't know	14	0	0	0	0	11	9	19	8	19	13	15	14	12	13	15	15	17	12	13	7

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

		Aug 28-29	Aug 31-Sept 1																				
Approve	30	30	80	6	43	16	63	8	25	35	26	31	31	29	31	37	21	30	35	29	28	28	
Disapprove	55	53	8	85	33	75	23	81	56	53	53	50	46	57	56	47	61	51	47	56	57	62	
Don't know	15	16	12	9	24	10	14	10	19	11	21	20	23	14	13	15	18	19	19	15	16	10	

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 17-18	Aug 31-Sept 1																				
Conservative	23	22	65	2	8	16	56	4	10	24	20	16	20	21	27	25	17	21	25	18	23	16	
Labour	35	33	9	84	15	15	9	75	37	35	32	38	27	35	34	34	32	33	26	34	40	34	
Liberal Democrat	5	6	5	1	54	1	3	2	15	6	6	11	7	6	4	8	4	6	9	4	4	4	
Other	7	9	2	1	0	31	4	5	9	10	8	5	9	10	10	6	13	8	8	12	5	21	
None	12	11	7	3	7	19	13	6	11	11	11	6	11	14	10	10	12	9	12	11	12	12	
Don't know	19	19	12	9	16	17	16	9	19	14	23	24	27	14	15	16	22	22	20	20	16	12	

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Aug 17-18	Aug 31-Sept 1																			
Asylum and immigration																						
Conservative	25	23	63	7	19	1	48	10	16	25	21	20	26	22	22	29	15	20	26	19	23	24
Labour	16	15	1	47	6	1	2	39	16	14	16	15	13	15	17	15	15	18	11	14	21	14
Liberal Democrat	6	6	2	6	48	0	2	6	16	7	6	11	6	7	5	8	4	7	9	4	3	9
Other	20	24	16	12	7	80	24	15	22	28	20	19	19	26	28	19	30	21	23	31	22	23
None	15	15	11	14	8	11	14	17	14	16	14	11	12	18	16	14	17	13	15	14	16	20
Don't know	19	16	7	14	11	6	10	13	16	10	22	24	23	12	12	14	20	21	16	18	16	11
Law and order																						
Conservative	32	33	84	7	24	18	70	14	23	37	28	26	30	33	37	39	24	29	38	28	32	32
Labour	22	21	1	68	10	1	2	57	19	22	20	18	16	24	23	21	22	21	17	21	26	20
Liberal Democrat	5	4	1	2	50	1	1	2	12	5	4	7	4	4	4	5	3	4	7	3	2	4
Other	10	13	3	2	0	55	9	7	11	14	11	7	12	13	15	9	17	13	12	17	8	15
None	11	11	4	8	2	16	8	10	11	12	11	17	11	12	8	10	13	9	9	10	15	14
Don't know	20	18	7	13	15	9	11	10	23	10	26	25	26	14	13	17	20	23	17	20	17	14
Education and schools																						
Conservative	26	25	73	2	12	23	63	8	8	28	23	21	20	26	31	29	20	22	28	23	26	26
Labour	30	29	6	80	11	9	7	69	32	31	28	28	26	29	32	29	29	32	25	28	36	25
Liberal Democrat	7	8	5	3	61	3	4	4	18	8	7	10	9	8	5	10	5	7	9	10	4	6
Other	8	9	2	1	0	35	4	4	9	11	8	7	10	9	10	7	12	10	8	13	5	18
None	10	10	6	3	2	16	9	6	10	10	11	12	9	13	7	9	12	6	10	9	13	14
Don't know	20	18	9	11	14	15	13	9	22	13	24	23	26	15	14	16	22	24	21	17	16	11
Taxation																						
Conservative	29	29	80	4	14	20	67	9	15	33	24	25	24	30	33	33	22	28	33	27	25	28
Labour	25	23	3	68	12	6	3	60	25	23	24	20	18	26	26	24	23	27	17	23	30	22
Liberal Democrat	7	8	3	5	59	3	3	4	20	9	6	9	11	7	4	9	5	5	11	7	5	7
Other	8	9	1	2	0	37	4	4	10	11	8	3	9	10	11	7	12	7	9	13	6	17
None	12	12	5	8	3	19	9	12	11	11	13	17	10	12	11	10	15	8	10	12	15	15
Don't know	20	19	8	13	12	16	14	11	20	13	25	25	27	15	14	17	22	24	20	19	18	12
Unemployment																						
Conservative	28	27	75	2	9	19	63	7	13	29	24	26	26	28	28	33	19	27	32	25	25	20
Labour	27	27	7	75	20	7	6	68	28	29	26	29	22	28	30	28	27	32	20	25	35	32
Liberal Democrat	4	5	1	2	53	1	1	2	15	6	5	6	8	5	3	6	4	4	8	5	2	4
Other	9	10	1	1	0	42	4	5	10	11	9	3	9	11	12	7	13	8	10	13	5	16
None	12	12	7	7	2	17	11	9	13	12	12	13	9	14	12	10	15	7	11	13	14	16
Don't know	20	19	9	12	15	14	16	9	20	14	24	23	26	15	15	16	22	21	19	19	20	11

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

		Aug 17-18	Aug 31-Sept 1																				
The economy in general	Conservative	34	33	86	6	25	26	73	11	22	39	28	34	32	34	33	40	25	32	37	32	33	26
	Labour	22	21	1	68	12	2	2	57	21	22	20	16	16	23	24	20	21	21	16	20	26	23
	Liberal Democrat	4	5	1	2	48	1	1	1	14	4	5	6	5	5	4	6	3	4	7	5	3	2
	Other	8	10	1	1	0	39	4	4	10	11	8	3	9	10	11	7	13	7	10	13	5	17
	None	11	12	5	8	2	15	8	11	12	11	13	13	11	13	11	10	14	9	11	9	14	19
	Don't know	21	20	7	15	13	17	13	15	22	13	26	27	27	15	17	17	23	27	19	20	19	12
Europe	Conservative	21	20	61	4	9	1	46	8	12	21	19	25	19	19	21	24	16	22	21	17	20	23
	Labour	18	19	2	58	12	1	2	50	17	20	18	19	16	20	20	21	16	22	16	20	21	15
	Liberal Democrat	9	7	3	6	54	1	2	5	17	8	6	12	8	7	5	10	4	6	10	4	6	10
	Other	20	23	15	9	8	83	24	13	22	27	19	10	18	26	28	19	27	18	23	29	18	23
	None	11	12	10	7	2	10	13	10	10	13	12	12	12	13	12	11	15	9	12	9	16	17
	Don't know	22	19	9	15	14	5	13	15	22	11	26	21	27	16	15	16	23	22	18	21	19	12
Welfare benefits	Conservative	27	26	72	4	17	15	59	9	14	29	22	23	24	25	29	31	19	26	28	25	26	21
	Labour	28	28	7	74	19	11	7	67	29	29	28	25	22	31	32	29	27	31	22	26	34	34
	Liberal Democrat	6	5	2	3	50	2	2	2	14	5	5	6	6	6	4	7	4	4	7	6	4	4
	Other	11	12	4	3	1	48	8	6	12	14	10	5	11	14	13	9	15	10	12	16	7	18
	None	11	12	9	6	3	14	12	8	11	12	12	15	12	12	10	11	14	8	13	11	12	15
	Don't know	18	17	6	10	10	10	12	9	20	11	23	26	24	12	12	14	21	21	18	18	16	8
Housing	Conservative	20	20	62	1	7	11	49	5	6	22	17	25	18	17	22	24	14	21	23	16	18	18
	Labour	30	30	9	78	14	12	10	71	29	32	28	30	23	33	32	31	29	31	23	30	38	32
	Liberal Democrat	6	5	2	2	57	2	2	1	15	6	5	9	6	5	4	7	3	6	7	5	4	4
	Other	10	11	3	2	1	43	8	5	12	12	10	3	11	12	13	8	15	9	11	14	7	18
	None	12	13	10	6	7	17	13	8	14	14	13	11	13	16	12	13	14	11	13	12	15	17
	Don't know	23	21	13	12	15	16	18	10	24	14	27	23	29	17	17	18	25	23	23	24	18	11

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	41	102
Male 25 to 39	183	215
Male 40 to 59	325	288
Male 60 +	244	222
Female 18 to 24	51	101
Female 25 to 39	252	216
Female 40 to 59	377	295
Female 60 +	231	266
Region		
North England	364	419
Midlands	258	279
East	162	164
London	282	218
South England	384	390
Wales	92	85
Scotland	162	148
Social Grade		
AB	681	477
C1	451	494
C2	272	358
DE	300	375
Newspaper Type		
Express / Mail	362	242
Sun / Star	187	343
Mirror / Record	115	150
Guardian / Independent	116	75
FT / Times / Telegraph	107	136
Other Paper	290	196
No Paper	527	562
Political Party Identification		
Labour	537	538
Conservative	486	474
Liberal Democrat	137	162
SNP/Plaid Cymru	44	32
Others	121	83
None/ DK	379	414

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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