

## YouGov / The Sun Survey Results

Sample Size: 1977 GB Adults  
Fieldwork: 15th - 16th 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	
<b>Weighted Sample</b>	<b>1977</b>	<b>535</b>	<b>585</b>	<b>119</b>	<b>183</b>	<b>610</b>	<b>472</b>	<b>403</b>	<b>959</b>	<b>1018</b>	<b>235</b>	<b>500</b>	<b>676</b>	<b>565</b>	<b>1127</b>	<b>850</b>	<b>253</b>	<b>643</b>	<b>423</b>	<b>486</b>	<b>172</b>
<b>Unweighted Sample</b>	<b>1977</b>	<b>500</b>	<b>617</b>	<b>111</b>	<b>181</b>	<b>571</b>	<b>511</b>	<b>399</b>	<b>947</b>	<b>1030</b>	<b>195</b>	<b>428</b>	<b>790</b>	<b>564</b>	<b>1335</b>	<b>642</b>	<b>254</b>	<b>624</b>	<b>362</b>	<b>407</b>	<b>330</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>34</b>	100	0	0	0	76	5	16	37	30	30	34	32	37	37	28	35	41	37	25	22
Lab	<b>37</b>	0	100	0	0	4	85	38	33	41	43	39	40	30	33	42	41	30	34	49	29
Lib Dem	<b>7</b>	0	0	100	0	1	0	29	7	8	7	5	7	10	8	6	8	8	7	7	7
Other	<b>22</b>	0	0	0	100	20	10	17	23	21	19	23	22	23	21	24	16	21	22	19	42

### Other Parties Voting Intention

UKIP	<b>12</b>	0	0	0	100	17	3	6	13	10	3	8	13	16	10	14	10	14	14	10	3
Green	<b>6</b>	0	0	0	0	1	4	9	5	6	13	8	4	3	7	4	5	5	6	7	4
SNP / PCY	<b>4</b>	0	0	0	0	1	2	1	4	3	3	5	4	3	3	5	1	0	2	0	32
BNP	<b>0</b>	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	1	0	1	0	1	1	1	0	0	0	1	3

### Non Voters

Would Not Vote	<b>5</b>	0	0	0	0	1	1	2	5	5	8	10	3	2	4	6	7	6	3	5	2
Don't know	<b>15</b>	0	0	0	0	11	10	19	10	20	15	17	14	14	14	16	17	14	17	15	9

Sept  
14-15

Sept  
15-16

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

Approve	<b>30</b>	<b>32</b>	84	7	34	20	66	9	26	38	27	30	31	33	34	35	28	30	36	35	28	28
Disapprove	<b>56</b>	<b>52</b>	6	84	48	72	23	81	60	52	53	41	49	55	56	51	55	49	48	47	61	62
Don't know	<b>15</b>	<b>15</b>	10	9	18	8	12	10	14	11	19	29	20	12	10	14	17	21	16	18	12	9

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Total	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> 1977	535	585	119	183	610	472	403	959	1018	235	500	676	565	1127	850	253	643	423	486	172	
Unweighted Sample	500	617	111	181	571	511	399	947	1030	195	428	790	564	1335	642	254	624	362	407	330	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept 1-2  
Sept 15-16

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

Immigration & Asylum	58	54	69	39	32	90	73	47	39	49	59	29	45	58	68	48	61	47	57	56	58	37
The economy	48	50	56	49	63	43	52	47	52	55	46	55	56	49	45	55	45	51	46	51	50	64
Health	34	37	27	49	44	25	28	48	45	34	40	34	29	37	45	37	37	33	37	37	38	42
Welfare benefits	24	26	29	29	16	26	29	30	23	22	30	17	22	32	27	23	31	19	27	28	26	28
Housing	19	19	11	26	21	19	11	25	23	21	17	21	23	16	17	19	18	34	19	16	14	16
Europe	19	17	24	10	12	42	28	9	12	20	14	13	13	16	24	17	17	14	19	13	19	15
Education	15	16	11	20	24	7	11	17	19	14	17	24	19	14	11	19	11	15	16	17	15	13
Crime	15	14	14	11	11	14	13	14	11	13	14	14	16	11	14	13	15	15	12	12	18	6
Pensions	10	12	10	15	17	8	11	15	13	11	13	3	7	13	19	12	12	8	11	14	11	19
The environment	9	10	8	8	17	3	6	8	16	11	9	21	8	8	9	11	8	10	12	10	7	8
Tax	7	7	6	8	4	3	5	9	5	8	6	10	9	7	4	7	7	9	6	5	6	11
Family life & childcare	6	6	5	8	8	2	5	7	8	5	7	3	10	6	4	7	5	6	6	5	6	11
Transport	3	2	2	3	4	1	2	2	5	3	1	5	1	2	2	3	2	2	2	3	3	0
None of these	1	1	1	1	3	1	1	2	2	2	1	2	1	2	1	2	1	0	1	3	1	1
Don't know	3	3	1	2	1	0	1	1	3	3	2	8	5	2	0	3	3	5	2	3	2	3

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	42	45	48	45	51	41	47	40	49	49	41	51	44	50	37	48	41	44	44	45	42	53
Health	36	38	37	45	47	35	34	45	43	37	40	31	24	39	54	38	39	37	35	40	41	41
Pensions	25	26	29	27	34	23	30	30	29	24	29	11	14	25	45	28	25	22	25	27	28	33
Immigration & Asylum	19	19	23	12	4	48	27	16	10	21	17	8	12	19	29	17	21	19	18	21	20	9
Tax	17	18	22	18	19	16	20	19	17	19	17	24	23	16	14	20	15	19	17	15	21	19
Education	14	16	14	19	16	10	13	15	18	14	17	26	22	15	6	18	13	18	16	16	15	13
Housing	15	14	10	17	13	13	10	18	14	13	14	23	21	10	8	14	13	26	16	9	9	13
Welfare benefits	15	14	9	19	13	17	11	20	13	13	15	12	11	17	14	8	22	12	13	14	15	17
Family life & childcare	12	13	13	15	13	7	13	16	15	11	15	6	25	12	6	14	12	8	13	13	16	14
Europe	9	10	11	5	6	31	16	5	8	11	8	7	5	7	17	9	10	7	12	7	11	6
The environment	8	9	5	8	18	2	5	7	16	9	9	9	8	7	11	11	6	8	9	11	7	8
Crime	8	8	9	9	7	10	9	10	5	8	8	6	8	10	9	7	10	6	8	9	10	7
Transport	7	7	7	6	6	5	7	5	9	8	6	16	5	6	6	8	5	10	6	7	6	4
None of these	5	4	5	3	5	2	4	4	4	3	5	3	4	4	4	4	4	1	5	5	4	5
Don't know	5	4	3	2	0	0	3	2	3	5	4	9	9	2	1	4	6	7	5	6	3	2

## 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	73	119
Male 25 to 39	193	249
Male 40 to 59	385	334
Male 60 +	296	257
Female 18 to 24	122	117
Female 25 to 39	235	251
Female 40 to 59	405	342
Female 60 +	268	308
<b>Region</b>		
North England	407	486
Midlands	256	324
East	183	190
London	254	253
South England	441	453
Wales	106	99
Scotland	330	172
<b>Social Grade</b>		
AB	799	554
C1	536	573
C2	286	415
DE	356	435
<b>Newspaper Type</b>		
Express / Mail	384	281
Sun / Star	229	397
Mirror / Record	126	174
Guardian / Independent	182	87
FT / Times / Telegraph	138	158
Other Paper	322	227
No Paper	596	652
<b>Political Party Identification</b>		
Labour	667	625
Conservative	497	550
Liberal Democrat	168	188
SNP/Plaid Cymru	73	38
Others	135	97
None/ DK	437	480

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)