

## YouGov / The Sun Survey Results

Sample Size: 1904 GB Adults  
Fieldwork: 21st - 22nd 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	
<b>Weighted Sample</b>	<b>1904</b>	508	550	99	206	564	479	391	923	981	227	482	651	544	1085	819	244	619	407	468	166	
<b>Unweighted Sample</b>	<b>1904</b>	480	568	81	227	550	493	376	911	993	185	347	793	579	1279	625	253	607	378	446	220	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

Con	<b>34</b>	100	0	0	0	75	7	17	36	32	35	31	31	39	39	27	31	44	36	25	19
Lab	<b>37</b>	0	100	0	0	5	80	29	35	38	41	43	38	29	33	43	41	25	35	49	44
Lib Dem	<b>7</b>	0	0	100	0	1	1	24	5	8	4	7	7	7	9	4	12	8	3	7	6
Other	<b>23</b>	0	0	0	100	19	12	30	24	22	20	19	24	25	20	26	16	23	26	19	32

### Other Parties Voting Intention

UKIP	<b>14</b>	0	0	0	100	16	9	15	16	11	7	12	14	18	11	18	7	16	18	14	3
Green	<b>5</b>	0	0	0	0	1	2	13	4	6	10	5	5	3	6	4	7	6	4	4	4
SNP / PCY	<b>2</b>	0	0	0	0	1	1	1	2	2	1	1	3	3	2	3	0	0	1	0	24
BNP	<b>1</b>	0	0	0	0	0	0	0	0	1	3	0	0	0	0	1	1	0	2	0	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	1	1	0	1	1	0	1	1	0	1	0	0	0	2	0	1

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	6	1	2	8	9	13	11	7	5	7	10	8	8	8	11	3
Don't know	<b>13</b>	0	0	0	0	10	11	17	8	18	14	13	14	13	14	13	10	14	12	15	17

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

	July 20-21	July 21-22																				
Approve	31	<b>33</b>	85	9	39	15	63	14	24	36	29	33	32	31	35	38	26	34	37	32	30	23
Disapprove	52	<b>54</b>	8	85	38	75	25	79	64	56	52	42	51	58	56	51	58	52	47	58	57	63
Don't know	18	<b>13</b>	7	6	23	10	12	7	13	8	18	24	18	11	9	12	16	14	16	9	14	14

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	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>1904</b>	<b>508</b>	<b>550</b>	<b>99</b>	<b>206</b>	<b>564</b>	<b>479</b>	<b>391</b>	<b>923</b>	<b>981</b>	<b>227</b>	<b>482</b>	<b>651</b>	<b>544</b>	<b>1085</b>	<b>819</b>	<b>244</b>	<b>619</b>	<b>407</b>	<b>468</b>	<b>166</b>	
<b>Unweighted Sample</b>	<b>1904</b>	<b>480</b>	<b>568</b>	<b>81</b>	<b>227</b>	<b>550</b>	<b>493</b>	<b>376</b>	<b>911</b>	<b>993</b>	<b>185</b>	<b>347</b>	<b>793</b>	<b>579</b>	<b>1279</b>	<b>625</b>	<b>253</b>	<b>607</b>	<b>378</b>	<b>446</b>	<b>220</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	July 7-8	July 21-22																				
Immigration & Asylum	54	57	70	45	34	85	70	51	46	53	60	37	50	58	70	50	65	51	59	59	60	41
The economy	48	49	59	52	57	36	55	49	50	57	42	45	53	53	44	55	42	45	50	52	49	49
Health	40	36	27	47	46	22	26	45	43	31	40	31	29	37	42	37	33	41	33	34	36	39
Welfare benefits	25	26	31	26	14	30	29	27	24	24	28	22	24	30	25	26	26	20	28	26	24	31
Housing	20	21	14	24	24	18	15	19	28	20	23	22	25	20	20	20	24	28	21	18	22	18
Europe	17	21	30	12	17	42	31	14	15	27	15	23	14	19	27	17	25	17	22	21	20	20
Education	15	15	13	19	23	6	14	19	18	14	17	21	15	15	14	20	9	17	16	17	12	17
Pensions	13	12	10	14	16	10	11	13	16	13	11	7	9	13	15	13	10	17	12	8	11	13
Crime	12	11	11	11	2	17	11	12	8	10	11	11	12	10	11	10	12	15	9	10	12	11
The environment	9	9	4	11	15	2	3	10	13	9	9	18	8	8	7	9	9	8	8	9	9	10
Tax	7	8	7	8	4	9	6	7	7	10	7	18	10	7	5	7	10	5	9	8	7	13
Family life & childcare	7	6	4	8	8	4	7	8	6	4	8	4	10	7	4	6	7	4	7	9	5	5
Transport	3	2	1	3	8	1	1	3	4	2	2	4	3	2	1	3	1	3	2	2	2	2
None of these	1	1	0	1	0	0	0	1	1	1	0	1	1	1	1	1	1	1	1	0	1	0
Don't know	3	3	1	1	0	1	2	2	1	2	4	8	5	1	1	3	3	3	1	3	3	5

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	45	45	46	49	59	37	46	43	48	50	40	49	46	50	36	47	41	43	44	44	45	51
Health	39	36	33	41	45	28	33	42	41	31	41	29	23	35	51	36	35	42	35	35	35	37
Pensions	29	26	28	28	30	21	28	28	29	25	28	11	19	27	39	28	24	23	28	27	26	26
Immigration & Asylum	18	20	25	13	12	46	23	18	16	24	17	13	15	18	30	16	25	23	20	20	21	14
Tax	18	18	23	16	9	21	23	14	16	21	16	26	23	17	12	20	17	17	19	16	19	22
Housing	16	16	10	19	20	14	12	15	18	14	18	26	27	12	8	15	18	23	17	13	16	12
Education	13	14	12	17	19	7	12	17	16	12	17	25	17	16	6	17	11	16	15	15	12	13
Welfare benefits	12	14	9	20	3	16	10	18	13	15	13	12	11	17	12	8	21	10	13	15	15	14
Family life & childcare	12	13	13	14	15	10	15	13	14	11	14	10	23	11	7	13	12	13	14	14	12	8
Europe	8	11	15	5	8	26	17	8	8	13	8	4	6	9	20	9	13	11	10	11	10	11
The environment	10	9	7	9	17	3	5	9	14	9	9	9	8	8	12	10	8	7	9	12	8	8
Crime	7	8	9	7	5	10	9	7	6	10	6	7	10	7	7	8	8	11	6	7	10	6
Transport	6	6	7	5	9	3	6	4	7	6	5	9	6	5	5	7	4	7	5	6	5	6
None of these	4	4	6	2	4	6	7	3	3	3	6	4	2	5	7	5	4	2	6	4	5	4
Don't know	5	4	2	2	0	1	3	3	2	3	5	9	5	2	1	3	4	3	2	4	5	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	75	114
Male 25 to 39	150	240
Male 40 to 59	402	322
Male 60 +	284	247
Female 18 to 24	110	112
Female 25 to 39	197	242
Female 40 to 59	391	329
Female 60 +	295	297
<b>Region</b>		
North England	446	468
Midlands	261	312
East	185	183
London	253	244
South England	422	436
Wales	117	95
Scotland	220	166
<b>Social Grade</b>		
AB	715	533
C1	564	552
C2	270	400
DE	355	419
<b>Newspaper Type</b>		
Express / Mail	411	305
Sun / Star	210	447
Mirror / Record	149	190
Guardian / Independent	172	86
FT / Times / Telegraph	154	181
Other Paper	269	219
No Paper	539	476
<b>Political Party Identification</b>		
Labour	648	609
Conservative	512	533
Liberal Democrat	140	209
SNP/Plaid Cymru	53	32
Others	143	44
None/ DK	408	476

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)