

## YouGov / The Sun Survey Results

Sample Size: 2068 GB Adults  
Fieldwork: 1st - 2nd 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>2068</b>	527	574	123	238	596	523	411	1003	1065	246	523	707	591	1179	889	265	672	443	509	180
Unweighted Sample	2068	480	634	121	226	554	568	408	989	1079	207	460	822	579	1414	654	298	635	388	480	267
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	77	6	13	32	33	36	33	31	33	35	28	37	35	37	29	18
Lab	<b>35</b>	0	100	0	0	4	80	30	34	37	30	40	38	31	35	36	36	28	33	48	34
Lib Dem	<b>8</b>	0	0	100	0	1	1	29	7	8	12	7	6	8	8	7	9	9	9	4	6
Other	<b>25</b>	0	0	0	100	18	13	28	27	22	22	20	25	29	22	29	18	28	21	19	42

### Other Parties Voting Intention

UKIP	<b>15</b>	0	0	0	100	15	6	16	17	12	6	9	15	21	12	19	9	21	15	13	4
Green	<b>5</b>	0	0	0	0	1	3	11	5	5	10	8	4	3	6	4	7	6	4	4	4
SNP / PCY	<b>4</b>	0	0	0	0	1	3	1	4	4	6	2	4	4	3	4	0	0	2	0	34
BNP	<b>0</b>	0	0	0	0	0	1	0	1	0	0	1	0	0	0	1	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>0</b>	0	0	0	0	1	0	0	1	0	0	0	1	1	0	1	1	0	1	1	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	3	2	3	8	8	14	13	5	4	6	10	8	6	10	9	5
Don't know	<b>14</b>	0	0	0	0	11	10	18	8	19	17	17	13	11	14	14	15	15	14	12	11

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

		Aug 31- Sept 1	Sept 1-2																			
Approve	30	<b>30</b>	82	5	35	13	64	9	23	34	25	26	31	30	30	34	24	30	33	33	26	20
Disapprove	53	<b>54</b>	10	88	42	77	21	81	63	55	54	45	48	59	57	50	59	54	48	51	60	69
Don't know	16	<b>16</b>	8	7	23	10	15	10	14	11	21	29	21	11	13	16	17	16	19	16	14	11

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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>2068</b>	527	574	123	238	596	523	411	1003	1065	246	523	707	591	1179	889	265	672	443	509	180
Unweighted Sample	2068	480	634	121	226	554	568	408	989	1079	207	460	822	579	1414	654	298	635	388	480	267
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 18-19	Sept 1-2																				
<b>Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.</b>																						
Immigration & Asylum	56	58	74	47	31	92	75	51	44	53	63	37	47	64	71	54	64	46	61	65	60	43
The economy	50	48	53	54	60	34	49	51	52	53	43	43	52	49	45	53	42	49	44	50	50	54
Health	38	34	25	48	28	21	25	46	38	29	38	24	26	37	42	36	32	34	32	30	37	42
Welfare benefits	23	24	28	26	19	24	27	25	22	23	24	14	26	27	22	21	27	18	22	26	26	29
Housing	19	19	9	25	26	18	12	24	26	18	20	13	22	19	18	19	19	35	19	14	16	14
Europe	17	19	30	9	13	43	32	11	16	22	16	13	17	17	26	18	20	17	21	23	17	12
Crime	12	15	18	12	5	19	17	13	10	13	16	12	15	13	16	12	18	16	16	14	14	11
Education	15	15	11	16	30	10	10	16	19	13	16	26	16	14	10	19	9	17	14	17	11	17
Pensions	12	10	9	13	14	8	9	14	11	10	11	8	6	10	16	11	10	6	10	9	13	14
The environment	9	9	6	9	14	3	6	8	13	9	9	17	11	7	7	11	7	8	11	9	7	10
Tax	9	7	5	8	11	6	5	7	7	9	5	9	8	8	4	6	8	7	7	6	6	7
Family life & childcare	8	6	4	6	10	5	4	5	8	5	6	7	8	6	3	6	6	6	6	4	5	7
Transport	2	3	3	5	5	2	3	4	4	5	2	3	5	4	2	4	3	5	3	3	4	2
None of these	1	1	1	0	1	1	1	1	1	2	1	5	1	1	1	1	2	3	1	1	1	3
Don't know	3	3	0	1	2	1	1	2	2	3	3	11	5	1	1	3	4	3	3	3	3	4

**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	47	42	47	48	40	33	43	47	42	47	37	38	42	46	38	46	37	44	40	44	40	47
Health	39	36	31	44	37	29	31	42	39	29	42	24	24	35	51	36	36	31	35	36	36	44
Pensions	27	25	29	28	30	22	28	29	27	24	27	13	15	24	42	28	21	19	25	28	27	25
Immigration & Asylum	19	19	24	13	2	52	29	15	10	21	18	6	13	22	27	18	21	14	21	21	21	15
Tax	19	17	21	17	23	14	18	15	22	20	14	18	21	17	13	19	15	19	16	18	16	19
Housing	15	15	11	17	15	12	12	14	18	13	16	21	23	13	8	15	15	32	18	8	11	8
Welfare benefits	14	15	10	19	15	18	12	17	14	14	15	9	15	17	13	9	22	13	15	14	17	12
Education	15	14	15	15	22	8	13	13	16	11	17	23	17	16	6	16	11	12	14	16	14	14
Family life & childcare	13	12	12	13	17	8	12	11	13	10	14	9	23	11	5	12	12	10	14	14	10	12
Europe	8	9	12	3	6	26	16	3	5	11	6	4	6	8	14	8	9	7	9	11	7	6
Crime	8	8	11	6	8	13	11	7	6	8	9	4	7	9	10	7	10	13	8	6	8	6
The environment	9	8	5	8	18	4	5	9	12	9	8	6	7	9	9	10	6	8	9	10	6	9
Transport	7	7	7	7	17	5	5	6	10	9	5	15	8	5	5	8	6	10	6	6	8	7
None of these	4	5	4	5	2	4	3	6	5	5	5	5	5	4	6	4	6	5	4	5	6	7
Don't know	4	5	3	3	2	1	3	3	4	4	5	19	6	2	2	4	6	4	6	5	3	5

## 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	87	124
Male 25 to 39	196	261
Male 40 to 59	406	349
Male 60 +	300	269
Female 18 to 24	120	122
Female 25 to 39	264	263
Female 40 to 59	416	358
Female 60 +	279	323
<b>Region</b>		
North England	480	509
Midlands	268	339
East	205	199
London	298	265
South England	430	474
Wales	120	103
Scotland	267	180
<b>Social Grade</b>		
AB	810	579
C1	604	600
C2	265	434
DE	389	455
<b>Newspaper Type</b>		
Express / Mail	376	294
Sun / Star	270	416
Mirror / Record	161	182
Guardian / Independent	168	91
FT / Times / Telegraph	133	165
Other Paper	342	238
No Paper	618	682
<b>Political Party Identification</b>		
Labour	723	653
Conservative	533	575
Liberal Democrat	173	196
SNP/Plaid Cymru	74	39
Others	123	101
None/ DK	442	503

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)