

YouGov / The Sun Survey Results

Sample Size: 1715 GB Adults
Fieldwork: 28th - 29th September 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
Weighted Sample	1715	418	495	100	214	491	413	361	832	883	204	434	587	490	978	737	220	557	367	422	149
Unweighted Sample	1715	413	482	112	220	508	407	391	813	902	98	415	672	530	1151	564	280	537	335	381	182
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	71	3	16	31	30	27	30	27	36	34	26	32	34	33	29	13
Lab	36	0	100	0	0	4	82	31	34	39	49	39	37	29	35	38	43	30	34	45	28
Lib Dem	7	0	0	100	0	1	2	30	7	7	7	10	8	5	9	5	6	9	6	7	7
Other	26	0	0	0	100	24	13	23	28	24	18	22	28	30	22	31	19	26	27	19	52

Other Parties Voting Intention

UKIP	16	0	0	0	100	21	6	10	17	14	6	10	18	21	13	19	13	18	21	14	4
SNP / PCY	5	0	0	0	0	1	4	5	5	4	5	5	5	4	4	6	0	1	1	0	44
Green	4	0	0	0	0	2	3	7	4	5	6	5	4	4	5	4	5	6	3	4	2
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	1	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	0	0	1	1	1	0	0	2	0	0	1	0	1	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	1	3	3	5	8	13	11	4	3	6	7	7	7	6	8	2
Don't know	13	0	0	0	0	12	9	20	9	18	10	15	14	13	14	13	14	14	15	11	13

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

	Sept 25-26	Sept 28-29																				
Approve	31	31	88	6	40	19	64	11	25	37	27	26	30	29	38	35	27	33	34	29	32	23
Disapprove	56	55	5	86	43	69	24	81	59	52	57	54	50	59	54	50	60	54	52	53	55	68
Don't know	13	14	8	7	17	12	12	8	15	11	16	19	20	12	9	15	13	13	14	18	13	9

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

	Sept 14-15	Sept 28-29																				
Conservative	21	21	67	1	9	16	54	2	10	22	20	12	19	19	29	23	18	21	25	19	21	11
Labour	35	37	8	88	29	16	10	75	39	39	36	45	34	40	34	36	39	40	31	37	45	38
Liberal Democrat	5	4	4	1	42	1	2	0	15	6	3	3	5	6	3	6	2	3	6	4	3	5
Other	9	10	0	1	0	36	8	3	9	11	9	9	7	13	9	8	12	9	8	12	6	25
None	13	12	9	3	10	17	11	9	12	10	14	12	12	11	11	12	11	14	12	12	10	11
Don't know	17	16	12	6	10	15	15	10	14	12	19	19	22	11	14	14	17	13	17	17	16	10

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

	Sept 14-15	Sept 28-29																				
Asylum and immigration																						
Conservative	24	22	62	10	23	2	45	8	17	23	22	22	21	23	23	26	18	22	23	21	23	22
Labour	16	15	1	46	7	0	1	37	15	15	16	15	16	14	16	15	16	17	13	15	18	16
Liberal Democrat	6	6	2	5	42	0	2	3	18	7	5	8	7	5	5	7	4	8	7	4	3	7
Other	23	27	20	8	4	87	36	16	18	30	24	21	21	30	31	24	31	21	28	31	24	29
None	15	14	6	15	11	9	7	19	16	13	15	13	13	16	12	13	15	18	14	14	11	15
Don't know	16	16	9	15	13	2	9	17	17	12	20	21	22	12	13	15	17	15	15	15	21	11
Law and order																						
Conservative	32	33	87	9	24	23	68	11	24	36	30	19	29	35	38	37	26	33	36	35	30	24
Labour	21	21	1	62	10	4	3	51	20	22	21	27	20	21	20	21	21	21	18	20	26	22
Liberal Democrat	5	4	1	2	39	0	1	1	12	5	3	4	5	4	3	5	2	3	5	3	4	4
Other	12	13	1	3	1	53	13	6	10	14	11	14	8	15	15	10	16	11	12	16	9	24
None	12	11	3	9	7	11	5	14	12	9	13	11	12	11	10	10	13	16	12	9	10	12
Don't know	19	18	7	15	19	9	9	17	21	14	22	25	26	14	13	16	21	16	18	18	21	15
Education and schools																						
Conservative	26	24	74	2	7	21	61	5	13	26	22	12	19	23	36	28	19	24	28	25	23	14
Labour	28	29	7	76	11	10	7	65	28	32	27	28	29	33	26	29	30	31	23	32	35	30
Liberal Democrat	8	8	4	5	61	1	3	3	22	8	8	13	10	8	5	9	6	6	11	7	6	6
Other	10	11	1	1	0	39	9	4	10	12	9	13	7	13	10	9	13	12	9	11	6	27
None	10	10	2	5	7	15	7	11	11	7	13	13	11	9	10	9	11	14	10	9	10	10
Don't know	19	17	11	10	15	13	13	12	17	14	20	21	23	14	14	15	20	13	19	16	19	13
Taxation																						
Conservative	30	28	80	7	16	22	64	9	16	32	24	26	25	27	34	33	22	30	30	29	26	21
Labour	25	24	5	67	7	7	5	54	25	24	24	19	24	28	23	23	25	26	22	21	30	24
Liberal Democrat	6	6	2	3	49	2	2	3	19	8	4	4	9	6	5	7	5	4	9	7	4	5
Other	10	13	2	2	3	49	14	5	11	14	12	11	7	16	15	11	16	11	12	14	11	24
None	11	12	3	7	11	13	6	13	12	9	14	15	12	12	10	11	13	14	11	12	12	12
Don't know	19	17	8	13	13	7	8	16	17	11	22	24	23	12	14	15	19	16	17	18	18	14
Unemployment																						
Conservative	26	27	81	4	13	20	61	7	16	30	24	25	25	23	34	31	22	27	29	30	26	14
Labour	29	28	5	74	16	7	6	59	30	29	27	27	26	30	28	27	29	30	23	26	34	33
Liberal Democrat	4	4	2	1	39	1	2	1	13	5	3	4	4	5	3	5	2	3	5	4	4	3
Other	11	12	0	1	1	45	12	5	10	12	11	11	7	14	12	9	15	12	11	12	7	24
None	12	12	3	7	12	15	6	14	11	9	14	11	14	12	10	11	12	13	13	10	11	12
Don't know	19	18	9	12	19	11	13	14	20	14	21	22	24	16	13	17	20	16	20	18	18	14
The economy in general																						
Conservative	34	35	93	8	26	32	74	11	24	40	29	24	31	33	45	41	27	36	39	36	31	26
Labour	21	22	1	65	6	3	4	53	18	21	22	22	21	24	19	21	23	23	18	20	27	19
Liberal Democrat	4	3	0	1	36	0	0	1	11	4	3	4	4	3	2	4	3	4	5	1	3	5
Other	10	11	0	1	3	43	9	5	10	12	10	11	8	14	10	8	14	10	10	13	7	23
None	11	12	1	9	12	13	4	15	13	10	13	13	13	12	10	11	13	13	12	10	12	12
Don't know	20	18	5	15	18	9	8	16	23	12	23	27	23	15	13	16	20	14	17	20	20	16

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

		Sept 14-15	Sept 28-29																				
Europe	Conservative	19	19	62	4	12	2	42	4	14	20	19	14	20	19	21	22	15	24	20	19	19	14
	Labour	18	19	1	57	7	0	3	45	20	18	20	17	22	20	17	18	20	19	16	17	26	19
	Liberal Democrat	8	9	2	9	56	1	2	4	24	10	7	11	9	8	8	10	7	7	9	10	7	11
	Other	21	24	15	8	3	86	34	15	15	30	19	19	13	27	31	22	27	19	27	26	19	32
	None	13	10	6	7	8	8	7	13	9	9	12	11	12	12	8	10	11	15	11	8	11	9
	Don't know	21	18	12	15	14	3	12	19	18	14	23	26	24	14	15	18	19	16	19	21	19	15
Welfare benefits	Conservative	27	25	74	5	10	19	57	8	14	27	24	23	22	22	33	29	21	21	28	27	25	17
	Labour	27	28	7	73	12	7	6	59	29	30	26	28	25	30	27	26	30	33	23	25	34	30
	Liberal Democrat	6	6	3	3	49	1	3	2	17	7	5	4	7	7	4	8	3	6	8	4	4	6
	Other	11	13	2	2	1	49	13	6	11	15	11	12	9	16	13	11	16	13	12	14	9	25
	None	11	11	6	6	11	13	10	13	9	10	13	10	14	11	10	12	11	13	12	11	10	11
	Don't know	18	17	8	11	17	10	11	13	20	12	21	23	23	13	12	15	18	14	17	19	18	12
Housing	Conservative	19	20	63	3	10	11	48	2	12	20	19	14	18	18	25	22	17	16	24	21	18	9
	Labour	28	29	10	74	14	8	7	62	29	31	27	28	26	31	29	28	30	31	25	28	33	32
	Liberal Democrat	6	4	3	2	39	1	2	1	14	5	4	4	4	6	3	5	3	4	6	3	4	4
	Other	11	12	1	2	0	46	12	5	9	14	11	12	9	15	11	10	15	12	11	12	10	25
	None	13	14	8	6	17	20	13	14	12	13	14	10	15	13	15	14	13	18	14	13	12	14
	Don't know	23	21	15	13	20	15	18	16	23	16	26	32	28	17	17	21	22	19	22	23	23	16

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	48	103
Male 25 to 39	179	216
Male 40 to 59	305	290
Male 60 +	281	223
Female 18 to 24	50	101
Female 25 to 39	236	218
Female 40 to 59	367	297
Female 60 +	249	268
Region		
North England	381	422
Midlands	229	281
East	152	165
London	280	220
South England	385	393
Wales	106	86
Scotland	182	149
Social Grade		
AB	685	480
C1	466	497
C2	259	360
DE	305	377
Newspaper Type		
Express / Mail	340	244
Sun / Star	171	345
Mirror / Record	121	151
Guardian / Independent	130	75
FT / Times / Telegraph	127	137
Other Paper	279	197
No Paper	547	566
Political Party Identification		
Labour	522	542
Conservative	465	477
Liberal Democrat	182	163
SNP/Plaid Cymru	39	33
Others	128	84
None/ DK	379	417

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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