

YouGov / The Sun Survey Results

Sample Size: 2072 GB Adults
Fieldwork: 7th - 8th July 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	2072	511	621	137	199	637	491	408	1005	1067	247	524	709	593	1181	891	265	673	443	510	180	
Unweighted Sample	2072	517	630	111	220	617	511	395	1029	1043	197	453	809	613	1377	695	328	596	442	451	255	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	76	3	9	32	30	19	26	30	42	35	27	33	39	35	23	19
Lab	38	0	100	0	0	4	84	39	38	39	51	45	39	27	36	41	45	28	36	52	35
Lib Dem	8	0	0	100	0	2	2	30	8	9	13	7	7	10	11	5	8	11	9	6	6
Other	22	0	0	0	100	18	11	21	22	22	16	23	23	22	18	27	14	22	21	20	40

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	4	8	12	12	3	9	14	16	8	18	9	15	11	15	4
Green	5	0	0	0	0	1	3	10	5	5	9	8	3	3	5	5	4	6	7	4	5
SNP / PCY	3	0	0	0	0	1	2	2	3	3	4	3	4	2	3	3	1	0	2	0	29
BNP	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
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	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	2

Non Voters

Would Not Vote	6	0	0	0	0	2	1	2	5	7	16	9	4	3	5	8	5	6	7	7	5
Don't know	15	0	0	0	0	12	10	20	10	20	20	14	16	14	14	17	13	16	14	17	13

July
6-7

July
7-8

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

Approve	32	30	86	4	42	8	64	8	24	34	26	21	26	29	37	33	24	29	35	31	23	26
Disapprove	50	55	7	86	46	81	24	84	60	56	55	44	58	61	50	52	59	55	49	53	62	64
Don't know	18	15	7	10	12	10	12	8	16	11	20	35	16	10	12	14	17	16	16	17	15	10

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

June
23-24

July
7-8

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	56	54	69	40	34	92	72	50	38	49	59	27	45	58	69	49	61	46	60	52	55	48
The economy	51	48	62	50	55	34	53	47	46	53	42	45	52	48	44	52	41	48	49	47	43	58
Health	35	40	33	52	37	29	32	49	51	36	45	36	30	43	48	42	38	41	39	43	42	34
Welfare benefits	28	25	27	23	12	35	30	23	22	23	27	18	23	28	25	22	28	17	26	25	26	27
Housing	20	20	14	26	24	16	15	23	24	18	22	21	23	21	16	20	21	36	20	18	15	18
Europe	17	17	26	10	10	36	27	12	11	22	13	10	12	16	25	17	17	12	22	15	15	16
Education	16	15	11	21	25	5	9	16	22	15	15	23	18	12	13	17	12	20	13	15	14	18
Pensions	12	13	14	14	21	9	13	14	16	14	13	10	12	16	14	14	12	13	10	17	14	16
Crime	10	12	12	9	11	16	13	11	9	11	12	11	8	12	14	10	13	8	12	15	11	11
The environment	8	9	3	9	22	3	5	7	16	9	8	11	9	8	8	10	7	7	9	10	8	9
Tax	7	7	6	8	7	5	5	6	4	8	5	9	12	5	3	7	6	9	6	6	6	8
Family life & childcare	5	7	3	10	4	5	5	10	7	5	9	7	11	7	4	6	9	6	6	7	7	10
Transport	2	3	2	2	5	0	2	2	5	3	2	4	4	2	2	3	2	4	3	3	2	3
None of these	1	1	1	1	0	0	0	1	1	1	1	4	1	1	0	1	1	0	1	1	1	1
Don't know	3	3	1	2	1	0	0	2	3	3	4	12	5	1	1	3	4	5	3	3	5	1

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	45	50	49	57	35	47	46	49	50	40	38	46	51	38	48	40	43	43	43	45	54
Health	36	39	38	46	39	35	38	43	46	34	44	24	25	42	55	40	39	38	40	41	41	32
Pensions	25	29	33	26	32	27	33	30	30	27	30	13	19	29	43	30	27	26	29	27	29	33
Immigration & Asylum	19	18	20	13	4	49	25	18	8	17	19	4	14	17	28	17	19	16	19	17	19	14
Tax	17	18	22	17	14	16	20	18	14	20	15	23	23	17	11	18	16	20	17	16	17	21
Housing	14	16	10	19	20	17	11	17	17	16	16	29	23	13	9	14	18	29	17	14	10	17
Education	14	13	11	17	16	8	8	15	13	12	14	20	18	13	5	14	11	16	11	15	12	12
Family life & childcare	11	12	10	13	9	11	10	13	12	9	15	13	23	11	4	12	13	10	11	16	12	10
Welfare benefits	12	12	7	16	11	15	10	14	13	12	12	9	12	16	9	10	15	8	12	13	15	10
The environment	10	10	6	10	23	5	6	9	17	9	11	7	9	10	11	12	7	9	12	10	7	11
Europe	9	8	12	5	7	22	14	3	6	10	7	2	3	7	17	9	7	6	10	9	7	8
Crime	7	7	9	6	4	12	9	8	4	8	7	5	7	8	8	6	9	7	7	10	6	6
Transport	7	6	6	5	12	4	5	5	8	8	5	12	6	5	5	7	5	9	6	7	3	8
None of these	5	4	6	4	1	1	5	4	3	5	4	5	5	4	4	4	5	3	4	4	5	6
Don't know	4	5	1	3	1	2	1	3	5	5	4	15	6	2	2	4	6	6	4	4	6	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.
Age and Gender		
Male 18 to 24	84	124
Male 25 to 39	192	261
Male 40 to 59	414	350
Male 60 +	339	269
Female 18 to 24	113	122
Female 25 to 39	261	263
Female 40 to 59	395	358
Female 60 +	274	323
Region		
North England	451	510
Midlands	306	340
East	177	199
London	328	265
South England	419	474
Wales	136	104
Scotland	255	180
Social Grade		
AB	777	580
C1	600	601
C2	280	435
DE	415	456
Newspaper Type		
Express / Mail	416	332
Sun / Star	251	487
Mirror / Record	155	207
Guardian / Independent	164	93
FT / Times / Telegraph	173	197
Other Paper	300	238
No Paper	613	518
Political Party Identification		
Labour	682	663
Conservative	561	580
Liberal Democrat	177	228
SNP/Plaid Cymru	73	35
Others	146	48
None/ DK	433	518

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

Or visit our website: yougov.co.uk