

YouGov / The Sun Survey Results

Sample Size: 2144 GB Adults
Fieldwork: 13th - 14th October 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	2144	515	580	134	302	655	533	403	1040	1104	255	542	733	613	1222	922	274	697	459	527	187	
Unweighted Sample	2144	495	614	129	302	634	561	422	1041	1103	198	475	860	611	1454	690	322	676	403	512	231	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	30	100	0	0	0	70	5	10	30	30	22	33	25	37	35	24	33	35	30	26	23
Lab	34	0	100	0	0	2	76	36	31	37	37	35	39	27	33	36	38	29	35	41	24
Lib Dem	8	0	0	100	0	2	1	27	9	7	6	11	7	6	10	5	10	10	6	6	6
Other	28	0	0	0	100	25	17	27	30	26	35	21	29	29	22	35	19	25	29	27	48

Other Parties Voting Intention

UKIP	18	0	0	0	100	23	11	14	20	15	12	10	20	23	12	25	13	18	22	21	7
Green	5	0	0	0	0	1	2	10	5	5	16	5	3	2	5	4	4	6	5	4	2
SNP / PCY	4	0	0	0	0	1	4	2	4	4	4	5	4	3	4	5	0	0	1	0	39
Other	1	0	0	0	0	0	0	1	0	1	1	1	1	0	1	0	1	1	1	0	0
BNP	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0

Non Voters

Would Not Vote	6	0	0	0	0	1	1	3	6	7	13	10	4	3	5	9	9	7	6	6	3
Don't know	14	0	0	0	0	10	10	18	9	19	19	14	14	13	15	14	14	14	16	12	14

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

		Oct 12-13	Oct 13-14																			
Approve	31	31	85	6	44	18	64	10	24	36	27	22	36	28	35	35	26	30	34	34	28	28
Disapprove	53	56	8	90	40	71	26	83	65	56	57	53	48	64	56	52	62	55	53	52	62	64
Don't know	16	12	7	4	16	11	10	7	12	9	16	25	16	8	8	13	12	15	13	14	10	8

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

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

		Sept 29-30	Oct 13-14																			
Immigration & Asylum	55	55	64	39	34	94	71	49	42	52	58	26	43	63	69	49	63	46	55	59	59	45
The economy	55	54	66	56	71	38	59	56	63	60	49	45	58	56	53	58	49	50	56	52	52	65
Health	39	45	36	58	46	36	38	55	53	39	51	42	36	44	55	45	45	48	45	48	41	43
Welfare benefits	24	24	26	23	14	24	27	24	25	20	27	15	24	26	25	21	27	22	22	24	25	29
Housing	18	17	9	26	20	10	10	20	21	17	17	17	18	20	13	16	18	32	16	12	18	10
Education	13	15	11	18	33	7	9	16	23	14	16	26	17	14	10	16	13	16	16	17	12	13
Europe	14	15	23	7	7	35	26	8	8	18	12	10	10	15	23	15	15	12	16	16	17	11
Pensions	10	12	13	11	13	12	11	11	11	11	13	7	10	11	16	12	12	9	12	13	12	12
Crime	11	10	10	10	3	11	10	10	6	10	9	10	12	9	7	10	9	9	9	9	13	6
Tax	9	9	10	11	7	5	8	10	8	11	7	13	11	9	5	12	5	5	9	11	9	10
The environment	10	8	6	7	14	5	6	4	11	8	8	19	8	6	6	8	7	8	9	9	5	9
Family life & childcare	6	5	2	7	8	2	3	7	5	4	6	5	7	5	4	5	5	4	6	5	5	5
Transport	3	3	3	4	6	2	3	3	5	6	1	5	4	4	2	4	2	4	3	4	3	2
None of these	1	1	0	0	0	0	0	1	0	1	0	1	1	0	0	1	0	1	0	0	1	1
Don't know	3	3	1	2	0	1	1	2	2	3	3	13	4	1	0	3	3	5	3	1	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	46	46	57	46	55	38	52	45	53	48	45	34	48	49	46	50	42	39	48	44	46	58
Health	38	41	39	47	40	35	39	49	45	36	46	31	29	41	56	41	41	43	40	41	41	43
Pensions	25	27	33	25	33	28	31	29	29	25	29	12	16	27	44	29	25	22	28	29	26	31
Immigration & Asylum	21	20	20	12	10	52	27	17	13	21	18	7	10	22	31	16	25	22	20	24	19	10
Tax	19	20	27	19	14	17	22	17	19	23	18	25	27	20	13	23	17	15	21	22	20	24
Education	14	15	14	16	22	8	12	14	17	12	16	27	16	15	7	16	12	14	14	18	12	16
Housing	13	13	9	18	15	8	10	14	16	12	14	18	20	12	7	13	15	26	15	12	9	6
Welfare benefits	14	13	8	19	3	15	9	20	13	12	14	9	10	17	13	8	19	15	13	13	12	13
Family life & childcare	11	12	12	14	18	6	11	14	12	11	13	5	23	11	6	13	10	8	11	14	13	14
Europe	8	10	14	3	6	27	17	4	7	12	7	6	4	8	17	9	10	8	11	11	9	6
The environment	10	9	9	8	16	4	8	8	13	9	9	14	9	8	9	11	7	11	13	6	7	9
Crime	7	7	9	7	5	11	8	7	6	7	7	6	8	8	7	6	9	8	5	9	10	4
Transport	6	7	7	8	12	2	5	6	9	9	6	14	9	7	3	9	5	11	8	7	5	6
None of these	4	3	2	2	2	3	3	2	2	3	3	5	4	3	2	3	4	4	3	2	5	3
Don't know	4	4	1	3	2	2	2	3	2	5	4	14	6	2	1	4	4	5	3	2	6	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.
Age and Gender		
Male 18 to 24	89	129
Male 25 to 39	208	270
Male 40 to 59	424	362
Male 60 +	320	279
Female 18 to 24	109	126
Female 25 to 39	267	272
Female 40 to 59	436	371
Female 60 +	291	334
Region		
North England	512	527
Midlands	268	352
East	194	206
London	322	274
South England	482	491
Wales	135	107
Scotland	231	187
Social Grade		
AB	822	600
C1	632	622
C2	311	450
DE	379	472
Newspaper Type		
Express / Mail	432	304
Sun / Star	239	431
Mirror / Record	152	189
Guardian / Independent	199	94
FT / Times / Telegraph	174	172
Other Paper	326	247
No Paper	622	708
Political Party Identification		
Labour	711	678
Conservative	552	596
Liberal Democrat	192	204
SNP/Plaid Cymru	56	41
Others	161	105
None/ DK	472	521

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