

# YouGov / The Sun Survey Results

Sample Size: 2052 GB Adults  
Fieldwork: 27th - 28th 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
<b>Weighted Sample</b>	<b>2052</b>	507	531	128	266	584	485	423	995	1057	244	519	702	587	1170	882	263	667	439	505	179
Unweighted Sample	2052	471	580	121	243	547	534	436	964	1088	207	539	735	571	1359	693	274	656	373	452	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	32	100	0	0	0	72	7	12	29	35	37	27	28	37	38	22	32	37	34	26	20
Lab	33	0	100	0	0	5	77	30	35	31	32	39	36	26	30	38	36	25	33	43	28
Lib Dem	8	0	0	100	0	1	1	28	8	8	6	9	8	7	9	6	10	12	6	4	7
Other	28	0	0	0	100	22	15	31	28	27	25	25	28	29	23	34	22	26	27	26	45

## Other Parties Voting Intention

UKIP	17	0	0	0	100	21	9	13	19	14	7	12	17	22	12	22	13	20	18	17	4
Green	5	0	0	0	0	0	3	13	5	6	13	8	4	2	7	3	7	4	7	6	2
SNP / PCY	4	0	0	0	0	0	3	3	4	5	3	4	5	4	3	5	0	0	2	1	38
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	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
Other	1	0	0	0	0	0	0	1	1	1	0	0	1	1	0	1	1	1	0	1	1

## Non Voters

Would Not Vote	7	0	0	0	0	2	3	2	6	8	19	9	6	1	5	9	4	9	8	7	4
Don't know	15	0	0	0	0	10	10	17	10	19	23	15	15	11	14	15	17	13	16	15	12

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

	Oct 26-27	Oct 27-28																				
Approve	31	31	87	8	37	14	64	11	26	35	27	31	30	29	35	36	25	30	37	31	27	25
Disapprove	55	54	6	86	46	75	24	81	63	54	53	40	53	58	54	51	57	55	47	52	59	63
Don't know	13	15	8	6	16	11	12	7	12	10	20	29	18	12	10	13	18	14	16	18	14	12

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<b>Weighted Sample</b>	<b>2052</b>	507	531	128	266	584	485	423	995	1057	244	519	702	587	1170	882	263	667	439	505	179
Unweighted Sample	2052	471	580	121	243	547	534	436	964	1088	207	539	735	571	1359	693	274	656	373	452	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Oct 13-14	Oct 27-28																				
Immigration & Asylum	55	<b>57</b>	69	48	44	90	73	54	47	54	60	32	45	64	70	51	65	46	62	62	58	41
The economy	54	<b>49</b>	59	52	64	37	54	48	57	55	44	45	49	52	48	57	40	51	50	45	50	53
Health	45	<b>43</b>	38	53	48	34	34	53	52	40	45	29	38	42	53	45	39	39	43	42	43	45
Europe	15	<b>25</b>	39	14	16	44	37	21	18	26	24	21	18	25	34	24	27	22	27	27	23	21
Welfare benefits	24	<b>21</b>	20	23	13	27	22	20	19	19	23	17	19	22	24	18	26	15	21	21	22	29
Housing	17	<b>16</b>	13	21	22	12	10	19	20	17	16	18	19	15	15	18	15	36	14	12	13	15
Education	15	<b>12</b>	8	15	21	6	8	13	15	11	13	21	13	12	7	14	9	14	13	10	11	10
Pensions	12	<b>11</b>	13	12	9	8	13	11	10	10	11	5	8	12	14	11	11	10	9	11	11	14
Crime	10	<b>10</b>	7	10	7	15	9	10	8	8	12	9	8	12	10	10	11	10	10	11	11	8
The environment	8	<b>9</b>	5	9	15	1	4	6	16	9	8	15	10	9	4	10	7	9	9	8	7	12
Tax	9	<b>8</b>	6	9	9	9	6	9	9	10	6	10	12	7	4	8	7	10	6	9	8	9
Family life & childcare	5	<b>5</b>	3	7	9	4	4	5	7	4	5	2	10	4	2	5	4	3	6	4	5	4
Transport	3	<b>2</b>	2	2	6	2	2	1	3	3	1	1	3	2	2	3	2	3	2	2	3	1
None of these	1	<b>1</b>	0	0	0	0	0	0	0	1	0	4	1	0	0	0	1	0	1	0	1	2
Don't know	3	<b>4</b>	1	2	1	0	2	3	2	3	5	14	6	2	1	3	6	6	3	5	5	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	<b>44</b>	48	48	53	33	45	47	49	47	41	42	22	49	41	49	37	44	45	40	43	49
Health	41	<b>40</b>	41	42	52	38	39	43	47	37	42	27	22	41	59	40	39	38	41	38	41	39
Pensions	27	<b>28</b>	31	27	28	33	30	29	31	27	29	18	13	27	47	28	29	22	29	28	27	34
Immigration & Asylum	20	<b>20</b>	23	14	6	54	30	18	12	22	18	9	11	23	29	16	25	21	20	22	21	13
Tax	20	<b>19</b>	23	18	19	17	20	17	18	23	15	27	27	17	9	22	15	18	19	17	19	25
Housing	13	<b>13</b>	12	16	15	8	12	15	14	13	14	23	21	11	6	14	12	27	15	8	10	12
Education	15	<b>12</b>	11	13	23	9	10	12	16	11	13	13	17	14	4	15	8	14	12	10	13	11
Family life & childcare	12	<b>12</b>	12	15	15	7	11	14	12	10	14	7	26	10	5	14	9	9	13	13	11	13
Welfare benefits	13	<b>12</b>	8	16	10	12	8	14	13	11	13	6	11	16	11	7	18	9	12	10	16	15
Europe	10	<b>9</b>	15	4	4	21	16	7	5	11	8	6	7	9	14	9	9	9	10	9	9	7
The environment	9	<b>8</b>	6	9	11	3	4	9	14	8	9	6	7	10	9	9	7	8	9	6	8	9
Transport	7	<b>8</b>	7	8	12	5	7	8	12	9	6	11	9	7	6	9	6	15	6	7	7	5
Crime	7	<b>7</b>	6	5	2	12	7	5	6	7	6	3	6	7	8	6	7	8	6	9	5	4
None of these	3	<b>4</b>	3	3	2	3	3	2	3	4	4	6	5	3	3	3	5	3	5	4	3	4
Don't know	4	<b>6</b>	3	4	4	0	3	4	2	4	7	17	7	4	1	4	7	7	3	8	7	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	79	124
Male 25 to 39	173	261
Male 40 to 59	443	350
Male 60 +	318	269
Female 18 to 24	96	122
Female 25 to 39	226	263
Female 40 to 59	445	358
Female 60 +	289	323
<b>Region</b>		
North England	457	509
Midlands	280	339
East	195	199
London	314	265
South England	454	474
Wales	138	103
Scotland	231	180
<b>Social Grade</b>		
AB	827	579
C1	538	600
C2	312	434
DE	392	455
<b>Newspaper Type</b>		
Express / Mail	415	294
Sun / Star	217	416
Mirror / Record	180	182
Guardian / Independent	150	91
FT / Times / Telegraph	158	166
Other Paper	340	238
No Paper	609	683
<b>Political Party Identification</b>		
Labour	699	654
Conservative	593	575
Liberal Democrat	169	197
SNP/Plaid Cymru	61	39
Others	141	101
None/ DK	406	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)