

YouGov / The Sun Survey Results

Sample Size: 2109 GB Adults
Fieldwork: 27th - 28th May 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	2109	525	601	142	241	635	518	410	1023	1086	251	534	721	603	1202	907	270	685	451	519	183	
Unweighted Sample	2109	484	661	119	279	600	568	399	1017	1092	218	435	880	576	1346	763	325	602	437	493	252	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	72	4	13	32	31	24	29	31	37	36	26	35	42	28	24	18
Lab	36	0	100	0	0	5	82	30	34	38	38	37	36	35	33	41	37	26	36	49	37
Lib Dem	9	0	0	100	0	1	2	32	9	8	14	11	8	6	10	6	10	9	10	6	9
Other	24	0	0	0	100	22	12	24	24	23	25	23	25	22	22	27	18	23	26	21	36

Other Parties Voting Intention

UKIP	14	0	0	0	100	20	9	11	15	14	9	8	17	18	12	19	13	16	17	14	5
Green	5	0	0	0	0	1	2	11	3	6	8	7	5	1	6	3	4	6	6	4	1
SNP / PCY	3	0	0	0	0	1	1	2	4	2	4	4	3	2	3	3	0	0	2	0	29
BNP	1	0	0	0	0	0	0	0	1	0	3	1	0	0	0	1	0	0	0	2	1
Respect	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	1	1	0	1	1	0	1	1	0	1	1	1	0	1	1	1

Non Voters

Would Not Vote	7	0	0	0	0	5	2	4	6	9	14	12	5	3	7	9	7	7	8	9	3
Don't know	14	0	0	0	0	12	8	18	10	17	15	14	11	16	12	16	11	16	13	13	11

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

	May 26-27	May 27-28																				
Approve	30	30	81	8	39	12	58	9	23	34	26	29	28	31	31	35	24	32	35	29	25	24
Disapprove	55	57	9	86	43	81	30	85	66	56	57	44	56	59	60	52	62	51	49	58	65	66
Don't know	14	13	10	6	18	7	13	6	11	9	17	27	16	11	9	13	14	17	16	13	10	9

Which of these would make the best Prime Minister?

	May 13-14	May 27-28																				
David Cameron	36	34	94	6	15	33	71	9	20	39	30	29	31	35	38	40	27	42	41	33	27	23
Ed Miliband	19	19	0	57	7	4	2	48	19	20	19	18	19	20	20	18	22	20	15	18	25	23
Nick Clegg	5	5	0	3	45	0	2	1	15	6	4	11	7	4	3	6	4	5	4	7	5	5
Don't know	40	41	6	34	33	63	24	42	46	35	47	42	43	41	39	37	47	34	40	42	43	49

Fieldwork: 27th - 28th May 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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

	May 13-14	May 27-28																				
Strongly support	4	3	7	1	13	1	4	1	5	5	2	5	4	2	4	4	2	5	3	3	4	3
Tend to support	26	24	47	10	52	13	36	8	32	26	21	21	25	24	22	27	19	23	27	25	20	21
TOTAL SUPPORT	30	27	54	11	65	14	40	9	37	31	23	26	29	26	26	31	21	28	30	28	24	24
Tend to oppose	29	30	30	32	21	32	31	34	26	26	33	30	25	32	31	31	28	28	28	32	30	29
Strongly oppose	28	31	11	54	7	47	22	52	28	34	29	19	29	32	38	28	35	31	28	28	36	39
TOTAL OPPOSE	57	61	41	86	28	79	53	86	54	60	62	49	54	64	69	59	63	59	56	60	66	68
Don't know	12	12	5	3	7	8	7	4	9	8	16	26	18	9	5	10	16	13	14	13	10	9

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

	May 12-13	May 27-28																				
Immigration & Asylum	52	56	67	43	29	88	72	50	43	50	61	43	38	61	70	50	64	51	56	60	58	45
The economy	52	53	64	57	63	37	55	54	58	60	47	51	56	56	49	57	48	48	54	53	55	58
Health	34	32	27	43	32	23	26	43	36	29	35	24	28	32	38	32	32	27	32	33	34	32
Welfare benefits	26	25	27	24	12	32	28	26	22	21	28	16	22	26	29	22	27	22	24	23	28	24
Europe	14	23	32	15	22	36	32	15	19	25	20	20	17	21	31	22	24	18	21	28	24	18
Housing	20	20	13	29	25	15	13	25	25	21	19	19	24	19	19	20	20	34	20	16	17	20
Education	17	16	12	20	20	4	12	17	21	15	17	25	19	13	12	19	12	18	16	18	13	13
Pensions	13	12	12	13	12	10	12	13	13	12	11	5	8	12	18	12	12	12	12	14	11	11
Crime	12	10	9	9	4	18	12	10	5	10	10	12	9	11	9	10	10	12	8	11	11	9
Tax	10	9	8	9	10	12	8	8	7	11	8	15	14	9	5	10	9	8	11	9	8	13
The environment	10	9	5	10	18	4	4	9	16	9	9	10	12	9	5	11	6	7	11	7	8	7
Family life & childcare	7	6	6	5	10	6	6	5	8	4	8	3	8	7	4	6	7	4	6	7	5	10
Transport	3	2	2	2	4	1	2	2	2	3	1	3	4	2	1	3	1	4	3	1	1	3
None of these	1	1	1	0	1	0	1	1	1	1	0	0	2	0	0	1	0	1	0	0	1	1
Don't know	3	3	1	1	3	0	1	1	2	3	3	10	5	1	0	2	5	3	4	2	3	5

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

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

	May 12-13	May 27-28																				
The economy	48	48	55	52	56	41	51	49	52	52	45	47	48	52	45	53	42	51	45	50	47	56
Health	37	37	39	44	29	38	37	49	37	35	39	20	24	40	52	35	39	35	38	35	39	32
Pensions	27	28	30	26	28	29	29	30	33	25	31	14	16	27	45	28	28	21	29	30	29	29
Tax	19	21	27	16	18	23	24	17	20	23	19	27	24	18	18	22	19	20	21	23	18	23
Immigration & Asylum	18	19	21	12	4	50	26	17	13	20	19	13	12	21	26	17	23	19	19	21	21	16
Housing	15	15	11	16	25	10	12	15	18	14	16	21	22	13	8	17	13	26	15	16	11	8
Education	15	14	11	17	16	5	10	16	16	12	16	20	17	17	5	16	11	14	15	13	12	16
Family life & childcare	14	14	11	16	11	11	14	16	12	12	16	10	28	12	5	14	13	11	15	12	14	17
Welfare benefits	16	14	7	20	10	13	9	20	10	14	14	11	13	16	13	9	20	9	12	15	17	12
Europe	7	10	14	5	4	26	17	4	7	11	8	9	5	8	16	9	11	8	10	11	9	11
The environment	8	9	8	10	22	6	5	10	18	10	8	6	10	10	10	12	6	11	9	8	10	8
Crime	7	8	9	8	3	10	10	8	4	9	6	4	7	8	9	8	7	10	6	6	10	6
Transport	7	6	6	8	4	3	5	6	8	8	4	8	8	5	4	6	5	6	6	7	5	6
None of these	4	3	5	3	1	1	4	2	3	3	4	4	1	3	5	3	3	3	2	4	4	3
Don't know	5	4	3	1	5	0	3	1	3	4	4	13	7	2	1	3	6	4	5	3	3	4

If you had to choose, which of the following options would be best for Britain?

	May 12-13	May 27-28																				
A majority Conservative government	28	29	85	1	4	35	70	5	10	32	27	19	24	30	37	34	23	30	36	27	25	19
A coalition between the Conservatives and Liberal Democrats	8	6	12	1	27	2	6	1	14	7	6	7	7	6	7	7	5	7	8	6	5	8
A coalition between Labour and the Liberal Democrats	10	9	0	11	41	1	2	8	25	11	8	13	12	9	6	11	7	11	7	10	10	13
A majority Labour government	28	28	0	78	6	14	4	71	23	29	27	25	25	30	29	26	31	26	22	30	34	33
Don't know	26	27	3	8	23	47	19	15	28	21	32	37	32	24	21	22	33	26	28	27	26	27

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	82	127
Male 25 to 39	192	266
Male 40 to 59	448	356
Male 60 +	295	274
Female 18 to 24	136	124
Female 25 to 39	243	268
Female 40 to 59	432	365
Female 60 +	281	329
Region		
North England	493	519
Midlands	307	346
East	172	202
London	325	270
South England	430	483
Wales	130	105
Scotland	252	183
Social Grade		
AB	745	591
C1	601	612
C2	315	443
DE	448	464
Newspaper Type		
Express / Mail	452	337
Sun / Star	268	496
Mirror / Record	173	211
Guardian / Independent	160	95
FT / Times / Telegraph	153	200
Other Paper	297	243
No Paper	606	527
Political Party Identification		
Labour	745	675
Conservative	540	591
Liberal Democrat	177	232
SNP/Plaid Cymru	52	36
Others	158	49
None/ DK	437	527

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