

YouGov / The Sun Survey Results

Sample Size: 1977 GB Adults
Fieldwork: 12th - 13th May 2014

	Voting intention				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	1977	519	528	127	228	586	487	396	959	1018	235	500	676	565	1127	850	253	643	423	486	172	
Unweighted Sample	1977	482	559	113	243	540	518	406	956	1021	198	427	805	547	1260	717	230	644	382	451	270	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	75	6	15	35	33	26	33	29	43	39	27	31	40	32	31	27
Lab	34	0	100	0	0	4	79	29	33	36	38	39	35	29	31	39	34	26	38	44	31
Lib Dem	8	0	0	100	0	1	2	33	7	10	7	10	9	6	10	5	15	9	7	6	4
Other	23	0	0	0	100	20	13	23	25	21	28	18	27	22	20	28	20	25	23	19	38

Other Parties Voting Intention

UKIP	15	0	0	0	100	18	8	12	15	14	12	9	18	17	12	19	14	18	16	14	4
SNP / PCY	3	0	0	0	0	0	2	1	4	2	5	3	4	2	3	4	0	0	2	0	32
Green	3	0	0	0	0	1	1	9	3	4	9	4	3	2	3	3	5	5	3	2	2
BNP	1	0	0	0	0	1	0	0	1	1	0	1	1	0	1	0	0	1	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	0	2	1	2	1	1	1	2	1	1	2	0	1	1	2	1

Non Voters

Would Not Vote	8	0	0	0	0	3	3	6	7	10	22	13	5	3	8	9	10	9	9	8	6
Don't know	14	0	0	0	0	9	10	20	9	19	14	19	13	11	13	16	16	15	11	14	15

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

	May 11-12	May 12-13																				
Approve	32	31	84	4	42	15	64	7	25	36	26	19	32	28	38	36	24	34	35	30	26	28
Disapprove	53	54	6	90	45	70	23	84	60	53	54	50	49	59	53	49	60	49	48	56	61	56
Don't know	15	16	10	6	13	15	14	9	15	11	20	31	19	13	10	16	16	18	18	15	13	16

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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

		April 7-8					May 12-13															
The economy	57	52	62	53	62	39	55	54	55	57	47	43	52	58	48	56	46	52	53	47	51	61
Immigration & Asylum	51	52	62	39	33	87	65	48	42	46	58	35	40	54	67	48	57	48	49	57	56	44
Health	34	34	28	51	29	22	27	47	36	32	37	27	27	33	46	35	34	31	34	35	38	31
Welfare benefits	28	26	28	28	19	30	29	28	26	23	29	20	24	30	26	24	29	18	22	32	28	31
Housing	18	20	15	31	25	12	12	27	25	20	20	24	22	21	15	20	21	32	20	17	19	14
Education	15	17	15	20	31	8	13	18	19	17	17	25	17	17	12	20	12	22	19	13	15	13
Europe	17	14	22	4	11	39	24	6	12	17	11	12	11	12	20	15	14	13	17	15	12	12
Pensions	14	13	12	14	16	12	13	14	15	13	14	4	8	15	20	13	14	10	14	12	14	17
Crime	12	12	12	9	14	16	14	9	10	10	14	10	13	12	12	10	14	11	11	11	16	10
Tax	10	10	10	10	8	7	7	10	9	12	9	16	16	8	5	10	10	10	10	10	10	14
The environment	11	10	6	10	19	6	7	9	16	10	10	17	10	10	7	12	7	11	11	9	8	8
Family life & childcare	7	7	5	11	4	9	8	9	7	5	9	6	11	6	6	6	8	6	5	10	8	7
Transport	3	3	2	3	7	1	3	2	6	4	2	3	5	3	2	3	3	6	3	3	1	3
None of these	1	1	0	0	0	0	0	0	1	2	0	3	2	0	0	1	1	1	1	2	0	2
Don't know	2	3	1	1	1	1	2	2	2	4	3	11	5	1	1	3	4	4	3	2	3	4

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	51	48	54	52	57	43	51	52	48	51	46	32	49	58	44	50	46	46	48	47	48	58
Health	37	37	36	49	34	29	35	47	38	35	40	25	25	34	57	36	39	36	38	34	39	38
Pensions	30	27	32	29	26	26	30	27	33	27	28	14	11	28	46	29	25	20	32	23	29	27
Tax	22	19	22	18	15	17	19	15	21	19	18	23	22	18	14	22	14	19	18	18	18	24
Immigration & Asylum	17	18	19	8	9	52	25	13	14	19	18	8	14	18	26	16	21	18	18	19	19	13
Welfare benefits	14	16	10	22	12	23	13	23	14	15	18	12	17	17	17	10	26	14	14	19	20	15
Education	13	15	10	17	27	11	11	16	12	12	17	25	20	15	6	16	14	17	17	15	10	16
Housing	12	15	11	20	16	10	11	17	18	14	16	25	27	11	6	16	15	22	17	14	13	9
Family life & childcare	13	14	12	17	14	13	14	18	14	11	17	10	27	12	7	14	15	14	12	17	15	14
The environment	12	8	4	8	18	5	4	9	14	8	9	8	6	10	8	10	6	12	8	6	7	10
Crime	7	7	7	5	5	15	9	6	5	7	6	5	6	7	7	5	8	8	7	6	7	5
Europe	7	7	11	2	6	22	13	3	6	8	7	3	6	8	11	7	7	7	9	6	7	6
Transport	7	7	7	7	14	1	5	6	12	8	6	8	8	6	7	9	4	10	7	6	6	7
None of these	3	4	4	3	1	2	4	3	3	4	3	6	3	5	2	4	3	3	3	4	4	5
Don't know	4	5	4	1	2	0	4	2	2	5	4	19	6	1	1	5	5	4	5	6	3	5

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

Sept
24-25
2013

May
12-13
2014

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

A majority Conservative government	27	28	82	1	4	32	70	5	10	31	25	15	21	28	39	33	22	22	33	29	26	24
A coalition between the Conservatives and Liberal Democrats	12	8	14	0	40	5	9	3	15	9	7	4	9	7	8	8	7	10	9	7	6	5
A coalition between Labour and the Liberal Democrats	14	10	1	11	42	6	1	8	25	11	9	16	8	12	7	12	8	10	11	9	10	12
A majority Labour government	30	28	0	84	5	11	3	69	21	28	27	26	27	30	26	24	33	25	20	31	35	35
Don't know	17	26	3	3	8	46	17	15	29	20	32	39	34	22	20	23	30	34	28	24	23	24

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	85	119
Male 25 to 39	197	249
Male 40 to 59	406	334
Male 60 +	268	257
Female 18 to 24	113	117
Female 25 to 39	230	251
Female 40 to 59	399	342
Female 60 +	279	308
Region		
North England	451	486
Midlands	294	324
East	192	190
London	230	253
South England	452	453
Wales	88	99
Scotland	270	172
Social Grade		
AB	708	554
C1	552	573
C2	333	415
DE	384	435
Newspaper Type		
Express / Mail	380	316
Sun / Star	243	465
Mirror / Record	156	198
Guardian / Independent	148	89
FT / Times / Telegraph	145	188
Other Paper	304	227
No Paper	601	494
Political Party Identification		
Labour	674	633
Conservative	511	554
Liberal Democrat	169	217
SNP/Plaid Cymru	66	34
Others	129	45
None/ DK	428	494

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