

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	
Weighted Sample	2052	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

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	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
Region		
North England	457	509
Midlands	280	339
East	195	199
London	314	265
South England	454	474
Wales	138	103
Scotland	231	180
Social Grade		
AB	827	579
C1	538	600
C2	312	434
DE	392	455
Newspaper Type		
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
Political Party Identification		
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

Or visit our website: yougov.co.uk

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
Weighted Sample	2052	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 13-14	Oct 27-28																				
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	55	57	69	48	44	90	73	54	47	54	60	32	45	64	70	51	65	46	62	62	58	41
The economy	54	49	59	52	64	37	54	48	57	55	44	45	49	52	48	57	40	51	50	45	50	53
Health	45	43	38	53	48	34	34	53	52	40	45	29	38	42	53	45	39	39	43	42	43	45
Europe	15	25	39	14	16	44	37	21	18	26	24	21	18	25	34	24	27	22	27	27	23	21
Welfare benefits	24	21	20	23	13	27	22	20	19	19	23	17	19	22	24	18	26	15	21	21	22	29
Housing	17	16	13	21	22	12	10	19	20	17	16	18	19	15	15	18	15	36	14	12	13	15
Education	15	12	8	15	21	6	8	13	15	11	13	21	13	12	7	14	9	14	13	10	11	10
Pensions	12	11	13	12	9	8	13	11	10	10	11	5	8	12	14	11	11	10	9	11	11	14
Crime	10	10	7	10	7	15	9	10	8	8	12	9	8	12	10	10	11	10	10	11	11	8
The environment	8	9	5	9	15	1	4	6	16	9	8	15	10	9	4	10	7	9	9	8	7	12
Tax	9	8	6	9	9	9	6	9	9	10	6	10	12	7	4	8	7	10	6	9	8	9
Family life & childcare	5	5	3	7	9	4	4	5	7	4	5	2	10	4	2	5	4	3	6	4	5	4
Transport	3	2	2	2	6	2	2	1	3	3	1	1	3	2	2	3	2	3	2	2	3	1
None of these	1	1	0	0	0	0	0	0	0	1	0	4	1	0	0	0	1	0	1	0	1	2
Don't know	3	4	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	44	48	48	53	33	45	47	49	47	41	42	22	49	41	49	37	44	45	40	43	49
Health	41	40	41	42	52	38	39	43	47	37	42	27	22	41	59	40	39	38	41	38	41	39
Pensions	27	28	31	27	28	33	30	29	31	27	29	18	13	27	47	28	29	22	29	28	27	34
Immigration & Asylum	20	20	23	14	6	54	30	18	12	22	18	9	11	23	29	16	25	21	20	22	21	13
Tax	20	19	23	18	19	17	20	17	18	23	15	27	27	17	9	22	15	18	19	17	19	25
Housing	13	13	12	16	15	8	12	15	14	13	14	23	21	11	6	14	12	27	15	8	10	12
Education	15	12	11	13	23	9	10	12	16	11	13	13	17	14	4	15	8	14	12	10	13	11
Family life & childcare	12	12	12	15	15	7	11	14	12	10	14	7	26	10	5	14	9	9	13	13	11	13
Welfare benefits	13	12	8	16	10	12	8	14	13	11	13	6	11	16	11	7	18	9	12	10	16	15
Europe	10	9	15	4	4	21	16	7	5	11	8	6	7	9	14	9	9	9	10	9	9	7
The environment	9	8	6	9	11	3	4	9	14	8	9	6	7	10	9	9	7	8	9	6	8	9
Transport	7	8	7	8	12	5	7	8	12	9	6	11	9	7	6	9	6	15	6	7	7	5
Crime	7	7	6	5	2	12	7	5	6	7	6	3	6	7	8	6	7	8	6	9	5	4
None of these	3	4	3	3	2	3	3	2	3	4	4	6	5	3	3	3	5	3	5	4	3	4
Don't know	4	6	3	4	4	0	3	4	2	4	7	17	7	4	1	4	7	7	3	8	7	5