

# YouGov / The Sun Survey Results

Sample Size: 1984 GB Adults  
Fieldwork: 23rd - 24th June 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>1984</b>	517	569	129	238	577	472	414	962	1022	236	502	679	567	1131	853	254	645	425	488	173
<b>Unweighted Sample</b>	<b>1984</b>	484	585	112	266	565	494	402	968	1016	177	436	811	560	1296	688	314	613	402	435	220
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	73	5	16	31	35	32	29	30	39	37	26	35	42	37	23	16
Lab	<b>36</b>	0	100	0	0	4	81	31	35	37	34	43	38	28	31	42	39	27	35	48	32
Lib Dem	<b>8</b>	0	0	100	0	1	2	30	10	7	10	11	6	8	10	5	8	10	7	7	7
Other	<b>23</b>	0	0	0	100	22	12	23	25	22	24	17	26	25	21	26	19	21	22	21	45

## Other Parties Voting Intention

UKIP	<b>15</b>	0	0	0	100	20	7	12	17	13	7	10	17	19	13	17	13	17	14	18	7
SNP / PCY	<b>4</b>	0	0	0	0	0	2	2	4	4	6	2	4	4	4	4	0	0	2	0	33
Green	<b>4</b>	0	0	0	0	1	2	7	3	4	11	5	3	2	4	4	5	4	4	3	6
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	0	2	0	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	2	1	4	7	9	17	9	7	5	6	10	5	10	7	10	3
Don't know	<b>12</b>	0	0	0	0	9	6	14	7	17	13	13	11	13	12	13	12	13	13	12	8

June 22-23  
June 23-24

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

Approve	31	<b>33</b>	85	8	52	15	63	12	31	35	31	28	34	29	39	38	26	34	37	36	29	19
Disapprove	55	<b>53</b>	5	85	29	77	25	79	57	55	51	46	50	58	52	50	57	47	46	52	59	71
Don't know	14	<b>14</b>	10	7	19	8	12	9	12	10	19	26	16	13	9	12	17	19	18	12	12	10

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	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>1984</b>	<b>517</b>	<b>569</b>	<b>129</b>	<b>238</b>	<b>577</b>	<b>472</b>	<b>414</b>	<b>962</b>	<b>1022</b>	<b>236</b>	<b>502</b>	<b>679</b>	<b>567</b>	<b>1131</b>	<b>853</b>	<b>254</b>	<b>645</b>	<b>425</b>	<b>488</b>	<b>173</b>	
Unweighted Sample	1984	484	585	112	266	565	494	402	968	1016	177	436	811	560	1296	688	314	613	402	435	220	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

June 9-10 | June 23-24

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	53	<b>56</b>	70	40	40	89	72	45	46	55	56	27	47	59	70	50	63	47	60	58	55	47
The economy	52	<b>51</b>	58	52	64	35	52	50	53	56	46	51	54	53	45	57	43	52	45	50	54	61
Health	36	<b>35</b>	27	48	25	32	28	47	40	32	38	27	29	37	41	36	34	30	34	42	33	33
Welfare benefits	23	<b>28</b>	29	27	26	31	33	25	27	24	31	21	27	31	28	25	32	23	30	27	28	31
Housing	21	<b>20</b>	16	29	24	16	14	26	24	20	21	16	26	17	21	21	20	33	21	13	21	15
Europe	18	<b>17</b>	26	9	13	36	27	10	15	20	14	12	10	18	24	16	18	13	16	21	17	15
Education	17	<b>16</b>	14	21	12	8	12	21	19	13	19	29	18	14	11	19	13	20	14	15	15	21
Pensions	12	<b>12</b>	10	12	12	9	12	13	12	12	12	6	8	13	16	12	12	9	12	12	10	19
Crime	11	<b>10</b>	9	11	9	13	8	12	9	10	11	7	10	11	11	9	11	12	9	10	13	5
Tax	9	<b>7</b>	7	7	10	8	7	7	5	8	7	13	13	6	2	8	7	8	5	6	10	11
The environment	8	<b>8</b>	3	9	23	4	3	7	13	8	7	12	8	7	6	9	6	9	7	7	6	12
Family life & childcare	6	<b>5</b>	3	8	5	5	4	9	2	5	5	4	8	5	4	5	6	5	5	5	5	7
Transport	2	<b>2</b>	3	1	8	1	2	1	4	3	1	5	3	2	1	3	2	4	2	2	1	1
None of these	0	<b>1</b>	1	1	1	0	0	1	1	1	0	3	0	1	0	1	1	1	1	1	1	1
Don't know	3	<b>3</b>	1	1	0	0	1	1	2	3	4	12	3	2	1	2	4	5	3	4	2	3

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>47</b>	49	49	59	40	48	50	50	50	44	41	47	52	43	49	44	40	47	45	48	57
Health	36	<b>36</b>	34	43	37	37	36	44	41	33	39	19	22	40	51	35	38	30	39	37	34	36
Pensions	26	<b>25</b>	24	24	33	24	27	25	30	24	26	12	13	25	41	27	22	22	27	23	23	33
Immigration & Asylum	17	<b>19</b>	27	11	8	44	30	13	10	19	19	10	13	20	27	17	22	19	19	23	17	14
Tax	18	<b>17</b>	19	15	16	20	19	15	15	20	15	20	22	16	15	19	15	18	17	15	17	24
Education	14	<b>14</b>	14	17	19	8	10	18	15	11	16	25	16	14	6	17	9	14	15	13	12	12
Housing	14	<b>14</b>	11	15	18	14	10	14	17	15	14	27	23	10	7	15	13	28	12	9	14	15
Welfare benefits	15	<b>12</b>	8	16	7	18	10	15	11	12	12	6	11	16	11	9	17	7	13	10	17	14
Family life & childcare	13	<b>11</b>	9	15	16	9	9	16	12	9	14	7	23	8	6	12	11	9	9	15	12	11
The environment	9	<b>10</b>	7	12	15	8	6	9	15	9	10	7	11	8	11	11	8	13	9	10	7	13
Europe	10	<b>9</b>	14	5	3	23	18	6	6	10	9	4	6	9	16	9	10	9	10	12	8	4
Crime	7	<b>7</b>	9	7	3	9	9	7	6	7	6	1	6	7	9	6	8	9	6	7	7	3
Transport	8	<b>7</b>	5	6	18	4	4	4	13	7	6	12	9	5	5	8	5	14	7	5	4	6
None of these	3	<b>5</b>	7	4	2	2	6	4	4	5	6	10	5	4	5	5	6	6	5	7	4	5
Don't know	5	<b>4</b>	3	2	0	0	2	2	2	4	5	16	4	3	1	3	6	7	4	4	4	2

## 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	80	119
Male 25 to 39	200	250
Male 40 to 59	411	335
Male 60 +	277	258
Female 18 to 24	97	117
Female 25 to 39	236	252
Female 40 to 59	400	343
Female 60 +	283	310
<b>Region</b>		
North England	435	488
Midlands	249	325
East	158	190
London	314	254
South England	455	454
Wales	153	99
Scotland	220	173
<b>Social Grade</b>		
AB	738	556
C1	558	575
C2	293	417
DE	395	436
<b>Newspaper Type</b>		
Express / Mail	409	317
Sun / Star	241	466
Mirror / Record	152	198
Guardian / Independent	172	89
FT / Times / Telegraph	141	188
Other Paper	301	228
No Paper	568	496
<b>Political Party Identification</b>		
Labour	659	635
Conservative	527	556
Liberal Democrat	163	218
SNP/Plaid Cymru	69	34
Others	138	46
None/ DK	428	496

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)