

YouGov / The Sun Survey Results

Sample Size: 1629 GB Adults
Fieldwork: 26th - 27th 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	1629	407	405	97	228	479	392	332	790	839	194	412	557	466	929	700	209	529	349	401	142	
Unweighted Sample	1629	413	418	88	235	503	430	337	770	859	68	380	687	494	1128	501	280	494	294	371	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	74	5	11	32	31	23	35	24	42	36	26	33	37	36	26	18
Lab	32	0	100	0	0	4	75	27	30	33	37	33	34	25	33	30	38	24	34	38	28
Lib Dem	8	0	0	100	0	1	1	30	7	8	7	10	8	5	9	6	11	11	5	5	4
Other	29	0	0	0	100	21	19	33	30	28	33	22	33	28	23	38	18	28	25	32	50

Other Parties Voting Intention

UKIP	18	0	0	0	100	19	9	16	19	16	17	11	20	20	13	25	12	18	18	25	5
Green	6	0	0	0	0	1	4	15	6	7	11	5	7	6	6	7	4	9	5	6	4
SNP / PCY	4	0	0	0	0	1	6	1	5	3	6	5	6	2	3	5	0	0	2	0	41
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0	1	1	0	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	2	2	2	5	7	9	13	4	1	5	8	4	6	9	6	3
Don't know	15	0	0	0	0	11	12	22	10	20	18	17	14	15	14	17	11	18	11	18	14

Oct 23-24 Oct 26-27

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

Approve	32	31	85	8	35	18	65	7	24	37	26	34	27	27	39	36	26	36	33	33	29	23
Disapprove	54	55	7	85	48	70	24	84	65	53	57	47	53	61	54	52	60	54	52	55	57	67
Don't know	14	13	7	7	17	12	11	8	12	10	16	19	20	12	7	12	15	10	15	12	14	10

Fieldwork: 26th - 27th 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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Oct 12-13	Oct 26-27																			
Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?																						
National Health Service																						
Conservative	22	22	70	0	8	17	59	3	8	25	20	13	19	18	34	26	17	24	25	23	19	17
Labour	34	32	5	85	18	14	9	70	35	33	30	30	30	36	29	34	30	40	26	28	39	30
Liberal Democrat	6	6	1	3	56	1	1	1	18	6	6	6	5	7	5	6	5	8	8	5	4	4
Other	9	9	0	3	2	31	4	5	11	11	8	11	8	11	8	9	10	7	8	10	6	25
None	11	13	11	4	11	18	12	11	10	14	12	16	14	12	11	11	14	12	12	13	14	10
Don't know	18	18	13	6	5	18	16	10	17	11	25	24	26	16	12	15	23	10	20	21	18	14
		Oct 12-13	Oct 26-27																			
Asylum and immigration																						
Conservative	21	24	63	10	19	8	48	12	17	27	21	24	24	18	31	29	17	25	27	25	21	17
Labour	13	15	1	49	8	1	3	33	15	16	14	20	14	16	13	15	16	23	12	14	17	12
Liberal Democrat	6	6	3	5	51	0	1	4	17	8	5	11	7	6	4	6	6	8	8	6	4	7
Other	29	25	14	9	3	81	27	19	21	27	23	17	19	30	28	23	28	22	24	24	25	37
None	14	13	9	14	13	8	11	16	16	12	14	7	13	15	15	12	15	10	13	12	17	12
Don't know	17	16	9	12	6	1	10	15	15	10	22	21	23	15	9	15	18	12	16	19	15	16
Law and order																						
Conservative	32	33	87	8	18	26	69	13	25	37	29	24	28	31	44	39	26	40	35	36	28	24
Labour	20	19	0	60	10	3	3	47	19	20	17	20	15	21	18	18	20	24	15	17	23	16
Liberal Democrat	5	5	1	4	48	1	0	1	15	5	4	4	7	5	3	6	3	7	6	4	3	5
Other	13	12	1	2	5	48	10	8	10	14	11	11	9	15	12	11	14	9	12	11	11	25
None	10	10	4	9	8	11	5	11	11	10	10	10	12	10	9	10	11	6	10	9	12	11
Don't know	20	21	8	17	10	10	13	20	21	13	29	31	30	18	13	17	27	14	22	23	23	18
Education and schools																						
Conservative	27	25	74	2	7	24	61	4	12	29	22	17	20	21	37	30	18	26	29	28	22	12
Labour	27	28	7	78	14	12	6	64	27	29	26	38	22	29	27	27	29	37	23	28	30	26
Liberal Democrat	9	7	2	4	64	3	2	3	25	8	7	2	9	9	7	9	6	8	10	5	6	6
Other	10	11	1	2	0	36	6	6	11	12	9	8	9	13	10	9	12	8	10	9	9	26
None	9	9	5	3	7	12	7	9	8	9	9	9	10	9	8	8	10	6	8	8	13	11
Don't know	18	20	11	10	8	13	17	14	17	13	27	26	30	18	11	17	25	15	21	22	20	19

Fieldwork: 26th - 27th October 2014

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
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Unweighted Sample		1629	413	418	88	235	503	430	337	770	859	68	380	687	494	1128	501	280	494	294	371	190	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																							
	Conservative	31	30	84	7	8	25	67	11	15	36	24	26	23	27	41	36	22	33	33	36	24	18
	Labour	24	23	1	70	7	7	5	55	21	23	22	23	18	25	24	22	23	31	18	19	28	20
	Liberal Democrat	6	8	1	5	69	4	2	4	26	7	9	6	9	9	7	8	8	8	12	6	6	6
	Other	11	12	1	2	0	42	7	8	11	14	10	13	9	14	11	10	14	10	10	10	10	29
	None	9	9	4	6	6	11	6	10	8	9	10	6	12	10	7	9	9	7	8	8	15	7
	Don't know	19	18	9	10	10	10	13	13	19	11	25	26	28	15	11	15	23	10	20	21	17	20
Unemployment																							
	Conservative	28	30	83	7	12	27	67	9	16	33	27	31	26	23	41	35	23	31	32	33	28	19
	Labour	26	24	3	73	15	9	6	56	25	27	22	22	19	29	25	25	23	34	20	26	24	21
	Liberal Democrat	4	5	1	2	54	1	1	2	18	5	5	4	8	5	3	5	6	5	9	3	3	6
	Other	11	11	1	1	0	42	7	7	11	13	9	9	8	15	11	9	14	8	10	9	10	27
	None	11	10	4	7	9	11	6	10	11	9	11	6	13	11	8	10	10	8	9	8	15	8
	Don't know	19	20	9	10	10	10	13	16	20	13	26	28	28	17	12	15	25	14	20	22	20	19
The economy in general																							
	Conservative	36	35	91	7	17	35	75	11	22	40	30	30	27	31	47	41	27	37	39	35	32	24
	Labour	20	19	0	63	15	3	2	49	17	20	19	24	15	22	18	18	20	27	17	17	20	20
	Liberal Democrat	5	5	1	4	49	0	1	2	17	5	4	1	6	5	5	5	4	6	7	4	3	4
	Other	10	11	0	3	0	39	6	8	9	13	9	13	7	14	9	10	12	9	9	10	9	27
	None	11	10	2	9	10	11	5	12	13	10	10	5	14	11	9	10	10	6	10	10	14	10
	Don't know	19	20	5	14	9	12	11	18	23	12	28	27	30	17	12	15	27	16	19	24	22	14
	Oct 12-13	Oct 26-27																					
Europe																							
	Conservative	19	19	58	3	13	6	43	8	10	21	18	18	18	16	24	21	17	21	21	21	17	12
	Labour	17	17	2	59	11	1	3	44	14	19	16	24	16	19	14	20	15	27	13	18	19	15
	Liberal Democrat	9	8	4	6	59	0	1	4	25	10	5	7	9	9	6	8	7	8	9	7	5	8
	Other	25	25	17	9	2	81	30	16	20	29	22	18	17	30	30	24	28	24	24	23	25	40
	None	12	11	8	9	6	10	9	12	11	9	13	9	12	10	12	11	10	6	12	9	15	9
	Don't know	18	19	11	13	10	2	13	17	20	12	26	24	29	16	14	16	24	14	22	21	19	16
Welfare benefits																							
	Conservative	26	27	77	5	4	18	63	7	12	31	22	24	25	22	35	32	19	31	29	27	26	14
	Labour	27	27	4	75	14	12	7	61	28	28	26	26	19	31	28	26	28	35	22	27	28	27
	Liberal Democrat	7	6	2	4	64	0	1	2	21	6	6	5	6	7	7	7	6	8	8	6	4	5
	Other	13	13	2	2	4	48	9	8	14	15	11	11	12	16	12	12	15	11	12	13	11	29
	None	10	10	6	5	8	12	8	9	10	9	11	10	10	10	9	10	10	4	11	8	13	10
	Don't know	17	17	9	9	6	9	12	13	16	10	24	24	28	14	10	14	22	12	19	20	17	16
Housing																							
	Conservative	20	20	63	2	1	14	50	2	7	23	17	20	18	16	27	23	16	20	21	24	17	11
	Labour	27	28	8	78	11	12	11	62	26	31	25	29	22	33	27	28	28	38	24	27	29	26
	Liberal Democrat	7	7	3	4	70	1	2	2	23	7	6	7	7	7	7	7	6	9	10	5	4	5
	Other	11	12	2	2	0	44	8	8	14	14	11	9	9	16	12	11	14	11	11	12	11	27
	None	13	12	9	5	10	15	12	10	11	12	12	10	14	12	11	12	11	7	12	9	17	10
	Don't know	22	21	14	10	8	14	17	15	20	13	29	25	30	17	15	18	24	15	21	23	21	21

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	26	98
Male 25 to 39	172	205
Male 40 to 59	331	275
Male 60 +	241	212
Female 18 to 24	42	96
Female 25 to 39	208	207
Female 40 to 59	356	282
Female 60 +	253	254
Region		
North England	371	401
Midlands	216	267
East	159	156
London	280	209
South England	335	373
Wales	78	81
Scotland	190	142
Social Grade		
AB	646	456
C1	482	472
C2	235	342
DE	266	358
Newspaper Type		
Express / Mail	325	231
Sun / Star	178	327
Mirror / Record	101	143
Guardian / Independent	114	72
FT / Times / Telegraph	103	130
Other Paper	294	187
No Paper	514	538
Political Party Identification		
Labour	528	515
Conservative	453	453
Liberal Democrat	125	155
SNP/Plaid Cymru	35	31
Others	114	80
None/ DK	374	396

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For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk