

YouGov Survey Results

Sample Size: 1740 GB Adults
Fieldwork: 1st - 2nd 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	
Weighted Sample	1740	X	X	X	X	516	411	371	844	896	207	440	595	498	992	748	223	565	372	428	151
Unweighted Sample	1740	425	499	91	257	557	417	333	800	940	165	365	706	504	1076	664	282	537	319	412	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following issues will be important to you in deciding how you vote at the next election? Please tick up four.

The economy in general	55	71	51	56	51	67	51	60	60	49	43	49	59	60	57	51	54	55	55	54	57
Health	42	36	54	39	30	37	50	47	36	47	31	33	45	50	42	41	41	41	40	43	45
Immigration	39	44	31	23	75	53	33	29	36	41	25	31	42	46	35	43	36	38	45	38	31
Schools and education	30	27	39	36	14	22	36	39	28	32	39	36	30	23	35	25	33	31	34	26	28
Pensions	29	30	27	35	36	34	31	29	27	30	6	13	29	51	26	32	22	25	33	29	38
Unemployment	28	19	39	27	25	17	38	32	26	30	31	30	29	23	26	30	28	27	23	33	31
Welfare benefits	26	28	31	21	27	29	29	26	24	28	18	26	32	22	25	27	20	25	26	29	31
Europe	22	32	13	25	43	35	12	20	28	18	19	16	25	27	24	21	20	27	21	21	17
Crime	18	18	14	21	21	20	15	17	17	18	10	18	17	21	17	18	19	18	21	16	11
Housing	18	12	25	20	16	10	27	18	18	17	22	24	14	14	17	18	33	18	13	15	15
Transport in general	8	9	8	19	4	6	8	13	10	6	9	8	8	8	9	6	13	10	7	5	5
Defence	8	12	5	6	10	13	7	3	9	7	7	7	8	9	7	9	4	10	7	8	11
Same-sex marriage	5	2	5	9	5	4	4	5	5	5	9	7	3	3	6	3	8	5	4	4	3
Animal rights	4	3	4	4	4	3	4	7	2	7	6	6	4	3	4	5	4	4	4	6	3
High Speed Two Rail (HS2)	3	2	3	4	8	5	2	4	4	3	2	3	4	3	3	4	2	4	3	4	1
Afghanistan	1	0	1	0	2	1	1	1	1	2	4	0	2	1	1	1	1	1	1	1	1
Gambling	1	0	2	1	2	0	3	1	2	0	1	3	1	0	1	2	0	1	2	2	2
Other	3	1	2	7	0	1	2	4	4	2	5	3	3	2	3	2	4	3	1	3	4
Don't know	6	3	3	0	1	3	3	3	5	6	15	8	3	3	6	6	3	7	6	5	4

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

Which three or four, if any, of the following sectors do you feel are most in need of increased government regulation? (Please tick up to three.)

Energy	52	46	63	46	54	47	61	59	52	51	35	49	57	54	50	55	53	48	53	54	54
Banking	50	43	59	41	55	45	58	58	53	47	27	41	56	59	49	50	45	46	51	52	59
Gambling	26	30	24	28	24	28	25	29	26	26	18	17	31	32	26	26	26	27	27	27	20
Railways	24	16	31	30	28	18	28	33	28	20	12	28	24	25	23	24	25	28	21	20	22
Fast food	14	16	13	15	12	12	14	15	14	14	28	11	12	12	15	13	13	14	16	12	13
Water	12	10	15	7	19	13	16	13	15	10	3	10	13	17	12	13	13	15	13	9	8
Alcoholic drinks	12	10	13	20	11	11	14	12	9	15	14	11	10	15	11	14	12	7	15	16	10
Media	11	8	13	17	10	9	13	14	11	11	11	11	13	9	12	10	7	11	11	11	14
Online	10	14	8	15	8	14	10	9	7	13	8	6	12	11	10	10	7	12	8	11	9
Electronic cigarettes	9	12	8	10	6	10	8	9	9	10	11	11	10	6	11	7	8	9	12	10	7
Telecommunications	8	8	9	2	6	7	8	8	7	9	7	8	7	9	8	8	11	8	6	7	7
Supermarket	5	3	7	6	5	3	8	7	5	5	9	6	6	3	6	5	7	3	5	6	12
Soft drinks	4	5	3	6	3	5	3	3	4	4	5	4	3	4	5	3	3	4	4	4	3
Pub companies	4	4	6	4	1	3	6	4	5	4	7	4	3	4	3	6	3	3	3	7	5
Broadband	3	5	3	2	4	5	3	1	4	3	6	3	3	3	4	2	3	3	3	3	5
Some other industry	2	2	2	4	1	1	3	2	2	2	4	2	3	1	3	1	6	2	1	1	3
Not applicable, no industry is in need of further government regulation	7	11	3	6	13	13	3	3	7	7	4	6	7	9	8	6	9	10	5	4	6
Don't know	9	6	7	4	4	7	7	4	8	10	20	14	5	5	7	12	7	9	9	11	7