

YouGov / The Sun Survey Results

Sample Size: 1974 GB Adults
Fieldwork: 9th - 10th 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	1974	555	589	129	185	610	498	412	957	1017	235	499	675	565	1125	849	253	642	422	486	172	
Unweighted Sample	1974	502	623	116	208	557	522	407	954	1020	199	434	783	558	1268	706	304	618	403	414	235	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	78	5	14	37	33	36	29	34	41	39	29	36	44	38	26	20
Lab	37	0	100	0	0	5	83	36	36	39	38	48	37	29	36	40	39	25	39	53	36
Lib Dem	8	0	0	100	0	2	1	31	8	8	10	8	8	7	10	6	12	11	7	4	7
Other	19	0	0	0	100	16	11	20	19	20	15	15	21	22	15	25	14	20	16	18	36

Other Parties Voting Intention

UKIP	12	0	0	0	100	14	7	10	12	12	7	5	13	17	8	16	10	14	11	12	7
SNP / PCY	3	0	0	0	0	1	2	2	4	2	3	3	4	3	3	3	0	0	2	1	26
Green	3	0	0	0	0	1	2	7	3	4	5	6	2	2	3	4	4	4	2	3	2
BNP	1	0	0	0	0	0	0	1	0	1	1	1	1	0	0	1	0	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	1	1

Non Voters

Would Not Vote	6	0	0	0	0	2	3	4	5	7	11	9	5	3	5	7	7	6	5	7	2
Don't know	14	0	0	0	0	11	10	20	10	18	15	18	14	11	13	16	13	15	12	17	13

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

	June 8-9	June 9-10																				
Approve	30	34	84	9	43	13	64	11	27	38	29	34	33	29	39	39	26	37	39	39	24	24
Disapprove	55	53	7	85	44	80	24	82	60	52	54	40	50	60	53	48	60	47	46	50	64	66
Don't know	14	13	9	6	13	7	11	8	13	10	16	25	17	11	8	13	14	17	15	10	12	10

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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 thr

		May 27-28	June 9-10																			
Immigration & Asylum	56	53	62	41	33	94	68	48	41	50	57	24	44	58	68	48	60	48	58	56	54	37
The economy	53	52	60	55	58	27	55	50	57	56	48	48	52	54	51	56	46	43	51	53	53	59
Health	32	36	30	45	42	30	31	43	41	31	40	33	28	35	45	35	37	32	35	43	35	27
Welfare benefits	25	23	22	24	18	28	23	23	23	18	27	17	22	26	22	20	26	20	21	20	26	31
Housing	20	21	17	24	26	18	13	24	24	21	20	25	22	19	19	21	20	32	19	16	19	25
Europe	23	18	29	9	12	36	31	9	15	21	15	9	12	19	26	17	18	18	21	19	15	11
Education	16	17	16	22	32	4	15	21	20	13	21	25	20	15	15	21	12	18	19	18	16	12
Pensions	12	12	10	12	17	15	10	13	14	13	12	4	12	13	15	12	12	13	11	7	16	17
Crime	10	11	10	11	5	17	12	12	7	13	10	11	12	11	12	10	13	10	11	9	15	10
Tax	9	9	7	13	7	7	8	11	8	11	7	12	14	9	4	10	8	11	7	10	8	16
The environment	9	8	5	8	21	1	5	5	17	10	7	18	7	8	6	10	6	9	10	7	6	11
Family life & childcare	6	6	4	8	3	4	4	7	6	4	8	7	11	5	3	6	6	6	5	7	7	8
Transport	2	2	2	2	5	1	2	1	3	3	1	4	2	2	1	3	1	4	1	3	1	2
None of these	1	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2
Don't know	3	3	1	1	1	0	2	4	3	4	2	10	5	1	1	2	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 thre

The economy	48	46	56	47	51	35	54	44	46	49	43	39	43	54	43	50	41	37	45	46	50	53
Health	37	36	35	42	38	36	34	43	39	30	42	23	24	35	54	37	36	36	35	40	39	29
Pensions	28	26	26	29	29	28	26	29	31	25	27	9	15	27	42	27	25	22	25	23	29	33
Tax	21	18	21	18	18	21	21	18	17	22	15	21	24	18	13	21	15	19	21	15	14	29
Immigration & Asylum	19	17	19	10	4	42	22	17	9	18	15	5	11	18	24	13	21	18	16	18	17	10
Welfare benefits	14	15	11	18	16	21	13	17	12	16	15	12	12	18	16	9	24	12	14	12	21	19
Education	14	14	15	16	14	6	13	15	15	12	17	21	17	16	7	16	11	17	13	17	14	10
Housing	15	14	10	17	17	11	10	13	15	14	14	17	23	10	9	13	15	28	14	8	11	15
Family life & childcare	14	13	11	16	9	7	10	17	9	9	16	12	23	12	6	11	15	13	12	13	13	12
Europe	10	10	14	6	4	28	17	5	6	10	9	6	4	10	15	9	11	10	12	11	7	6
The environment	9	9	8	9	23	6	8	8	15	8	9	11	8	7	11	10	7	9	10	10	5	11
Transport	6	8	10	8	7	5	9	5	10	9	6	14	7	6	7	9	6	12	7	7	7	5
Crime	8	7	7	9	4	9	8	7	6	9	6	10	7	7	6	7	8	8	5	8	8	9
None of these	3	3	4	2	6	2	2	2	5	3	4	3	4	3	4	4	3	2	5	3	2	5
Don't know	4	5	2	2	2	1	3	3	5	5	4	17	6	2	1	5	4	5	6	4	4	2

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

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

	May 27-28	June 9-10																				
A majority Conservative government	29	31	86	3	4	35	71	7	11	35	28	25	25	30	40	35	26	31	37	36	24	20
A coalition between the Conservatives and Liberal Democrats	6	8	10	1	41	4	7	2	17	8	8	9	6	8	8	8	7	9	9	9	4	6
A coalition between Labour and the Liberal Democrats	9	10	1	13	37	2	2	9	23	11	9	15	11	9	8	11	8	10	10	9	10	12
A majority Labour government	28	30	0	78	8	16	5	68	26	30	29	24	33	32	26	27	33	27	22	27	41	36
Don't know	27	22	2	5	11	43	15	14	22	17	26	27	25	20	18	18	26	23	21	20	21	26

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	118
Male 25 to 39	195	249
Male 40 to 59	400	334
Male 60 +	280	257
Female 18 to 24	120	116
Female 25 to 39	239	251
Female 40 to 59	383	342
Female 60 +	278	308
Region		
North England	414	486
Midlands	276	324
East	190	190
London	304	253
South England	428	452
Wales	127	99
Scotland	235	172
Social Grade		
AB	717	553
C1	551	572
C2	272	415
DE	434	434
Newspaper Type		
Express / Mail	393	316
Sun / Star	265	464
Mirror / Record	159	197
Guardian / Independent	158	89
FT / Times / Telegraph	160	188
Other Paper	282	227
No Paper	557	494
Political Party Identification		
Labour	653	632
Conservative	502	553
Liberal Democrat	181	217
SNP/Plaid Cymru	49	34
Others	124	45
None/ DK	465	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