

## YouGov / The Sun Survey Results

Sample Size: 1782 GB Adults  
Fieldwork: 12th - 13th 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	
<b>Weighted Sample</b>	<b>1782</b>	449	485	100	249	535	415	338	864	918	212	451	609	510	1016	766	228	579	381	438	155	
Unweighted Sample	1782	476	439	101	272	581	393	372	831	951	68	373	731	610	1238	544	288	561	344	386	203	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	31	100	0	0	0	71	6	17	31	32	24	29	29	38	36	25	35	43	30	23	14
Lab	34	0	100	0	0	5	79	30	33	34	41	37	38	24	32	36	36	20	36	50	28
Lib Dem	7	0	0	100	0	1	1	28	6	8	4	11	5	7	8	5	8	9	7	5	4
Other	28	0	0	0	100	24	15	24	30	26	31	24	27	31	23	35	20	28	28	21	54

### Other Parties Voting Intention

UKIP	17	0	0	0	100	22	7	14	20	15	7	13	18	24	14	22	15	20	23	16	2
SNP / PCY	5	0	0	0	0	0	5	2	6	4	18	3	4	3	4	7	0	1	1	1	45
Green	4	0	0	0	0	1	2	7	4	5	6	6	4	2	5	4	5	6	2	4	3
BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	0	1	1	0	2	0	1	0	1	0	1	1	0	3

### Non Voters

Would Not Vote	6	0	0	0	0	1	3	1	4	8	17	9	3	2	4	8	6	10	3	5	1
Don't know	14	0	0	0	0	10	7	19	10	17	14	15	13	14	14	14	16	13	12	14	14

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

	Oct 9-10	Oct 12-13																				
Approve	32	31	81	8	44	17	60	10	28	36	26	20	33	27	38	36	24	34	35	34	24	23
Disapprove	54	53	7	86	42	71	26	80	59	52	53	43	48	61	52	49	58	52	46	51	60	65
Don't know	13	16	12	7	14	13	15	9	13	11	21	37	19	12	11	15	18	15	19	15	17	12

### 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

	Sept 28-29	Oct 12-13																				
Conservative	21	22	66	0	8	19	53	4	12	23	20	10	18	21	30	25	17	21	28	21	18	13
Labour	37	34	6	90	16	19	10	75	36	38	31	32	35	40	28	34	34	37	25	36	44	33
Liberal Democrat	4	6	3	1	55	3	3	2	17	7	5	4	8	5	6	7	4	5	6	6	6	3
Other	10	9	1	1	2	27	7	5	9	10	8	7	8	10	8	7	11	4	9	9	5	24
None	12	11	9	2	5	18	11	7	11	10	13	11	10	10	14	11	12	16	11	10	10	10
Don't know	16	18	17	5	14	14	16	8	15	12	24	36	20	14	14	15	21	16	20	17	17	17

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	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>1782</b>	<b>449</b>	<b>485</b>	<b>100</b>	<b>249</b>	<b>535</b>	<b>415</b>	<b>338</b>	<b>864</b>	<b>918</b>	<b>212</b>	<b>451</b>	<b>609</b>	<b>510</b>	<b>1016</b>	<b>766</b>	<b>228</b>	<b>579</b>	<b>381</b>	<b>438</b>	<b>155</b>	
Unweighted Sample	1782	476	439	101	272	581	393	372	831	951	68	373	731	610	1238	544	288	561	344	386	203	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Sept 28-29	Oct 12-13																				
<b>Asylum and immigration</b>																							
	Conservative	22	<b>21</b>	60	8	15	3	39	10	20	24	18	12	21	22	23	26	14	25	25	18	17	16
	Labour	15	<b>13</b>	1	42	9	1	1	35	12	13	13	6	16	16	10	13	14	12	9	11	21	11
	Liberal Democrat	6	<b>6</b>	0	8	48	1	1	5	16	7	5	13	6	5	5	6	7	4	7	7	6	5
	Other	27	<b>29</b>	22	12	4	82	38	17	25	31	27	19	25	32	32	27	31	20	30	33	26	36
	None	14	<b>14</b>	8	15	6	13	11	18	12	15	14	16	13	12	18	14	15	18	13	16	12	16
	Don't know	16	<b>17</b>	9	15	18	0	10	15	15	10	23	33	19	13	12	15	19	20	16	14	18	16
<b>Law and order</b>																							
	Conservative	33	<b>32</b>	82	9	25	17	63	14	26	36	28	19	26	33	40	37	25	35	37	33	25	22
	Labour	21	<b>20</b>	1	63	7	2	3	51	19	21	18	14	21	24	16	19	20	17	12	20	29	21
	Liberal Democrat	4	<b>5</b>	0	4	46	1	1	2	15	5	5	8	7	4	4	5	5	5	5	4	6	4
	Other	13	<b>13</b>	2	2	2	53	14	7	12	16	10	10	11	14	16	12	15	8	15	12	11	22
	None	11	<b>10</b>	3	7	3	15	7	10	8	9	11	10	10	9	11	8	12	13	8	12	8	13
	Don't know	18	<b>20</b>	11	15	18	12	14	16	21	12	28	39	24	17	14	19	22	22	22	19	21	19
<b>Education and schools</b>																							
	Conservative	24	<b>27</b>	76	4	6	27	62	7	13	32	23	18	21	27	36	31	23	27	33	30	23	14
	Labour	29	<b>27</b>	2	80	9	11	5	65	27	29	26	27	28	32	22	28	27	31	16	27	39	34
	Liberal Democrat	8	<b>9</b>	4	4	67	3	4	4	26	10	7	4	13	6	9	10	7	7	13	9	5	6
	Other	11	<b>10</b>	1	1	1	30	7	5	10	11	8	7	8	10	11	8	11	5	9	10	8	22
	None	10	<b>9</b>	4	3	2	16	8	8	8	8	10	8	9	8	9	8	10	11	9	10	7	6
	Don't know	17	<b>18</b>	12	8	15	13	14	11	15	10	26	36	20	16	13	15	23	19	21	15	18	19
<b>Taxation</b>																							
	Conservative	28	<b>31</b>	83	7	11	27	66	10	21	36	26	20	26	31	39	35	25	34	37	32	25	20
	Labour	24	<b>24</b>	1	71	11	7	4	59	26	25	23	21	26	27	20	24	24	23	15	23	36	27
	Liberal Democrat	6	<b>6</b>	1	4	62	2	2	2	21	7	5	5	9	5	6	8	4	7	8	5	6	4
	Other	13	<b>11</b>	2	1	1	36	9	7	9	13	8	9	9	12	12	9	13	5	11	10	9	23
	None	12	<b>9</b>	3	5	3	14	7	8	7	8	11	8	10	7	12	8	11	13	9	12	6	8
	Don't know	17	<b>19</b>	10	11	12	13	11	14	15	11	26	37	20	17	12	15	23	17	20	18	18	18
<b>Unemployment</b>																							
	Conservative	27	<b>28</b>	79	4	14	22	61	7	18	32	24	17	28	28	33	32	23	31	34	31	20	17
	Labour	28	<b>26</b>	4	78	13	7	6	62	29	28	24	25	26	30	23	28	25	27	18	26	38	26
	Liberal Democrat	4	<b>4</b>	1	2	49	1	1	1	14	4	4	0	6	4	4	5	3	5	6	4	3	2
	Other	12	<b>11</b>	1	2	2	39	9	7	11	14	9	12	9	11	13	9	14	7	11	9	11	24
	None	12	<b>11</b>	4	5	5	17	9	9	11	10	12	12	11	9	13	11	11	13	11	12	9	11
	Don't know	18	<b>19</b>	11	9	17	15	14	13	17	12	26	34	20	17	15	16	24	17	21	18	20	19

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

		Sept 28-29	Oct 12-13																				
<b>The economy in general</b>	Conservative	35	<b>36</b>	89	7	23	37	74	11	28	42	30	23	29	35	48	42	28	35	42	40	28	22
	Labour	22	<b>20</b>	0	65	8	2	2	51	22	21	19	11	22	25	16	20	19	20	13	17	31	20
	Liberal Democrat	3	<b>5</b>	0	6	46	0	1	4	13	5	5	13	5	4	3	5	5	4	6	5	5	2
	Other	11	<b>10</b>	1	1	1	33	6	7	9	12	8	8	9	11	10	8	13	6	9	10	8	24
	None	12	<b>11</b>	2	8	7	13	6	9	10	9	13	14	13	9	10	10	12	14	11	11	7	17
	Don't know	18	<b>19</b>	8	13	16	15	11	17	18	12	26	32	22	17	13	16	23	20	19	17	21	15
<b>Europe</b>	Conservative	19	<b>19</b>	59	7	5	1	40	9	10	20	18	20	15	18	23	22	16	20	20	20	19	12
	Labour	19	<b>17</b>	1	56	4	1	3	43	18	19	16	9	19	22	13	17	17	20	10	16	27	16
	Liberal Democrat	9	<b>9</b>	4	7	65	0	2	7	26	10	7	10	11	7	8	10	6	8	10	8	8	7
	Other	24	<b>25</b>	17	7	4	82	33	15	21	29	22	15	21	28	30	23	28	16	28	28	21	33
	None	10	<b>12</b>	9	9	5	12	11	10	10	11	13	13	14	9	13	11	13	16	13	13	7	12
	Don't know	18	<b>18</b>	11	14	16	4	11	16	17	11	24	34	20	16	12	17	20	20	19	15	18	20
<b>Welfare benefits</b>	Conservative	25	<b>26</b>	76	6	8	14	58	11	15	30	23	17	23	26	33	30	22	30	29	30	22	16
	Labour	28	<b>27</b>	5	75	18	7	6	63	32	28	26	19	25	33	26	28	27	28	21	26	35	30
	Liberal Democrat	6	<b>7</b>	2	6	56	3	3	2	18	7	6	7	10	5	6	8	5	6	8	6	7	6
	Other	13	<b>13</b>	3	2	1	45	12	8	11	15	11	9	11	14	15	12	15	8	14	13	9	25
	None	11	<b>10</b>	4	4	3	19	10	7	7	9	12	13	11	9	10	9	12	13	11	12	9	7
	Don't know	17	<b>17</b>	9	7	13	11	11	9	16	11	22	35	19	13	10	14	20	16	18	13	18	16
<b>Housing</b>	Conservative	20	<b>20</b>	64	2	3	12	49	4	9	23	18	13	18	20	24	22	17	23	24	21	16	13
	Labour	29	<b>27</b>	5	75	15	8	7	63	30	29	25	19	27	32	24	29	25	27	18	28	37	29
	Liberal Democrat	4	<b>7</b>	2	5	58	0	2	3	19	7	6	8	8	5	6	7	6	6	8	5	7	5
	Other	12	<b>11</b>	3	1	1	38	10	7	12	13	10	6	11	13	12	10	13	7	12	10	8	27
	None	14	<b>13</b>	9	8	5	20	13	10	10	12	14	14	14	11	16	12	15	18	13	15	10	11
	Don't know	21	<b>22</b>	17	10	18	21	19	12	21	16	27	40	21	19	18	20	24	19	24	21	22	15

## 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	39	107
Male 25 to 39	159	225
Male 40 to 59	346	301
Male 60 +	287	232
Female 18 to 24	29	105
Female 25 to 39	214	226
Female 40 to 59	385	308
Female 60 +	323	278
<b>Region</b>		
North England	386	438
Midlands	246	292
East	164	171
London	288	228
South England	397	408
Wales	98	89
Scotland	203	155
<b>Social Grade</b>		
AB	747	499
C1	491	517
C2	217	374
DE	327	392
<b>Newspaper Type</b>		
Express / Mail	371	253
Sun / Star	164	358
Mirror / Record	97	157
Guardian / Independent	121	78
FT / Times / Telegraph	177	143
Other Paper	273	205
No Paper	579	588
<b>Political Party Identification</b>		
Labour	507	563
Conservative	520	495
Liberal Democrat	143	169
SNP/Plaid Cymru	54	34
Others	144	87
None/ DK	414	433

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)