

YouGov / The Sun Survey Results

Sample Size: 2106 GB Adults
Fieldwork: 29th - 30th September 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	2106	505	591	115	252	584	514	388	1021	1085	251	533	720	602	1200	906	270	684	451	518	183	
Unweighted Sample	2106	464	668	107	241	550	570	394	1028	1078	218	433	849	606	1396	710	317	622	410	465	292	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	72	5	14	31	31	31	27	27	38	35	24	31	38	32	25	17
Lab	36	0	100	0	0	4	80	37	34	38	30	43	40	27	34	38	45	25	38	49	23
Lib Dem	7	0	0	100	0	2	1	23	6	8	7	6	7	7	8	6	6	10	7	4	5
Other	26	0	0	0	100	22	13	27	29	24	31	24	26	28	22	33	18	27	23	22	55

Other Parties Voting Intention

UKIP	15	0	0	0	100	20	8	12	16	14	11	8	17	21	12	20	11	20	15	16	5
SNP / PCY	5	0	0	0	0	1	2	4	6	3	9	6	3	4	4	6	1	0	2	0	43
Green	5	0	0	0	0	1	2	10	5	5	10	7	5	2	5	5	5	5	4	6	5
BNP	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	1	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	0	1	1	1	1	1	1	0	1	1	1	0	2	1	0

Non Voters

Would Not Vote	7	0	0	0	0	3	2	2	6	8	15	12	5	3	7	8	8	6	10	8	3
Don't know	14	0	0	0	0	10	11	16	10	19	16	14	13	16	12	18	14	18	14	12	10

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

	Sept 28-29	Sept 29-30																				
Approve	31	31	86	6	43	20	65	13	23	36	26	28	29	28	37	36	24	31	36	32	26	25
Disapprove	55	54	5	87	37	73	25	79	64	54	55	43	53	60	53	51	59	52	47	53	63	64
Don't know	14	15	8	7	20	8	10	9	13	10	19	29	17	13	9	13	17	17	18	15	11	12

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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 three.

	Sept 15-16	Sept 29-30																				
Immigration & Asylum	54	55	70	39	42	94	73	49	44	52	58	38	44	60	66	50	62	49	62	58	55	35
The economy	50	55	72	55	64	42	62	55	62	59	51	49	54	57	55	60	47	51	54	54	56	60
Health	37	39	30	54	45	28	31	54	42	36	42	28	31	41	48	39	39	37	35	40	43	40
Welfare benefits	26	24	27	24	18	25	27	25	19	22	26	20	23	26	25	20	30	15	24	24	28	28
Housing	19	18	10	29	21	13	10	24	26	20	17	19	23	18	15	20	16	35	19	11	16	15
Europe	17	14	19	7	15	38	21	7	15	18	10	10	10	11	23	16	11	9	16	13	16	10
Education	16	13	11	17	16	7	10	14	14	11	15	22	14	12	9	15	11	13	13	16	11	12
Crime	14	11	10	12	4	15	10	13	6	11	11	13	11	10	10	8	15	12	9	11	12	11
Pensions	12	10	8	10	14	14	8	11	12	10	10	3	6	11	15	10	9	9	10	8	10	16
The environment	10	10	6	10	17	4	4	8	18	10	10	18	11	9	7	13	6	8	10	11	7	14
Tax	7	9	7	9	8	6	8	10	7	10	9	10	13	8	7	10	8	14	9	8	7	11
Family life & childcare	6	6	3	8	6	1	4	8	6	5	8	2	10	6	4	6	6	6	7	5	6	6
Transport	2	3	2	4	5	1	2	4	3	4	1	3	3	3	2	3	2	5	2	2	3	2
None of these	1	1	1	1	1	0	1	1	0	2	1	3	1	2	1	1	1	1	2	1	2	1
Don't know	3	3	1	1	2	0	2	0	2	2	5	12	5	1	1	3	4	4	3	4	2	5

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	45	46	53	51	59	40	49	48	54	50	42	36	47	51	44	49	42	42	44	47	49	50
Health	38	38	38	46	34	29	38	46	40	35	40	23	28	36	54	37	39	33	34	44	41	38
Pensions	26	25	29	25	32	30	28	29	29	25	25	13	11	24	44	27	22	18	28	22	27	30
Immigration & Asylum	19	21	23	11	16	58	31	16	11	21	20	11	15	22	29	17	26	23	23	23	18	11
Tax	18	19	23	14	14	21	23	17	19	21	17	21	24	19	14	22	16	21	19	17	19	24
Education	16	14	13	17	16	8	11	14	13	11	17	26	16	15	5	15	12	14	14	17	11	12
Welfare benefits	14	14	9	17	7	12	11	15	12	11	16	12	15	15	11	7	22	12	11	15	16	16
Housing	14	13	9	17	12	10	8	16	12	14	12	24	17	11	7	13	12	22	15	10	10	6
Family life & childcare	13	11	8	14	11	6	10	13	13	9	12	6	20	10	5	13	9	10	10	13	12	10
The environment	9	10	8	10	18	4	5	8	19	10	9	11	9	8	12	12	7	11	11	9	8	11
Europe	10	8	11	3	8	27	14	3	7	11	6	8	4	6	15	9	7	2	10	8	9	10
Crime	8	7	8	6	4	14	8	6	5	8	6	5	6	8	7	7	7	8	7	7	7	4
Transport	7	6	5	8	6	3	5	8	8	8	5	9	7	6	5	8	4	13	5	6	5	6
None of these	4	4	4	2	5	1	3	3	3	4	5	5	4	4	3	4	4	3	5	4	2	6
Don't know	4	4	3	3	2	1	3	2	1	4	5	15	5	3	1	3	6	6	5	4	3	5

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	98	126
Male 25 to 39	185	265
Male 40 to 59	422	356
Male 60 +	323	274
Female 18 to 24	120	124
Female 25 to 39	248	267
Female 40 to 59	427	364
Female 60 +	283	329
Region		
North England	465	518
Midlands	287	345
East	176	202
London	317	270
South England	446	482
Wales	123	105
Scotland	292	183
Social Grade		
AB	810	590
C1	586	611
C2	302	442
DE	408	463
Newspaper Type		
Express / Mail	418	299
Sun / Star	225	423
Mirror / Record	147	185
Guardian / Independent	207	93
FT / Times / Telegraph	142	168
Other Paper	309	242
No Paper	658	695
Political Party Identification		
Labour	749	665
Conservative	536	585
Liberal Democrat	187	200
SNP/Plaid Cymru	64	40
Others	146	103
None/ DK	424	512

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