

YouGov / The Sun Survey Results

Sample Size: 2000 GB Adults
Fieldwork: 13th - 14th January 2014

	Voting intention				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	2000	515	547	132	187	582	491	420	970	1030	238	506	684	572	1140	860	256	650	428	492	174	
Unweighted Sample	2000	511	572	112	221	620	491	423	956	1044	144	467	816	573	1322	678	305	661	436	465	133	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	74	6	13	36	33	34	33	35	35	38	29	35	40	37	31	19
Lab	37	0	100	0	0	4	82	33	36	37	37	43	36	33	34	41	36	26	40	48	34
Lib Dem	9	0	0	100	0	1	1	34	7	11	11	9	6	11	10	7	10	11	6	7	10
Other	20	0	0	0	100	20	11	20	21	19	19	14	23	21	18	23	18	23	17	14	37

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	5	9	13	12	6	7	14	16	11	15	13	17	12	11	2
SNP / PCY	4	0	0	0	0	0	4	2	4	3	7	3	4	2	4	3	1	0	1	0	32
Green	2	0	0	0	0	1	1	6	2	2	5	3	2	1	2	2	3	3	2	1	2
BNP	1	0	0	0	0	1	0	1	1	0	0	0	1	1	1	1	1	1	1	1	0
Respect	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
Other	1	0	0	0	0	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	0

Non Voters

Would Not Vote	8	0	0	0	0	4	2	5	7	8	18	10	6	4	7	9	7	9	9	7	4
Don't know	18	0	0	0	0	11	9	25	13	22	22	24	15	13	14	22	18	17	20	15	18
		Jan 12-13				Jan 13-14															

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

Approve	29	29	80	6	39	10	56	11	23	32	27	21	29	30	32	33	24	26	33	34	26	17
Disapprove	55	55	9	88	46	77	30	83	62	58	53	56	51	56	56	53	58	51	50	49	64	70
Don't know	16	16	11	5	15	13	14	6	15	10	21	23	20	14	11	14	18	22	17	17	10	13

Fieldwork: 13th - 14th January 2014

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
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Unweighted Sample	2000	511	572	112	221	620	491	423	956	1044	144	467	816	573	1322	678	305	661	436	465	133	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec
16-17
2013
Jan
13-14
2013

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

The economy	58	61	70	62	77	46	61	60	70	64	59	57	59	67	57	66	55	56	65	56	59	71
Immigration & Asylum	56	60	69	49	51	93	77	54	48	56	65	41	50	66	71	55	68	48	63	65	61	55
Health	32	31	26	43	23	25	27	39	31	28	34	27	23	29	42	30	32	25	30	35	30	37
Welfare benefits	25	30	35	29	27	37	34	29	28	26	33	20	27	32	33	27	33	24	27	35	29	35
Housing	16	16	10	23	21	10	9	18	25	17	16	15	20	15	16	17	15	24	16	13	17	13
Crime	13	15	15	14	5	20	18	13	8	15	15	13	17	13	15	12	18	19	11	15	20	9
Europe	11	14	20	7	9	36	24	8	11	16	12	15	7	14	20	14	14	11	18	12	15	8
Pensions	18	13	9	13	16	9	10	17	14	12	13	4	11	15	15	13	13	10	11	13	14	20
Education	15	12	12	12	18	6	11	11	13	11	12	20	14	11	8	14	9	12	13	11	12	11
Tax	11	9	6	9	6	7	6	9	8	10	7	17	13	7	4	8	10	9	8	12	6	10
The environment	6	6	3	8	9	2	3	6	13	7	6	7	8	7	5	7	5	4	8	6	6	4
Family life & childcare	7	5	3	7	3	2	4	6	5	4	5	3	9	4	2	6	3	4	4	6	5	4
Transport	3	2	2	3	2	1	1	2	5	4	2	5	2	3	2	2	3	7	2	1	2	1
None of these	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	1	0	0
Don't know	4	3	1	1	2	0	1	1	2	3	3	8	5	1	1	3	2	5	3	2	2	3

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	49	52	54	56	58	51	52	53	58	56	48	49	52	58	46	53	50	50	53	51	51	56
Health	32	36	34	43	39	29	35	41	41	33	39	15	25	36	57	34	40	25	34	43	39	39
Pensions	34	31	33	31	26	27	33	32	33	32	30	21	19	29	49	31	32	18	30	34	34	45
Tax	20	20	25	18	17	19	26	17	16	23	18	31	22	22	13	21	20	22	19	23	21	17
Immigration & Asylum	17	17	21	9	8	53	26	13	10	17	17	9	11	20	22	15	20	18	18	15	18	13
Welfare benefits	13	15	13	18	9	20	15	16	15	15	15	7	18	17	15	9	23	9	14	16	19	17
Education	12	14	15	14	25	11	14	13	15	13	15	24	14	17	5	17	10	14	16	13	13	8
Housing	14	13	8	17	13	10	7	13	16	12	13	18	21	10	7	12	14	21	14	14	8	7
Family life & childcare	14	12	11	14	11	9	12	15	11	10	14	8	23	10	6	13	10	9	13	11	13	13
The environment	6	9	6	9	12	4	6	8	12	7	11	9	6	9	11	10	6	6	9	8	8	12
Crime	8	8	8	12	1	10	9	12	3	9	8	5	8	10	9	7	10	11	6	7	13	5
Europe	5	7	10	3	6	20	12	3	5	7	7	7	2	7	12	7	8	6	8	7	8	4
Transport	6	7	7	6	12	4	6	6	10	8	6	10	8	6	7	8	6	10	9	7	5	5
None of these	4	3	4	1	2	3	3	1	2	3	3	2	3	3	3	3	3	2	3	4	2	2
Don't know	4	4	2	1	2	1	2	3	2	3	4	9	7	2	1	4	3	7	3	2	2	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	60	120
Male 25 to 39	213	252
Male 40 to 59	379	338
Male 60 +	304	260
Female 18 to 24	84	118
Female 25 to 39	254	254
Female 40 to 59	437	346
Female 60 +	269	312
Region		
North England	465	492
Midlands	312	328
1	201	192
London	305	256
South England	460	458
Wales	124	100
Scotland	133	174
Social Grade		
AB	761	560
C1	561	580
C2	297	420
DE	381	440
Newspaper Type		
Express / Mail	405	320
Sun / Star	212	470
Mirror / Record	108	200
Guardian / Independent	149	90
FT / Times / Telegraph	153	190
Other Paper	265	230
No Paper	708	500
Political Party Identification		
Labour	655	640
Conservative	571	560
Liberal Democrat	166	220
SNP/Plaid Cymru	40	34
Others	134	46
None/ DK	434	500

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