

YouGov / The Sun Survey Results

Sample Size: 1747 GB Adults
Fieldwork: 18th - 19th January 2015

	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	1747	435	437	111	206	540	426	379	847	900	208	442	597	500	996	751	224	568	374	430	152	
Unweighted Sample	1747	438	429	102	238	549	410	375	887	860	173	282	712	580	1252	495	184	560	375	447	181	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	74	6	11	32	32	24	30	28	41	36	26	33	39	32	28	17
Lab	32	0	100	0	0	4	79	27	28	36	35	37	36	22	31	33	35	24	30	42	33
Lib Dem	8	0	0	100	0	1	1	30	9	7	9	10	8	7	9	6	10	11	6	7	5
UKIP	15	0	0	0	100	18	8	12	18	11	6	7	17	22	10	23	9	18	20	16	1
Other	13	0	0	0	0	2	7	20	13	13	26	16	11	8	14	12	13	9	12	7	45

Other Parties Voting Intention

Green	7	0	0	0	0	2	4	18	7	7	21	10	5	3	9	5	11	8	7	6	4
SNP/ PCY	5	0	0	0	0	0	2	2	5	4	4	5	5	4	4	6	0	0	3	0	40
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	2	0	0	0	0
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	1	1	1	1	1	1	1	1	1	0	1	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	3	1	4	5	7	16	7	4	3	3	9	8	5	6	7	3
Don't know	16	0	0	0	0	12	15	21	10	22	17	17	15	16	13	19	15	18	16	15	11

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

	Jan 15-16	Jan 18-19																				
Approve	31	32	86	5	35	24	66	12	24	37	27	21	29	30	41	36	27	28	37	36	30	18
Disapprove	53	52	5	87	45	65	19	79	59	52	52	47	51	57	48	50	54	55	46	51	52	71
Don't know	15	16	9	8	20	11	16	9	17	11	21	32	19	12	11	14	20	17	18	12	19	11

Sample Size: 1747 GB Adults
Fieldwork: 18th - 19th January 2015

	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	1747	435	437	111	206	540	426	379	847	900	208	442	597	500	996	751	224	568	374	430	152	
Unweighted Sample	1747	438	429	102	238	549	410	375	887	860	173	282	712	580	1252	495	184	560	375	447	181	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 4-5	Jan 18-19																				
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																						
Conservative	23	22	66	1	3	22	52	6	7	24	20	18	12	19	35	23	20	16	28	27	17	9
Labour	35	35	7	90	23	18	10	73	35	37	33	35	38	39	26	36	33	35	31	33	41	33
Liberal Democrat	6	5	2	1	50	1	2	0	16	5	5	2	9	4	3	6	3	8	4	3	5	7
Other	8	8	1	1	7	19	4	4	7	10	5	13	7	7	7	7	9	5	7	9	4	26
None	10	13	11	2	6	24	16	5	13	12	13	6	11	14	15	12	14	15	12	11	14	10
Don't know	17	18	13	6	12	16	16	11	21	12	25	25	23	17	13	15	22	21	18	18	19	16
Asylum and immigration																						
Conservative	23	23	64	10	11	7	46	13	15	26	21	20	23	20	30	27	19	25	25	26	22	15
Labour	16	15	1	47	10	2	1	38	12	14	16	18	15	18	10	16	14	16	13	13	18	18
Liberal Democrat	5	6	2	5	44	1	2	3	16	7	5	7	9	4	4	8	3	10	6	4	5	7
Other	24	24	16	14	7	68	29	19	16	28	21	18	24	25	26	21	28	17	25	27	23	28
None	15	14	9	13	7	18	11	15	16	15	14	9	10	18	15	13	15	17	13	15	14	16
Don't know	16	17	8	12	20	5	10	12	25	10	24	28	19	15	14	15	21	15	19	15	19	15
Law and order																						
Conservative	33	34	85	9	23	36	71	15	22	38	31	24	27	33	46	39	28	30	42	37	30	16
Labour	20	20	1	65	8	4	3	50	17	20	20	16	21	25	15	21	18	21	16	18	24	24
Liberal Democrat	5	5	0	2	50	0	1	1	15	5	5	5	8	4	2	5	4	8	4	4	4	5
Other	12	11	1	1	5	34	8	6	9	14	8	13	10	10	12	9	13	7	9	13	8	26
None	10	10	4	7	3	15	5	9	13	10	11	10	10	12	9	9	12	13	9	10	11	10
Don't know	21	20	9	15	11	10	12	19	24	13	27	31	24	16	16	17	25	22	20	18	22	20
Education and schools																						
Conservative	27	25	74	1	9	28	61	7	9	27	23	13	17	23	39	28	20	19	32	28	20	11
Labour	28	28	5	84	7	11	7	69	25	29	28	27	30	33	22	29	27	27	24	28	34	32
Liberal Democrat	8	9	5	4	62	3	5	3	24	11	6	10	13	8	5	10	7	10	9	6	10	9
Other	10	9	1	1	5	23	5	5	9	10	7	13	7	9	9	8	10	8	7	11	5	21
None	8	10	4	4	4	14	7	5	11	9	10	8	10	10	10	8	11	13	8	9	10	10
Don't know	18	20	12	7	12	22	16	12	22	13	26	30	24	17	15	16	24	23	20	18	21	16
Taxation																						
Conservative	31	32	84	7	12	35	69	15	17	37	26	22	25	29	44	36	26	26	40	33	29	15
Labour	24	24	2	75	9	11	5	55	21	23	24	21	26	28	17	24	23	24	19	25	28	26
Liberal Democrat	7	7	2	4	56	1	3	2	21	8	5	5	10	6	6	9	4	8	7	6	7	5
Other	10	10	1	1	6	23	5	6	9	12	7	14	9	10	8	8	11	7	9	10	6	26
None	10	10	3	6	3	16	7	10	10	9	11	6	8	11	11	8	13	14	7	9	11	11
Don't know	18	19	8	7	14	13	12	13	22	10	26	31	21	16	14	15	23	21	18	16	20	17

Sample Size: 1747 GB Adults
Fieldwork: 18th - 19th January 2015

	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	1747	435	437	111	206	540	426	379	847	900	208	442	597	500	996	751	224	568	374	430	152
Unweighted Sample	1747	438	429	102	238	549	410	375	887	860	173	282	712	580	1252	495	184	560	375	447	181
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 4-5	Jan 18-19																				
Unemployment																						
Conservative	28	28	80	4	7	27	65	10	12	32	25	19	23	25	40	32	23	21	36	31	25	12
Labour	27	28	4	79	23	13	7	59	28	28	27	26	27	31	25	30	25	29	26	25	30	34
Liberal Democrat	4	5	1	2	38	1	1	2	15	5	4	4	7	4	3	5	4	7	4	3	6	4
Other	10	9	1	1	6	23	5	6	8	11	7	15	8	9	8	7	11	8	7	12	6	20
None	11	11	4	5	6	20	8	9	12	11	10	8	9	12	11	9	13	13	9	8	13	12
Don't know	19	20	10	9	21	15	14	14	25	13	27	27	26	18	13	16	24	23	18	21	20	18
The economy in general																						
Conservative	36	37	93	6	16	44	78	13	22	41	33	28	30	34	50	42	30	35	46	38	32	17
Labour	21	20	0	68	10	5	2	52	18	22	19	14	23	23	17	21	20	21	17	19	23	29
Liberal Democrat	4	5	0	2	43	0	1	2	14	5	4	7	5	4	3	5	4	6	3	4	5	6
Other	9	8	0	1	6	22	3	5	9	10	7	13	8	8	7	7	10	7	7	10	5	20
None	11	10	2	9	7	15	6	10	11	10	10	9	10	11	10	9	12	10	8	8	14	10
Don't know	19	20	5	14	17	14	9	18	27	12	28	30	24	20	13	17	24	22	18	21	21	18
Europe																						
Conservative	20	20	61	3	1	6	44	9	8	21	19	15	17	18	26	23	15	15	25	23	16	9
Labour	20	19	1	61	9	3	2	48	16	20	18	17	24	21	13	20	17	26	14	19	23	18
Liberal Democrat	9	7	2	5	59	1	3	2	23	9	6	7	8	8	6	9	5	9	9	5	7	8
Other	22	23	15	9	9	72	27	17	16	27	19	19	18	24	29	20	28	19	23	27	20	29
None	11	11	8	8	4	14	10	8	12	11	10	8	9	13	10	10	11	13	9	8	12	17
Don't know	19	20	13	14	20	4	14	14	25	13	27	33	24	17	15	17	24	18	20	18	23	19
Welfare benefits																						
Conservative	26	28	79	5	9	26	63	10	13	32	24	18	25	27	35	31	24	24	35	29	24	15
Labour	28	28	5	77	18	13	8	63	26	26	30	24	28	31	26	29	26	31	23	30	30	30
Liberal Democrat	6	5	2	1	47	1	2	1	15	6	4	3	5	5	5	6	3	5	6	3	5	7
Other	12	11	2	2	6	31	8	7	11	13	9	13	10	10	11	10	12	8	10	12	9	22
None	10	10	5	6	5	18	8	5	13	11	10	7	10	11	11	9	12	14	9	9	11	11
Don't know	17	18	8	9	15	12	11	14	22	12	24	34	21	16	12	15	23	17	18	18	21	14
Housing																						
Conservative	20	20	64	1	3	16	50	5	5	23	17	11	14	20	29	23	16	14	24	25	17	9
Labour	30	28	8	78	15	13	10	63	25	28	29	25	29	30	26	29	27	29	25	27	32	31
Liberal Democrat	5	5	3	2	48	2	3	1	16	6	4	4	8	6	3	6	4	9	6	3	5	7
Other	11	11	2	2	8	28	6	6	13	13	9	12	10	11	11	10	12	8	9	13	8	24
None	12	13	8	7	5	21	12	8	15	14	12	10	12	14	14	11	15	17	12	11	13	12
Don't know	22	23	15	10	21	19	19	16	26	16	29	37	27	19	18	20	27	22	24	21	25	18

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	69	105
Male 25 to 39	119	220
Male 40 to 59	381	295
Male 60 +	318	227
Female 18 to 24	104	103
Female 25 to 39	163	222
Female 40 to 59	331	302
Female 60 +	262	273
Region		
North England	447	430
Midlands	268	287
East	169	168
London	184	224
South England	391	400
Wales	107	87
Scotland	181	152
Social Grade		
AB	753	489
C1	499	507
C2	230	367
DE	265	384
Newspaper Type		
Express / Mail	286	248
Sun / Star	199	351
Mirror / Record	128	154
Guardian / Independent	188	77
FT / Times / Telegraph	197	140
Other Paper	218	201
No Paper	531	577
Political Party Identification		
Labour	513	552
Conservative	476	486
Liberal Democrat	136	166
SNP/Plaid Cymru	52	33
Others	154	86
None/ DK	416	425

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