

YouGov / The Sun Survey Results

Sample Size: 1682 GB Adults
Fieldwork: 19th - 20th 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	1682	417	526	140	156	510	414	358	816	866	200	426	575	481	959	723	215	547	360	414	146
Unweighted Sample	1682	429	507	110	185	540	410	349	786	896	95	397	690	500	1068	614	316	515	346	370	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	5	9	32	31	24	31	30	37	35	28	34	37	34	25	23
Lab	40	0	100	0	0	5	87	36	38	42	44	47	41	32	39	42	45	30	41	52	31
Lib Dem	11	0	0	100	0	1	1	39	11	10	15	10	11	8	12	9	11	15	6	10	6
Other	18	0	0	0	100	18	7	16	18	17	17	11	18	23	15	21	11	18	19	12	40

Other Parties Voting Intention

UKIP	12	0	0	0	100	17	5	12	12	11	7	4	13	18	10	15	9	15	14	8	8
SNP / PCY	3	0	0	0	0	0	2	1	3	2	4	3	3	2	3	2	0	0	2	1	22
Green	2	0	0	0	0	0	0	3	1	2	4	2	1	1	1	2	1	2	1	1	2
BNP	1	0	0	0	0	0	0	0	1	1	2	1	0	0	0	1	0	1	0	1	2
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	1	0	0	1	1	0	1	1	1	1	1	1	0	1	1	5

Non Voters

Would Not Vote	7	0	0	0	0	3	3	4	6	8	15	10	5	3	6	8	4	7	9	6	7
Don't know	15	0	0	0	0	13	8	18	11	18	9	22	12	14	14	15	12	17	14	15	13

Jan 16-17
Jan 19-20

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

Approve	31	28	82	6	26	7	59	10	16	30	26	22	24	28	34	32	23	31	29	26	28	24
Disapprove	55	57	8	86	54	80	29	81	67	58	55	55	55	62	53	54	61	55	53	57	61	61
Don't know	14	15	9	8	20	13	12	9	17	11	19	23	21	10	14	14	17	14	18	17	11	16

Fieldwork: 19th - 20th 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	1682	417	526	140	156	510	414	358	816	866	200	426	575	481	959	723	215	547	360	414	146	
Unweighted Sample	1682	429	507	110	185	540	410	349	786	896	95	397	690	500	1068	614	316	515	346	370	135	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Jan 5-6	Jan 19-20	Jan 5-6					Jan 19-20			Jan 5-6				Jan 19-20		Jan 5-6					
Conservative	24	25	79	1	13	16	58	6	9	27	23	17	20	24	32	26	22	27	28	23	22	18
Labour	35	37	5	84	20	19	9	78	40	40	34	33	38	41	32	36	38	42	30	37	43	35
Liberal Democrat	6	6	2	1	48	6	2	1	18	6	6	7	4	7	6	7	5	5	8	5	6	4
Other	4	5	0	2	1	23	5	1	3	4	5	5	4	4	6	5	5	3	5	4	3	12
None	14	11	4	5	6	24	14	5	13	9	13	8	10	13	12	10	13	10	11	14	10	11
Don't know	17	16	9	9	11	12	12	9	16	13	19	30	24	10	12	15	18	12	18	17	15	19

Asylum and immigration

Conservative	26	26	74	12	14	3	52	16	12	28	25	22	26	26	30	31	21	33	28	24	24	22
Labour	18	17	2	46	10	1	4	39	16	19	16	25	16	18	15	17	17	23	15	15	20	14
Liberal Democrat	7	6	2	3	50	0	1	2	21	7	6	9	7	7	5	7	6	7	7	6	7	6
Other	14	18	9	9	7	76	22	13	15	17	18	8	13	20	23	15	21	13	19	20	15	25
None	16	16	8	17	6	16	13	17	17	15	16	7	15	19	16	14	18	13	14	18	17	17
Don't know	18	16	6	13	13	3	8	13	19	13	19	29	24	10	12	16	17	10	17	16	17	18

Law and order

Conservative	32	32	88	9	22	22	65	12	20	35	29	26	26	33	40	37	26	36	34	33	29	28
Labour	23	25	1	68	4	3	4	63	22	25	24	23	25	26	23	23	27	27	20	23	31	23
Liberal Democrat	6	6	0	3	44	0	1	2	18	6	5	6	7	7	3	6	6	7	7	5	5	3
Other	6	8	2	1	2	39	8	3	5	8	7	4	6	9	9	7	8	5	7	9	6	13
None	14	12	2	8	8	24	11	8	15	11	13	8	11	15	11	11	14	10	11	14	11	15
Don't know	19	18	6	12	21	12	10	13	20	15	21	34	26	10	14	17	20	15	21	16	18	18

Education and schools

Conservative	24	27	82	2	10	21	63	5	12	28	25	22	19	26	37	29	23	29	29	24	26	23
Labour	31	32	3	80	7	10	5	74	29	34	30	28	33	34	29	31	32	35	26	31	39	29
Liberal Democrat	10	7	1	2	54	4	1	3	24	8	6	5	6	8	7	8	5	8	8	6	6	6
Other	5	6	1	1	3	25	6	1	4	6	6	5	5	7	6	6	6	4	6	6	4	15
None	14	11	3	6	9	24	12	5	14	10	12	7	10	14	10	9	14	10	10	14	10	13
Don't know	18	18	9	9	17	15	12	12	17	15	20	32	27	11	11	16	20	15	21	18	16	15

Taxation

Conservative	27	27	84	5	8	16	64	7	10	30	25	17	22	27	35	31	22	32	28	28	24	23
Labour	27	29	3	71	10	10	5	69	27	31	27	30	28	31	26	28	30	32	25	25	33	32
Liberal Democrat	8	8	1	5	52	3	1	3	25	9	6	6	8	9	6	9	6	9	7	7	8	4
Other	5	6	1	1	2	29	6	2	5	6	6	6	4	6	8	6	6	2	7	6	5	12
None	15	14	5	8	11	27	13	7	16	11	16	10	13	15	14	11	17	11	13	15	13	17
Don't know	18	17	5	10	16	16	10	12	18	13	21	31	24	12	12	16	19	13	19	19	17	12

Fieldwork: 19th - 20th 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		1682	417	526	140	156	510	414	358	816	866	200	426	575	481	959	723	215	547	360	414	146	
Unweighted Sample		1682	429	507	110	185	540	410	349	786	896	95	397	690	500	1068	614	316	515	346	370	135	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unemployment																							
Conservative	27	27	83	4	7	19	61	8	10	30	24	17	24	27	33	30	23	33	29	27	24	19	
Labour	28	29	3	76	14	11	7	64	30	31	27	27	27	34	26	29	29	36	24	30	31	30	
Liberal Democrat	7	5	2	1	36	0	1	2	15	5	4	7	4	5	3	6	3	5	5	4	4	3	
Other	5	7	1	1	3	32	6	2	6	6	7	5	5	6	9	6	7	4	7	6	5	16	
None	15	14	5	7	13	25	12	10	15	12	15	10	11	16	14	11	17	10	13	13	16	15	
Don't know	19	19	7	11	26	12	13	13	23	16	23	34	28	12	14	18	22	12	22	20	20	17	
The economy in general																							
Conservative	33	32	92	6	12	26	69	11	15	36	28	22	29	30	41	36	26	34	34	34	30	24	
Labour	24	24	0	66	10	6	4	55	25	24	23	22	22	27	22	23	25	29	20	22	27	23	
Liberal Democrat	5	5	0	1	42	1	1	2	16	6	4	7	3	6	4	5	4	6	5	4	5	2	
Other	4	6	0	1	3	28	5	2	6	6	6	4	5	6	8	6	6	3	6	6	5	13	
None	14	14	3	10	11	25	10	12	16	13	15	10	15	17	11	12	16	11	13	15	14	19	
Don't know	20	20	4	15	22	16	11	19	22	15	24	34	27	14	14	18	22	17	21	20	20	19	
Europe																							
Conservative	20	20	62	4	8	2	42	8	8	21	18	17	20	20	20	23	15	25	21	17	18	19	
Labour	20	21	3	57	7	0	4	48	19	22	20	24	21	23	17	20	22	22	18	20	23	24	
Liberal Democrat	8	8	3	5	55	0	3	3	25	10	6	7	7	8	8	9	7	9	8	7	8	6	
Other	15	18	14	8	3	77	25	11	12	19	16	9	12	20	24	16	20	16	18	20	15	20	
None	15	13	7	8	8	15	13	9	14	12	14	9	11	13	15	11	14	10	11	15	14	11	
Don't know	22	21	11	17	20	6	13	20	22	16	26	35	29	15	16	20	22	19	23	20	21	20	

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	40	101
Male 25 to 39	177	212
Male 40 to 59	305	284
Male 60 +	264	219
Female 18 to 24	55	99
Female 25 to 39	220	214
Female 40 to 59	385	291
Female 60 +	236	262
Region		
North England	370	414
Midlands	239	276
1	150	161
London	316	215
South England	365	385
Wales	107	84
Scotland	135	146
Social Grade		
AB	581	471
C1	487	488
C2	265	353
DE	349	370
Newspaper Type		
Express / Mail	332	269
Sun / Star	171	395
Mirror / Record	81	168
Guardian / Independent	92	76
FT / Times / Telegraph	119	160
Other Paper	254	193
No Paper	633	421
Political Party Identification		
Labour	536	538
Conservative	496	471
Liberal Democrat	130	185
SNP/Plaid Cymru	42	29
Others	101	39
None/ DK	377	421

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