

YouGov / The Sun Survey Results

Sample Size: 1936 GB Adults
Fieldwork: 24th - 25th February 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					
	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	1936	489	581	146	172	589	472	413	939	997	230	490	662	554	1104	832	248	629	414	476	168	
Unweighted Sample	1936	464	588	116	195	580	458	412	936	1000	227	446	670	593	1282	654	288	619	439	448	142	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	78	2	14	32	33	28	35	31	35	37	27	34	40	33	26	25
Lab	39	0	100	0	0	7	88	32	39	39	37	40	44	34	36	42	40	29	41	49	37
Lib Dem	10	0	0	100	0	0	0	39	9	10	10	12	6	12	11	8	11	13	8	8	5
Other	19	0	0	0	100	15	10	15	20	17	25	13	19	20	16	23	16	17	19	16	33

Other Parties Voting Intention

UKIP	11	0	0	0	100	15	7	6	13	10	11	7	12	14	10	14	11	13	14	11	2
SNP / PCY	3	0	0	0	0	0	2	2	3	3	4	3	2	3	2	4	0	0	1	0	26
Green	3	0	0	0	0	0	1	6	2	4	8	3	3	1	3	3	4	4	2	3	1
BNP	1	0	0	0	0	0	0	0	1	0	1	0	1	1	1	1	0	0	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	1	1	1	1	1	1	1	0	1	0	1	0	0	3

Non Voters

Would Not Vote	7	0	0	0	0	3	3	3	8	7	10	16	5	2	6	9	9	9	7	7	3
Don't know	15	0	0	0	0	13	11	19	10	20	19	15	16	13	14	17	13	17	17	15	12

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

	Feb 23-24	Feb 24-25																				
Approve	30	29	82	6	37	9	60	7	25	34	25	25	30	26	34	32	25	30	30	30	28	28
Disapprove	55	56	9	88	37	81	27	86	57	56	56	51	52	61	56	54	59	55	52	57	59	64
Don't know	15	15	9	6	26	9	13	7	17	10	19	24	18	13	10	14	16	15	18	14	14	8

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Unweighted Sample	1936	464	588	116	195	580	458	412	936	1000	227	446	670	593	1282	654	288	619	439	448	142	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb
10-11

Feb
24-25

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	54	61	67	61	69	50	65	58	68	65	58	46	66	63	61	64	58	60	65	59	55	69
Immigration & Asylum	51	51	63	37	38	88	68	45	39	49	53	35	44	52	63	47	57	47	52	54	55	38
Health	26	31	25	43	29	22	24	39	38	28	34	23	23	33	40	31	32	29	33	31	32	29
Welfare benefits	25	30	31	31	21	24	31	32	26	24	35	27	22	36	30	26	35	21	29	28	34	36
Housing	17	17	11	22	20	13	10	22	20	17	17	17	20	16	15	17	16	30	17	12	13	18
Pensions	14	16	14	19	19	11	14	20	16	18	14	14	12	18	19	17	14	10	16	17	13	26
Education	15	14	11	17	24	5	12	14	20	13	15	24	17	11	11	18	10	14	15	15	12	13
The environment	23	13	11	13	18	7	10	11	19	12	13	10	17	13	10	15	10	14	16	11	10	9
Europe	11	12	22	5	6	31	21	7	8	15	10	11	6	12	18	13	12	12	11	14	14	12
Crime	12	11	10	10	8	15	13	11	6	11	12	8	10	13	11	9	14	9	10	11	15	11
Tax	8	10	7	10	14	11	7	9	11	13	8	18	14	9	5	10	10	11	7	13	9	16
Family life & childcare	6	6	7	8	5	2	6	7	6	5	7	9	8	6	4	7	5	6	5	9	6	8
Transport	5	3	3	4	9	1	2	4	5	5	1	2	4	4	3	4	2	6	2	3	4	3
None of these	3	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Don't know	1	2	0	1	1	0	1	1	1	2	2	8	3	1	0	2	3	2	3	2	3	0

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	50	56	54	47	46	51	55	49	52	48	39	53	53	49	53	46	49	54	45	49	55
Health	33	35	31	40	36	33	35	37	37	31	38	18	21	38	49	34	36	27	36	34	36	40
Pensions	27	30	32	32	37	24	33	30	37	31	30	11	17	30	50	32	29	21	32	32	32	32
Tax	19	20	23	17	26	18	21	18	21	23	18	30	25	19	13	23	16	21	19	22	18	24
Immigration & Asylum	17	17	20	13	8	47	24	18	10	20	15	13	11	21	21	15	21	23	16	17	17	16
Welfare benefits	11	16	9	21	11	18	10	20	15	14	18	15	15	21	12	9	26	11	14	17	20	24
Education	12	14	13	16	20	5	14	13	16	11	17	24	20	13	8	17	10	17	17	17	9	11
Housing	13	14	10	16	15	8	9	13	17	12	15	21	21	13	6	14	14	28	17	8	9	10
Family life & childcare	13	12	15	13	7	4	13	13	13	9	15	9	22	12	5	14	10	11	14	13	8	16
Crime	9	9	9	10	3	13	10	11	5	11	7	8	8	10	8	7	11	9	8	7	12	7
The environment	13	9	8	9	17	5	7	7	15	9	10	6	9	8	12	10	8	11	10	8	8	10
Transport	7	8	8	8	14	2	7	6	11	10	6	11	12	5	6	10	6	15	8	9	6	2
Europe	6	7	10	3	7	21	12	3	5	10	5	9	3	7	10	7	8	6	7	8	7	7
None of these	5	4	5	2	1	5	5	3	2	4	4	6	3	3	4	4	4	2	2	7	5	4
Don't know	4	3	2	1	3	1	1	3	2	3	3	11	3	2	1	3	3	3	3	3	3	3

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	93	116
Male 25 to 39	185	244
Male 40 to 59	331	327
Male 60 +	327	252
Female 18 to 24	134	114
Female 25 to 39	261	246
Female 40 to 59	339	335
Female 60 +	266	302
Region		
North England	448	476
Midlands	312	318
1	177	186
London	288	248
South England	442	443
Wales	127	97
Scotland	142	168
Social Grade		
AB	725	542
C1	557	561
C2	293	407
DE	361	426
Newspaper Type		
Express / Mail	380	310
Sun / Star	183	455
Mirror / Record	132	194
Guardian / Independent	184	87
FT / Times / Telegraph	129	184
Other Paper	291	223
No Paper	637	484
Political Party Identification		
Labour	598	620
Conservative	515	542
Liberal Democrat	151	213
SNP/Plaid Cymru	45	33
Others	118	45
None/ DK	509	484

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