

YouGov / The Sun Survey Results

Sample Size: 1728 GB Adults
Fieldwork: 4th - 5th 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	1728	443	479	102	191	508	421	371	838	890	206	437	591	494	985	743	221	562	370	425	150	
Unweighted Sample	1728	430	447	98	208	510	389	378	869	859	170	269	694	595	1217	511	210	549	379	421	169	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	71	4	17	30	33	37	29	29	35	35	27	36	37	32	28	12
Lab	34	0	100	0	0	5	79	31	33	35	35	36	37	27	32	37	41	25	34	43	30
Lib Dem	7	0	0	100	0	2	1	23	7	7	5	10	7	6	9	5	5	10	5	8	3
UKIP	14	0	0	0	100	18	6	9	15	12	4	7	15	21	10	19	9	19	16	11	2
Other	14	0	0	0	0	4	11	20	15	13	19	18	12	10	15	12	9	9	13	10	53

Other Parties Voting Intention

Green	8	0	0	0	0	1	4	15	7	8	14	12	5	5	9	6	8	8	8	8	6
SNP/ PCY	4	0	0	0	0	2	4	3	4	4	5	4	5	3	4	4	0	0	1	0	46
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	2	0	0	0	0	1	2	1	2	1	0	2	2	2	1	2	1	1	4	1	0

Non Voters

Would Not Vote	4	0	0	0	0	1	1	2	3	5	13	3	3	2	3	5	3	4	4	5	4
Don't know	14	0	0	0	0	11	10	21	9	19	19	12	15	15	13	16	14	14	15	14	15

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

	Dec 21-22	Jan 4-5																				
Approve	32	31	86	5	49	16	66	7	25	33	29	25	30	30	36	35	25	30	36	29	30	18
Disapprove	54	55	6	88	35	69	21	86	58	57	52	51	51	59	55	51	60	55	48	56	56	71
Don't know	14	14	9	8	16	15	13	7	17	10	19	24	19	12	10	14	15	15	16	14	14	11

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	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Dec 7-8	Jan 4-5																				
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	22	23	68	1	5	23	55	3	12	26	20	17	20	21	30	25	20	25	29	20	18	11
	Labour	34	35	7	85	15	17	10	74	33	40	31	31	36	38	34	35	37	42	29	35	40	37
	Liberal Democrat	4	6	2	3	56	3	3	1	18	7	6	6	9	6	5	8	4	6	6	7	7	5
	Other	9	8	1	1	0	28	5	7	7	8	7	7	8	9	8	6	10	5	7	9	6	19
	None	12	10	10	2	9	14	12	6	13	8	12	4	9	12	12	12	8	7	11	10	11	12
	Don't know	18	17	12	7	15	15	15	9	17	11	24	36	19	15	12	15	21	14	18	19	17	17
Asylum and immigration																							
	Conservative	22	23	66	7	15	5	48	6	17	26	21	19	23	23	26	27	19	26	27	21	21	19
	Labour	14	16	2	49	9	1	3	40	14	16	16	16	21	15	14	16	17	24	13	13	20	14
	Liberal Democrat	6	5	1	5	37	0	2	5	13	5	5	5	6	7	3	6	4	6	3	7	5	8
	Other	26	24	13	11	10	83	24	19	22	28	20	16	23	24	27	23	25	17	26	27	21	30
	None	14	15	9	15	12	8	11	18	17	13	16	9	11	17	17	14	15	11	16	15	16	12
	Don't know	17	16	9	13	17	4	12	12	17	11	22	35	17	14	12	14	19	17	15	18	17	17
Law and order																							
	Conservative	34	33	84	9	26	23	65	9	27	36	30	23	29	32	41	37	26	33	39	31	30	20
	Labour	19	20	1	61	5	3	6	52	16	23	18	17	21	22	20	19	22	29	14	20	24	21
	Liberal Democrat	4	5	0	4	43	0	1	2	12	6	4	6	7	4	3	5	4	3	6	4	5	4
	Other	11	12	1	3	2	51	9	12	10	15	10	9	12	12	14	10	15	5	11	16	10	23
	None	11	10	4	8	8	11	6	10	13	8	11	5	7	12	10	10	9	7	10	9	12	8
	Don't know	21	21	10	15	16	12	12	16	22	13	28	40	25	17	13	18	24	23	21	20	18	24
Education and schools																							
	Conservative	26	27	77	3	14	29	66	3	14	30	25	20	23	26	36	30	24	25	35	25	26	13
	Labour	27	28	6	76	6	7	7	65	23	30	27	26	29	31	26	28	29	36	23	27	30	33
	Liberal Democrat	7	8	2	5	60	4	2	3	25	9	7	6	11	7	7	10	6	7	8	7	9	8
	Other	10	10	1	1	6	35	7	10	9	13	8	10	10	10	11	9	12	5	8	14	8	22
	None	10	8	4	5	2	10	5	6	13	7	10	4	8	10	9	9	7	8	8	7	10	7
	Don't know	20	18	10	9	11	15	13	13	16	12	23	34	19	16	12	15	21	19	17	19	16	17
Taxation																							
	Conservative	31	31	83	5	16	30	69	7	20	34	28	20	27	30	39	35	25	31	38	28	28	16
	Labour	21	24	2	67	6	7	6	59	21	26	23	21	24	26	24	24	25	32	17	25	28	24
	Liberal Democrat	7	7	1	6	55	1	2	3	19	8	5	7	8	6	6	7	6	5	7	6	8	6
	Other	10	10	1	3	0	32	6	9	9	13	8	11	13	9	9	8	13	6	9	12	8	23
	None	12	10	4	8	5	11	5	11	14	9	10	5	9	13	9	10	9	7	10	9	10	12
	Don't know	19	18	9	11	18	18	12	12	17	11	25	37	19	16	14	16	22	18	19	20	16	19

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Dec 7-8	Jan 4-5																			
Unemployment																						
Conservative	28	28	79	3	20	28	63	5	18	31	26	28	26	26	33	32	24	30	35	29	24	13
Labour	26	27	3	73	13	9	7	61	27	30	25	18	27	31	28	27	29	32	22	28	31	28
Liberal Democrat	5	4	1	2	42	1	2	1	13	5	4	2	6	4	4	5	4	2	5	3	6	4
Other	10	10	1	2	1	34	5	11	8	11	9	7	10	10	10	8	13	8	7	12	8	24
None	12	11	6	7	7	11	8	9	16	10	12	7	11	13	10	11	10	8	11	9	13	12
Don't know	19	19	11	12	17	17	14	12	18	12	25	36	21	15	15	18	20	21	19	19	18	19
The economy in general																						
Conservative	35	36	91	7	24	37	73	9	27	40	32	31	32	33	44	41	29	37	45	35	30	19
Labour	19	21	1	66	4	2	5	54	19	23	20	18	22	24	19	19	24	26	17	22	24	23
Liberal Democrat	4	4	0	2	43	0	1	1	13	4	3	1	6	4	3	5	3	2	4	3	5	3
Other	10	9	0	1	1	32	4	10	8	10	8	9	9	10	9	7	13	7	7	12	7	20
None	12	11	2	11	12	11	6	11	14	10	11	6	11	14	8	11	10	8	10	9	14	11
Don't know	20	19	7	13	16	17	11	14	20	13	25	35	21	15	16	18	21	20	17	19	20	24
Europe																						
Conservative	20	20	60	4	10	3	44	5	13	21	19	17	17	20	23	22	17	23	23	21	16	11
Labour	19	20	1	58	7	2	3	50	17	21	18	18	23	18	19	19	20	27	15	22	21	19
Liberal Democrat	7	9	5	6	54	2	3	5	22	11	7	9	12	8	7	11	6	9	9	8	8	14
Other	23	22	13	8	7	82	25	16	17	26	18	15	19	23	26	20	25	16	25	21	21	24
None	12	11	7	11	6	7	8	11	14	9	12	5	9	14	11	11	11	6	10	10	15	10
Don't know	19	19	14	13	17	5	16	14	16	12	26	37	20	16	14	17	21	20	18	18	19	21
Welfare benefits																						
Conservative	27	26	76	6	8	20	57	7	17	30	24	19	24	26	32	29	23	33	34	22	22	13
Labour	27	28	5	73	16	5	9	62	26	30	27	23	27	31	29	28	29	33	23	27	33	32
Liberal Democrat	5	6	2	4	50	1	3	3	17	6	6	3	8	5	7	7	5	3	5	7	8	7
Other	12	12	2	3	2	49	8	11	11	15	10	13	14	11	12	10	15	8	12	16	9	23
None	11	10	6	6	7	12	9	8	11	8	11	7	8	12	9	10	9	6	9	10	12	7
Don't know	18	17	10	8	17	13	14	10	17	11	23	34	19	15	12	16	19	17	17	17	17	18
Housing																						
Conservative	20	20	64	1	4	18	50	3	10	22	18	16	18	20	24	22	18	24	27	17	16	8
Labour	28	30	7	77	13	10	11	66	27	34	26	21	29	34	30	29	31	34	24	30	34	32
Liberal Democrat	6	5	2	2	53	0	2	1	15	6	4	4	7	5	4	7	4	4	6	4	6	7
Other	11	11	1	2	1	39	7	11	10	13	9	11	12	11	10	9	14	10	9	13	8	21
None	13	12	9	7	8	16	11	8	17	11	13	6	12	13	13	13	11	9	12	12	14	11
Don't know	22	22	17	11	21	17	19	12	21	15	28	43	22	17	19	21	23	19	23	23	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	73	104
Male 25 to 39	116	218
Male 40 to 59	343	292
Male 60 +	337	225
Female 18 to 24	97	102
Female 25 to 39	153	219
Female 40 to 59	351	299
Female 60 +	258	270
Region		
North England	421	425
Midlands	240	283
East	171	166
London	210	221
South England	378	396
Wales	139	86
Scotland	169	150
Social Grade		
AB	746	484
C1	471	501
C2	226	363
DE	285	380
Newspaper Type		
Express / Mail	282	245
Sun / Star	194	347
Mirror / Record	122	152
Guardian / Independent	191	76
FT / Times / Telegraph	178	138
Other Paper	253	199
No Paper	508	570
Political Party Identification		
Labour	469	546
Conservative	465	480
Liberal Democrat	148	164
SNP/Plaid Cymru	58	33
Others	167	85
None/ DK	421	420

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For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk