

# YouGov / The Sun Survey Results

Sample Size: 1769 GB Adults  
Fieldwork: 5th - 6th 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	
<b>Weighted Sample</b>	<b>1769</b>	474	469	100	191	571	451	326	858	911	211	448	605	506	1008	761	226	575	379	435	154	
Unweighted Sample	1769	427	477	95	236	531	454	350	904	865	158	244	791	576	1134	635	224	593	383	415	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	33	100	0	0	0	75	2	13	33	33	26	34	32	37	37	28	32	41	28	34	19
Lab	33	0	100	0	0	4	83	28	32	34	27	36	36	30	30	37	39	24	38	43	23
Lib Dem	7	0	0	100	0	1	1	29	6	8	7	7	6	7	8	6	10	10	2	6	7
UKIP	13	0	0	0	100	17	5	10	16	11	10	7	14	19	11	17	10	17	20	9	3
Other	13	0	0	0	0	3	9	21	12	14	29	15	12	6	13	12	10	9	12	8	48

## Other Parties Voting Intention

Green	8	0	0	0	0	3	3	16	6	10	24	11	4	3	9	6	9	9	6	7	9
SNP/ PCY	4	0	0	0	0	0	5	3	5	4	5	4	6	2	4	5	0	0	4	0	38
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	1
Other	1	0	0	0	0	1	1	1	1	0	0	0	1	1	0	1	1	1	0	1	1

## Non Voters

Would Not Vote	6	0	0	0	0	2	2	3	5	7	11	8	5	3	6	6	8	4	5	10	2
Don't know	14	0	0	0	0	10	11	15	9	18	14	14	13	14	12	16	9	12	16	15	14

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

	Jan 4-5	Jan 5-6																				
Approve	31	32	86	3	37	21	64	7	25	36	28	25	32	31	35	36	26	32	38	27	28	27
Disapprove	55	53	6	87	43	70	23	82	63	53	52	46	48	57	55	50	57	49	44	57	59	63
Don't know	14	15	8	10	21	9	13	11	12	11	20	29	20	11	10	14	17	18	17	17	13	10

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	Westminster VI				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	
<b>Weighted Sample</b>	<b>1769</b>	<b>474</b>	<b>469</b>	<b>100</b>	<b>191</b>	<b>571</b>	<b>451</b>	<b>326</b>	<b>858</b>	<b>911</b>	<b>211</b>	<b>448</b>	<b>605</b>	<b>506</b>	<b>1008</b>	<b>761</b>	<b>226</b>	<b>575</b>	<b>379</b>	<b>435</b>	<b>154</b>
Unweighted Sample	1769	427	477	95	236	531	454	350	904	865	158	244	791	576	1134	635	224	593	383	415	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Dec 8-9	Jan 5-6																			
<b>Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.</b>																						
Immigration & Asylum	49	52	64	43	22	92	69	48	38	51	53	28	40	57	67	46	60	39	54	64	53	35
The economy	49	52	64	52	60	41	58	52	57	59	46	48	51	57	50	56	48	50	52	54	52	56
Health	33	46	35	56	62	34	34	54	56	43	48	42	44	45	49	48	42	43	42	48	48	49
Welfare benefits	30	28	33	24	26	27	31	22	29	26	30	18	30	30	27	26	30	20	29	25	32	31
Housing	20	19	13	30	25	6	14	26	22	20	18	29	25	16	14	19	20	37	20	13	16	17
Europe	20	19	26	8	14	44	25	12	15	21	17	8	15	17	29	17	22	13	21	23	18	12
Education	13	14	10	20	17	6	10	17	18	13	16	24	16	13	10	17	11	17	12	17	14	16
Pensions	12	9	9	8	12	4	8	9	9	10	8	4	7	9	11	10	7	6	8	7	11	11
The environment	10	9	3	8	19	3	5	7	14	7	10	13	11	7	7	11	6	7	10	6	7	16
Crime	10	8	10	6	6	14	11	7	4	8	8	5	6	10	9	7	10	12	6	9	7	8
Tax	9	7	7	7	5	6	8	5	5	9	5	11	10	7	3	8	6	9	7	7	6	9
Family life & childcare	8	6	2	10	10	4	3	10	8	4	9	4	12	4	5	6	6	6	5	8	7	5
Transport	3	3	3	4	3	2	3	3	4	3	3	5	2	4	3	4	3	6	3	2	3	3
None of these	1	1	0	0	1	0	0	0	1	0	1	2	0	1	1	0	1	1	1	1	1	0
Don't know	4	3	1	2	0	1	1	3	1	2	3	12	2	1	1	2	4	6	3	1	2	1
<b>And which of the following do you think are the most important issues facing you and your family? Please tick up to three.</b>																						
The economy	44	49	57	51	38	45	55	50	45	53	45	34	51	53	49	51	46	46	47	46	52	58
Health	38	40	33	49	45	35	36	46	50	35	45	28	31	40	54	39	42	40	40	42	39	39
Pensions	28	25	24	22	34	27	25	26	28	23	26	10	9	28	40	25	23	18	23	25	28	28
Immigration & Asylum	19	20	25	13	5	52	28	17	13	22	19	8	11	22	32	18	23	21	19	28	18	12
Tax	20	18	23	17	15	17	21	15	18	21	16	30	25	15	12	21	15	21	17	16	21	20
Housing	15	16	11	19	22	8	12	16	16	16	15	23	29	10	7	15	17	31	13	14	12	17
Education	12	14	12	15	17	10	13	14	16	15	14	21	20	15	6	16	12	12	14	16	13	17
Family life & childcare	11	12	10	17	19	7	9	15	15	11	14	13	23	10	6	13	11	10	13	15	10	15
Welfare benefits	13	12	8	14	14	11	8	13	15	12	12	12	9	17	9	8	17	13	11	11	13	15
The environment	8	9	4	9	12	3	4	9	12	8	9	9	12	7	7	10	6	7	8	8	10	10
Europe	8	9	12	2	4	25	15	4	6	11	7	6	4	8	16	8	10	6	10	12	8	3
Transport	7	8	8	8	18	3	7	5	15	9	8	13	14	6	5	10	6	16	9	4	8	6
Crime	8	7	11	5	3	7	10	7	4	6	8	4	4	8	10	6	8	8	6	7	8	5
None of these	4	3	4	2	5	3	4	2	3	3	3	3	2	4	4	3	3	1	4	3	2	3
Don't know	5	4	1	3	0	4	2	4	1	3	4	14	3	3	1	2	6	6	4	3	3	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.
<b>Age and Gender</b>		
Male 18 to 24	71	106
Male 25 to 39	94	223
Male 40 to 59	397	299
Male 60 +	342	230
Female 18 to 24	87	104
Female 25 to 39	150	225
Female 40 to 59	394	306
Female 60 +	234	276
<b>Region</b>		
North England	415	435
Midlands	282	290
East	179	170
London	224	226
South England	414	405
Wales	101	88
Scotland	154	154
<b>Social Grade</b>		
AB	663	495
C1	471	513
C2	264	371
DE	371	389
<b>Newspaper Type</b>		
Express / Mail	277	251
Sun / Star	243	356
Mirror / Record	128	156
Guardian / Independent	197	78
FT / Times / Telegraph	168	142
Other Paper	223	203
No Paper	533	584
<b>Political Party Identification</b>		
Labour	561	559
Conservative	448	492
Liberal Democrat	144	168
SNP/Plaid Cymru	55	34
Others	171	87
None/ DK	390	430

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)