

# YouGov / The Sun Survey Results

Sample Size: 1814 GB Adults  
Fieldwork: 27th - 28th January 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	
<b>Weighted Sample</b>	<b>1814</b>	<b>471</b>	<b>515</b>	<b>130</b>	<b>172</b>	<b>542</b>	<b>447</b>	<b>390</b>	<b>880</b>	<b>934</b>	<b>216</b>	<b>459</b>	<b>620</b>	<b>519</b>	<b>1034</b>	<b>780</b>	<b>232</b>	<b>590</b>	<b>388</b>	<b>446</b>	<b>158</b>	
Unweighted Sample	1814	475	520	104	208	559	445	376	874	940	126	396	707	585	1198	616	274	605	345	400	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>34</b>	100	0	0	0	77	7	11	34	34	29	25	35	40	39	27	31	40	38	28	19
Lab	<b>37</b>	0	100	0	0	5	82	34	35	39	40	45	35	32	34	41	35	27	37	50	43
Lib Dem	<b>9</b>	0	0	100	0	1	2	33	12	7	11	15	7	8	11	6	14	14	5	8	3
Other	<b>20</b>	0	0	0	100	17	9	21	19	21	20	15	23	20	15	26	20	19	21	14	34

## Other Parties Voting Intention

SNP / PCY	<b>3</b>	0	0	0	0	0	2	3	3	3	2	1	4	2	2	3	0	0	2	0	25
Green	<b>3</b>	0	0	0	0	1	1	6	1	4	4	3	3	2	3	2	4	2	2	3	5
UKIP	<b>12</b>	0	0	0	100	15	4	12	12	12	8	9	14	15	9	17	15	14	14	11	3
BNP	<b>1</b>	0	0	0	0	1	2	0	1	1	2	1	1	0	1	1	1	1	2	1	0
Respect	<b>0</b>	0	0	0	0	0	1	0	1	0	3	0	0	0	0	1	0	1	0	0	1
Other	<b>1</b>	0	0	0	0	1	0	1	1	1	1	1	1	1	0	2	0	2	0	0	1

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	3	4	5	6	10	17	12	5	5	7	10	8	10	5	11	4
Don't know	<b>15</b>	0	0	0	0	11	11	18	12	18	16	19	15	11	14	17	18	12	18	14	18

Jan 26-27  
Jan 27-28

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

Approve	<b>30</b>	<b>32</b>	84	7	45	18	65	11	27	38	26	19	30	32	40	38	24	27	39	32	29	21
Disapprove	<b>53</b>	<b>53</b>	6	86	35	73	22	80	57	51	54	52	52	55	51	48	58	49	44	52	61	66
Don't know	<b>16</b>	<b>15</b>	11	7	20	9	14	10	16	11	20	29	19	14	9	14	18	24	17	16	11	13

Fieldwork: 27th - 28th 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	
<b>Weighted Sample</b>	<b>1814</b>	<b>471</b>	<b>515</b>	<b>130</b>	<b>172</b>	<b>542</b>	<b>447</b>	<b>390</b>	<b>880</b>	<b>934</b>	<b>216</b>	<b>459</b>	<b>620</b>	<b>519</b>	<b>1034</b>	<b>780</b>	<b>232</b>	<b>590</b>	<b>388</b>	<b>446</b>	<b>158</b>	
Unweighted Sample	1814	475	520	104	208	559	445	376	874	940	126	396	707	585	1198	616	274	605	345	400	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan  
21-22

Jan 27-  
28

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	58	<b>58</b>	60	64	73	49	59	58	65	61	55	55	61	60	55	65	49	60	54	60	58	66
Immigration & Asylum	56	<b>53</b>	64	43	24	83	70	44	39	47	58	39	36	58	67	49	58	44	55	56	55	44
Health	32	<b>31</b>	28	39	34	20	27	34	37	29	33	23	26	32	38	29	34	24	33	29	31	38
Welfare benefits	32	<b>31</b>	34	30	19	33	33	29	29	29	33	34	24	33	34	30	32	24	30	29	36	35
Pensions	16	<b>15</b>	16	16	25	11	15	14	19	15	16	12	12	15	20	17	14	16	15	16	14	17
Housing	16	<b>14</b>	8	18	19	15	10	18	16	16	13	11	18	14	13	14	15	26	13	12	12	12
Crime	12	<b>13</b>	14	13	3	16	14	14	9	11	14	6	12	15	13	10	17	11	13	11	14	11
Education	14	<b>13</b>	9	14	20	10	8	15	16	12	14	19	15	11	11	17	8	12	12	15	13	15
Europe	13	<b>13</b>	18	8	3	36	22	8	8	12	13	5	6	12	22	11	15	11	14	12	13	13
Tax	11	<b>10</b>	9	11	13	6	8	11	9	12	9	14	15	10	6	11	9	15	9	10	10	11
The environment	8	<b>9</b>	7	10	16	4	7	9	14	10	9	9	13	9	7	11	8	10	11	9	7	8
Family life & childcare	6	<b>6</b>	3	8	3	7	4	7	10	4	8	2	13	5	4	6	7	8	6	5	8	3
Don't know	3	<b>3</b>	2	0	1	0	2	2	3	4	2	10	5	1	0	2	4	4	3	3	3	1
Transport	3	<b>3</b>	3	2	8	3	2	3	3	5	1	2	4	3	2	4	2	7	3	2	1	3
None of these	0	<b>1</b>	0	1	0	0	0	1	0	0	1	1	0	0	0	1	1	2	1	0	0	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	51	<b>49</b>	53	52	49	43	49	53	54	52	47	42	52	51	48	55	42	50	48	52	44	64
Health	37	<b>37</b>	36	44	33	36	37	40	36	35	38	29	21	37	54	34	40	34	40	33	35	43
Pensions	30	<b>29</b>	34	28	33	32	32	32	32	30	28	12	14	27	51	30	27	20	35	27	27	30
Tax	21	<b>21</b>	28	18	18	18	25	16	23	23	18	18	28	19	17	22	19	21	19	23	22	20
Immigration & Asylum	18	<b>17</b>	21	13	3	40	27	14	7	16	17	4	9	21	24	14	20	17	17	21	15	9
Welfare benefits	13	<b>15</b>	9	19	7	24	10	16	14	15	15	19	10	20	12	10	22	9	17	14	17	15
Housing	14	<b>13</b>	6	14	16	13	7	11	18	14	12	14	24	10	6	13	13	26	11	9	12	15
Education	12	<b>12</b>	11	14	7	8	9	12	13	10	14	18	14	13	6	14	9	10	11	14	14	9
Family life & childcare	14	<b>12</b>	10	14	7	11	8	15	12	7	16	13	23	9	5	12	12	10	11	12	15	8
The environment	8	<b>8</b>	8	7	16	1	7	7	12	8	7	3	9	7	10	10	5	12	10	6	4	5
Transport	7	<b>8</b>	6	7	16	6	7	6	12	8	7	8	13	6	5	9	6	17	8	3	6	6
Crime	9	<b>7</b>	8	9	1	10	9	5	5	8	7	5	5	9	8	7	8	8	7	8	9	4
Europe	6	<b>7</b>	10	3	4	22	12	3	5	7	6	2	2	7	13	7	7	6	7	5	9	5
None of these	4	<b>4</b>	4	2	8	2	4	3	3	4	4	6	5	4	2	4	3	5	2	4	7	1
Don't know	5	<b>3</b>	3	1	1	1	3	2	2	5	2	13	4	2	0	3	3	4	3	3	3	2

## 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	48	109
Male 25 to 39	176	229
Male 40 to 59	337	307
Male 60 +	313	236
Female 18 to 24	78	107
Female 25 to 39	220	230
Female 40 to 59	370	314
Female 60 +	272	283
<b>Region</b>		
North England	400	446
Midlands	264	297
1	168	174
London	274	232
South England	437	415
Wales	81	91
Scotland	190	158
<b>Social Grade</b>		
AB	695	508
C1	503	526
C2	263	381
DE	353	399
<b>Newspaper Type</b>		
Express / Mail	348	290
Sun / Star	142	426
Mirror / Record	79	181
Guardian / Independent	168	82
FT / Times / Telegraph	133	172
Other Paper	277	209
No Paper	667	454
<b>Political Party Identification</b>		
Labour	579	580
Conservative	511	508
Liberal Democrat	144	200
SNP/Plaid Cymru	48	31
Others	113	42
None/ DK	419	454

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)