

YouGov / The Sun Survey Results

Sample Size: 1899 GB Adults
Fieldwork: 10th - 11th February 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	1899	496	569	142	160	580	476	363	921	978	226	480	649	543	1082	817	243	617	406	467	165	
Unweighted Sample	1899	455	618	111	191	562	511	391	895	1004	132	451	766	550	1233	666	259	611	403	441	185	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	3	11	35	33	38	31	30	39	38	29	40	37	39	33	11
Lab	39	0	100	0	0	3	90	35	37	41	39	48	43	27	36	43	40	29	37	46	52
Lib Dem	10	0	0	100	0	2	0	37	10	9	11	8	11	10	10	9	8	13	7	9	7
Other	18	0	0	0	100	18	7	16	18	17	12	13	17	24	16	19	12	21	17	12	30

Other Parties Voting Intention

UKIP	11	0	0	0	100	16	3	9	11	11	3	5	12	17	8	15	10	15	12	9	3
SNP / PCY	3	0	0	0	0	1	1	3	4	3	6	3	3	4	4	3	0	1	3	0	25
Green	2	0	0	0	0	1	1	4	2	3	2	5	1	2	3	1	1	4	0	2	1
BNP	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	1	0	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0	1	0	0

Non Voters

Would Not Vote	7	0	0	0	0	3	2	3	6	8	17	10	6	2	6	8	5	9	8	5	3
Don't know	16	0	0	0	0	12	13	19	9	22	17	18	14	16	14	18	15	16	17	15	13

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

	Feb 9-10	Feb 10-11																				
Approve	28	31	81	8	50	10	59	9	26	36	27	36	29	28	35	36	25	38	34	33	29	15
Disapprove	55	52	5	86	33	80	23	82	62	51	53	38	49	59	53	49	57	43	48	52	56	71
Don't know	17	17	13	6	17	10	18	9	13	13	20	26	22	13	12	15	19	19	18	16	16	14

Fieldwork: 10th - 11th February 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	1899	496	569	142	160	580	476	363	921	978	226	480	649	543	1082	817	243	617	406	467	165	
Unweighted Sample	1899	455	618	111	191	562	511	391	895	1004	132	451	766	550	1233	666	259	611	403	441	185	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 27-28 Feb 10-11

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	54	64	58	65	34	55	53	62	59	49	42	54	57	54	61	44	48	51	51	58	64
Immigration & Asylum	53	51	63	40	30	93	68	46	35	47	55	37	38	51	69	47	57	46	54	54	52	40
Health	31	26	19	36	31	14	19	34	34	24	28	17	22	28	31	26	25	30	23	26	27	28
Welfare benefits	31	25	30	22	23	30	32	22	23	23	27	20	22	27	27	24	27	22	21	30	25	31
The environment	9	23	22	21	37	20	20	18	37	19	27	17	22	25	24	26	20	22	31	21	18	15
Housing	14	17	11	25	17	12	10	25	20	18	16	21	20	17	14	17	18	31	17	16	11	19
Education	13	15	12	18	29	6	12	18	24	14	17	20	17	15	12	18	12	17	16	13	16	12
Pensions	15	14	11	17	12	15	12	16	18	15	12	3	8	17	18	14	13	12	12	12	17	17
Crime	13	12	10	13	9	16	11	15	7	12	12	14	14	10	12	10	15	17	10	10	14	10
Europe	13	11	19	3	4	28	20	4	3	13	8	9	6	8	18	11	11	11	11	9	11	8
Tax	10	8	6	9	10	11	8	10	9	9	8	11	11	9	4	8	8	7	7	10	9	10
Family life & childcare	6	6	4	10	5	2	4	9	8	5	8	10	10	6	3	6	7	6	7	6	7	7
Transport	3	5	4	6	1	1	3	6	5	7	2	7	7	4	2	5	4	5	6	3	2	8
Don't know	3	3	0	2	1	0	2	2	1	2	4	10	5	2	0	3	4	2	3	3	2	4
None of these	1	1	0	0	0	1	1	0	0	2	1	2	3	1	0	0	2	0	1	2	1	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	49	52	54	64	40	47	52	56	53	46	39	47	56	47	52	45	45	48	47	51	58
Health	37	33	27	43	34	25	30	43	37	33	34	22	24	32	48	32	35	31	31	35	36	34
Pensions	29	27	30	26	26	28	32	30	31	27	27	9	13	25	48	29	24	23	24	30	29	31
Tax	21	19	23	17	15	18	22	17	19	20	17	23	19	21	12	21	15	19	20	19	18	17
Immigration & Asylum	17	17	21	12	4	48	24	14	8	18	15	13	10	16	25	13	21	14	17	16	19	10
Family life & childcare	12	13	12	16	18	6	12	18	15	10	16	16	19	14	7	14	12	11	11	15	17	10
Housing	13	13	10	16	10	11	9	14	13	13	13	18	19	9	9	12	13	25	15	7	7	13
The environment	8	13	10	14	19	15	9	13	20	13	14	10	12	13	16	16	10	13	17	13	10	12
Education	12	12	12	15	19	6	10	15	13	10	14	20	15	13	6	15	9	14	11	11	14	13
Welfare benefits	15	11	7	14	12	13	10	14	12	10	13	1	11	16	11	7	17	11	9	14	12	13
Crime	7	9	8	11	5	13	8	12	5	9	8	6	9	9	9	7	11	7	7	10	11	7
Transport	8	7	10	5	8	2	8	4	10	9	5	17	8	5	4	9	4	12	7	3	6	10
Europe	7	6	9	3	1	18	11	4	1	8	4	3	4	5	10	5	6	5	5	6	8	4
Don't know	3	5	3	3	1	3	4	3	2	5	6	14	8	4	1	4	7	7	6	5	4	5
None of these	4	4	5	2	4	4	5	2	5	4	4	3	6	4	4	5	4	2	6	4	4	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	56	114
Male 25 to 39	186	239
Male 40 to 59	343	321
Male 60 +	310	247
Female 18 to 24	76	112
Female 25 to 39	265	241
Female 40 to 59	423	329
Female 60 +	240	296
Region		
North England	441	467
Midlands	299	311
1	184	182
London	259	243
South England	427	435
Wales	104	95
Scotland	185	165
Social Grade		
AB	691	532
C1	542	551
C2	280	399
DE	386	418
Newspaper Type		
Express / Mail	358	304
Sun / Star	187	446
Mirror / Record	112	190
Guardian / Independent	133	85
FT / Times / Telegraph	118	180
Other Paper	305	218
No Paper	686	475
Political Party Identification		
Labour	692	608
Conservative	499	532
Liberal Democrat	151	209
SNP/Plaid Cymru	39	32
Others	109	44
None/ DK	409	475

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