

# YouGov / The Sun Survey Results

Sample Size: 1705 GB Adults  
Fieldwork: 2nd - 3rd February 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>1705</b>	453	455	96	192	495	436	344	827	878	203	431	583	488	972	733	218	554	365	419	148	
Unweighted Sample	1705	426	456	89	212	465	452	361	838	867	145	341	705	514	1113	592	175	585	338	444	163	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	75	5	14	33	33	22	34	29	41	37	28	33	38	36	29	19
Lab	<b>33</b>	0	100	0	0	5	79	28	33	34	39	36	35	27	30	39	37	28	34	43	23
Lib Dem	<b>7</b>	0	0	100	0	1	1	28	7	7	1	12	6	7	8	5	10	10	7	4	2
UKIP	<b>14</b>	0	0	0	100	17	8	10	15	13	11	6	18	17	11	18	10	17	16	14	5
Other	<b>13</b>	0	0	0	0	3	8	20	13	12	27	13	11	8	14	11	10	8	8	10	51

## Other Parties Voting Intention

Green	<b>7</b>	0	0	0	0	2	3	16	7	7	19	7	6	3	8	5	7	7	6	8	3
SNP/ PCY	<b>4</b>	0	0	0	0	1	3	4	4	5	6	5	4	4	5	4	0	0	1	0	47
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	0	1	0	2	0	1	1	1	1	2	1	1	1	0

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	0	2	2	4	6	8	14	12	4	3	5	9	7	6	6	7	7
Don't know	<b>13</b>	0	0	0	0	10	11	16	9	17	13	14	13	12	12	15	20	10	15	13	11

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

	Feb 1-2	Feb 2-3																				
Approve	<b>34</b>	<b>31</b>	84	4	45	13	63	7	26	35	27	19	30	30	38	36	24	29	36	33	27	21
Disapprove	<b>51</b>	<b>52</b>	6	85	40	74	22	80	60	52	52	47	48	57	51	49	55	51	48	48	58	62
Don't know	<b>15</b>	<b>17</b>	9	11	15	12	16	13	14	13	21	34	22	13	11	14	21	20	16	19	15	16

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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>1705</b>	453	455	96	192	495	436	344	827	878	203	431	583	488	972	733	218	554	365	419	148
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

	Jan 19-20	Feb 2-3	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
The economy	48	50	61	51	63	32	55	48	55	57	42	39	53	54	45	54	43	50	53	45	46	57
Immigration & Asylum	54	49	65	37	18	89	69	43	32	45	53	27	35	53	67	43	58	46	50	52	52	37
Health	46	46	38	59	57	34	39	55	52	41	50	46	37	45	53	47	43	35	45	51	46	47
Welfare benefits	26	27	32	25	22	26	29	25	26	26	29	24	32	27	25	27	28	26	24	25	31	37
Education	14	18	15	24	23	8	15	20	24	16	20	27	18	16	17	20	16	16	19	20	19	11
Housing	17	17	10	21	21	13	11	20	22	17	17	19	21	16	13	18	16	32	20	10	11	16
Europe	17	17	23	10	15	43	26	13	11	21	14	14	12	15	26	17	17	19	17	18	17	12
Pensions	10	11	8	14	7	8	8	13	11	9	12	3	6	12	16	9	13	7	9	12	12	13
Tax	9	10	9	12	9	7	7	10	14	12	8	21	11	10	5	11	8	6	9	10	11	16
Crime	10	9	8	10	5	15	10	10	7	7	11	6	11	10	9	8	11	9	8	9	12	6
Family life & childcare	6	7	4	9	3	4	4	8	8	5	9	7	12	6	4	6	8	5	6	8	8	9
The environment	9	7	4	5	16	1	3	6	12	8	7	13	9	7	4	9	6	8	8	8	6	10
Transport	3	3	3	3	4	1	2	3	5	3	3	4	3	3	2	3	3	3	4	2	4	1
None of these	1	1	1	1	3	0	0	1	1	1	1	0	2	1	0	1	1	1	1	1	1	1
Don't know	3	3	0	1	0	0	2	2	1	4	3	10	5	2	1	3	4	6	3	4	3	4

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	46	45	54	47	54	33	50	45	46	50	40	36	46	51	41	50	39	45	46	45	45	43
Health	41	42	38	50	53	40	37	53	46	37	46	30	32	42	55	42	41	37	42	40	44	45
Pensions	27	26	30	25	25	33	31	29	26	26	27	9	9	25	51	27	25	16	27	28	29	29
Tax	16	19	23	18	16	16	20	16	18	21	17	28	22	19	12	21	16	16	18	19	18	29
Immigration & Asylum	22	18	24	12	6	45	29	15	8	19	17	11	8	19	29	16	21	13	19	19	19	17
Education	15	15	14	18	12	10	13	18	17	12	17	19	20	15	7	18	11	18	15	15	13	11
Family life & childcare	12	14	13	16	9	9	12	15	13	13	14	13	28	10	6	12	16	17	13	16	13	9
Welfare benefits	13	14	11	16	9	15	11	14	14	14	14	12	14	17	10	10	18	13	13	9	19	15
Housing	15	12	7	17	12	11	8	11	17	13	12	20	19	11	6	13	11	23	14	7	8	15
The environment	8	8	4	6	12	4	4	8	12	8	8	10	7	8	7	8	7	7	10	8	4	8
Europe	9	8	12	5	5	18	12	6	6	10	6	4	5	7	13	8	7	7	8	11	6	7
Crime	6	7	7	8	7	10	8	6	7	7	8	6	7	8	8	8	7	9	5	7	10	4
Transport	6	7	5	7	5	4	5	6	9	6	7	17	5	7	4	7	6	10	7	6	7	5
None of these	4	3	2	2	6	4	3	3	3	2	4	2	4	3	4	2	5	3	4	2	4	4
Don't know	4	5	2	3	3	3	2	3	3	6	4	17	7	3	1	4	6	6	4	6	4	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	59	102
Male 25 to 39	167	215
Male 40 to 59	356	288
Male 60 +	256	222
Female 18 to 24	86	101
Female 25 to 39	174	217
Female 40 to 59	349	295
Female 60 +	258	266
<b>Region</b>		
North England	444	419
Midlands	261	280
East	166	164
London	175	218
South England	419	390
Wales	77	85
Scotland	163	148
<b>Social Grade</b>		
AB	619	477
C1	494	494
C2	257	358
DE	335	375
<b>Newspaper Type</b>		
Express / Mail	252	242
Sun / Star	255	343
Mirror / Record	130	150
Guardian / Independent	161	75
FT / Times / Telegraph	90	136
Other Paper	226	196
No Paper	591	563
<b>Political Party Identification</b>		
Labour	537	539
Conservative	438	474
Liberal Democrat	138	162
SNP/Plaid Cymru	41	32
Others	123	84
None/ DK	428	414

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)