

YouGov / The Sun Survey Results

Sample Size: 1570 GB Adults
Fieldwork: 19th - 20th 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 | 1570 | 411 | 386 | 102 | 196 | 478 | 380 | 301 | 761 | 809 | 187 | 397 | 537 | 449 | 895 | 675 | 201 | 510 | 336 | 386 | 137 | |
| Unweighted Sample | 1570 | 395 | 363 | 100 | 230 | 481 | 363 | 334 | 830 | 740 | 104 | 299 | 634 | 533 | 1045 | 525 | 177 | 540 | 318 | 382 | 153 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

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

| | | | | | | | | | | | | | | | | | | | | | |
|---------|----|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 32 | 100 | 0 | 0 | 0 | 71 | 7 | 14 | 32 | 32 | 18 | 33 | 30 | 40 | 35 | 28 | 35 | 39 | 30 | 27 | 18 |
| Lab | 30 | 0 | 100 | 0 | 0 | 4 | 74 | 24 | 28 | 32 | 29 | 32 | 35 | 24 | 26 | 35 | 37 | 25 | 29 | 36 | 26 |
| Lib Dem | 8 | 0 | 0 | 100 | 0 | 1 | 2 | 27 | 8 | 8 | 11 | 8 | 7 | 7 | 10 | 6 | 8 | 11 | 6 | 7 | 5 |
| UKIP | 15 | 0 | 0 | 0 | 100 | 21 | 7 | 9 | 19 | 12 | 13 | 9 | 17 | 20 | 13 | 18 | 13 | 15 | 19 | 17 | 6 |
| Other | 15 | 0 | 0 | 0 | 0 | 3 | 9 | 25 | 13 | 17 | 28 | 19 | 11 | 10 | 16 | 13 | 7 | 10 | 15 | 13 | 46 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | | | | | | |
|----------|----|---|---|---|---|---|---|----|---|----|----|----|---|---|----|---|---|---|----|----|----|
| Green | 10 | 0 | 0 | 0 | 0 | 2 | 4 | 22 | 8 | 12 | 22 | 13 | 7 | 6 | 11 | 8 | 7 | 9 | 12 | 13 | 5 |
| SNP/ PCY | 4 | 0 | 0 | 0 | 0 | 1 | 5 | 2 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 0 | 0 | 2 | 0 | 40 |
| 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 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Other | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |

Non Voters

| | | | | | | | | | | | | | | | | | | | | | |
|----------------|----|---|---|---|---|----|----|----|---|----|----|----|----|----|----|----|---|----|----|----|----|
| Would Not Vote | 6 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 6 | 5 | 14 | 9 | 3 | 3 | 4 | 7 | 7 | 6 | 6 | 5 | 3 |
| Don't know | 13 | 0 | 0 | 0 | 0 | 11 | 11 | 18 | 8 | 17 | 10 | 11 | 14 | 14 | 13 | 12 | 9 | 13 | 14 | 14 | 11 |

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

| | Jan 18-19 | Jan 19-20 | | | | | | | | | | | | | | | | | | | | |
|------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve | 32 | 33 | 87 | 5 | 38 | 24 | 67 | 10 | 28 | 39 | 28 | 18 | 33 | 32 | 42 | 37 | 28 | 35 | 38 | 32 | 29 | 28 |
| Disapprove | 52 | 51 | 5 | 83 | 44 | 61 | 20 | 78 | 56 | 50 | 52 | 52 | 49 | 56 | 46 | 48 | 55 | 49 | 44 | 52 | 57 | 62 |
| Don't know | 16 | 16 | 8 | 12 | 17 | 14 | 13 | 12 | 17 | 11 | 20 | 30 | 19 | 12 | 12 | 15 | 16 | 16 | 18 | 16 | 14 | 9 |

Sample Size: 1570 GB Adults
Fieldwork: 19th - 20th January 2015

| | 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 | |
| Weighted Sample | 1570 | 411 | 386 | 102 | 196 | 478 | 380 | 301 | 761 | 809 | 187 | 397 | 537 | 449 | 895 | 675 | 201 | 510 | 336 | 386 | 137 | |
| Unweighted Sample | 1570 | 395 | 363 | 100 | 230 | 481 | 363 | 334 | 830 | 740 | 104 | 299 | 634 | 533 | 1045 | 525 | 177 | 540 | 318 | 382 | 153 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | Jan 5-6 | Jan 19-20 | | | | | | | | | | | | | | | | | | | | |
|-------------------------|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Immigration & Asylum | 52 | 54 | 62 | 43 | 37 | 87 | 69 | 51 | 38 | 52 | 55 | 37 | 39 | 59 | 68 | 48 | 62 | 54 | 55 | 55 | 57 | 39 |
| The economy | 52 | 48 | 58 | 49 | 55 | 35 | 57 | 42 | 51 | 53 | 43 | 40 | 50 | 52 | 44 | 53 | 41 | 52 | 51 | 44 | 46 | 47 |
| Health | 46 | 46 | 39 | 57 | 58 | 32 | 36 | 54 | 55 | 40 | 53 | 38 | 38 | 48 | 55 | 49 | 43 | 43 | 43 | 49 | 50 | 47 |
| Welfare benefits | 28 | 26 | 30 | 25 | 19 | 30 | 29 | 25 | 23 | 23 | 29 | 19 | 28 | 27 | 26 | 25 | 28 | 25 | 24 | 28 | 26 | 34 |
| Housing | 19 | 17 | 9 | 24 | 29 | 11 | 9 | 21 | 22 | 18 | 17 | 21 | 21 | 18 | 12 | 16 | 19 | 30 | 19 | 15 | 12 | 15 |
| Europe | 19 | 17 | 22 | 9 | 12 | 40 | 25 | 13 | 14 | 22 | 13 | 12 | 13 | 17 | 24 | 17 | 18 | 16 | 17 | 20 | 18 | 14 |
| Education | 14 | 14 | 12 | 17 | 25 | 6 | 10 | 15 | 19 | 13 | 16 | 27 | 16 | 13 | 10 | 16 | 12 | 12 | 15 | 12 | 14 | 21 |
| Crime | 8 | 10 | 11 | 8 | 5 | 14 | 13 | 7 | 7 | 9 | 11 | 10 | 8 | 10 | 11 | 8 | 13 | 10 | 10 | 9 | 11 | 8 |
| Pensions | 9 | 10 | 9 | 11 | 6 | 11 | 11 | 10 | 11 | 11 | 9 | 6 | 8 | 9 | 14 | 11 | 9 | 6 | 8 | 11 | 12 | 16 |
| Tax | 7 | 9 | 8 | 11 | 8 | 4 | 7 | 10 | 10 | 9 | 8 | 9 | 14 | 8 | 5 | 10 | 7 | 11 | 8 | 9 | 8 | 10 |
| The environment | 9 | 9 | 4 | 8 | 16 | 5 | 5 | 6 | 14 | 9 | 10 | 18 | 10 | 7 | 8 | 12 | 5 | 10 | 9 | 11 | 8 | 12 |
| Family life & childcare | 6 | 6 | 3 | 9 | 7 | 2 | 3 | 8 | 7 | 5 | 7 | 1 | 11 | 5 | 4 | 5 | 7 | 6 | 3 | 8 | 7 | 8 |
| Transport | 3 | 3 | 3 | 4 | 6 | 1 | 2 | 3 | 5 | 4 | 2 | 2 | 5 | 3 | 2 | 3 | 3 | 7 | 3 | 1 | 5 | 0 |
| None of these | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 2 | 1 | 2 | 2 | 1 | 0 | 1 | 1 | 0 | 2 | 1 | 1 | 2 |
| Don't know | 3 | 3 | 1 | 3 | 0 | 1 | 1 | 4 | 2 | 3 | 3 | 12 | 2 | 0 | 1 | 2 | 4 | 1 | 3 | 4 | 2 | 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 | 46 | 54 | 45 | 50 | 38 | 53 | 45 | 47 | 49 | 43 | 43 | 51 | 49 | 41 | 51 | 40 | 48 | 46 | 43 | 46 | 50 |
| Health | 40 | 41 | 38 | 44 | 50 | 34 | 39 | 46 | 46 | 35 | 46 | 28 | 29 | 42 | 55 | 41 | 40 | 42 | 40 | 41 | 41 | 41 |
| Pensions | 25 | 27 | 30 | 22 | 21 | 31 | 32 | 24 | 31 | 25 | 29 | 11 | 13 | 25 | 47 | 27 | 26 | 24 | 28 | 27 | 26 | 30 |
| Immigration & Asylum | 20 | 22 | 23 | 16 | 6 | 58 | 30 | 18 | 13 | 23 | 20 | 11 | 13 | 23 | 31 | 18 | 27 | 27 | 20 | 23 | 23 | 14 |
| Tax | 18 | 16 | 22 | 16 | 13 | 16 | 19 | 17 | 14 | 18 | 14 | 19 | 21 | 16 | 11 | 18 | 14 | 19 | 15 | 16 | 17 | 14 |
| Education | 14 | 15 | 11 | 17 | 24 | 11 | 11 | 15 | 17 | 13 | 16 | 25 | 17 | 17 | 6 | 16 | 13 | 12 | 15 | 15 | 14 | 19 |
| Housing | 16 | 15 | 12 | 14 | 22 | 10 | 11 | 15 | 17 | 15 | 15 | 24 | 22 | 13 | 8 | 14 | 16 | 24 | 15 | 13 | 12 | 15 |
| Welfare benefits | 12 | 13 | 9 | 20 | 8 | 13 | 8 | 18 | 13 | 13 | 14 | 13 | 13 | 16 | 10 | 8 | 20 | 10 | 12 | 14 | 15 | 19 |
| Family life & childcare | 12 | 12 | 9 | 15 | 8 | 6 | 10 | 14 | 12 | 10 | 14 | 6 | 29 | 8 | 4 | 14 | 10 | 9 | 11 | 14 | 12 | 16 |
| Europe | 9 | 9 | 14 | 5 | 2 | 22 | 14 | 8 | 5 | 13 | 6 | 9 | 6 | 8 | 13 | 9 | 9 | 10 | 10 | 8 | 10 | 7 |
| The environment | 9 | 8 | 4 | 8 | 18 | 5 | 4 | 8 | 15 | 7 | 9 | 8 | 8 | 7 | 11 | 11 | 5 | 10 | 8 | 8 | 8 | 10 |
| Crime | 7 | 6 | 6 | 9 | 3 | 7 | 6 | 5 | 5 | 6 | 7 | 5 | 7 | 7 | 6 | 6 | 7 | 5 | 5 | 7 | 9 | 8 |
| Transport | 8 | 6 | 6 | 6 | 11 | 4 | 6 | 5 | 8 | 7 | 5 | 6 | 6 | 6 | 7 | 7 | 5 | 10 | 6 | 4 | 7 | 4 |
| None of these | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 2 | 3 | 5 | 3 | 6 | 2 | 3 | 4 | 4 | 3 | 1 | 5 | 3 | 3 | 3 |
| Don't know | 4 | 4 | 2 | 3 | 1 | 1 | 1 | 5 | 4 | 3 | 4 | 14 | 4 | 2 | 2 | 3 | 5 | 2 | 4 | 6 | 4 | 1 |

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 | 47 | 94 |
| Male 25 to 39 | 134 | 198 |
| Male 40 to 59 | 329 | 265 |
| Male 60 + | 320 | 204 |
| Female 18 to 24 | 57 | 93 |
| Female 25 to 39 | 165 | 199 |
| Female 40 to 59 | 305 | 272 |
| Female 60 + | 213 | 245 |
| Region | | |
| North England | 382 | 386 |
| Midlands | 245 | 257 |
| East | 188 | 151 |
| London | 177 | 201 |
| South England | 352 | 360 |
| Wales | 73 | 79 |
| Scotland | 153 | 137 |
| Social Grade | | |
| AB | 617 | 440 |
| C1 | 428 | 455 |
| C2 | 240 | 330 |
| DE | 285 | 345 |
| Newspaper Type | | |
| Express / Mail | 245 | 223 |
| Sun / Star | 204 | 316 |
| Mirror / Record | 126 | 138 |
| Guardian / Independent | 136 | 69 |
| FT / Times / Telegraph | 101 | 126 |
| Other Paper | 199 | 181 |
| No Paper | 559 | 518 |
| Political Party Identification | | |
| Labour | 435 | 496 |
| Conservative | 427 | 436 |
| Liberal Democrat | 131 | 149 |
| SNP/Plaid Cymru | 38 | 30 |
| Others | 148 | 77 |
| None/ DK | 391 | 382 |

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