

YouGov / The Sun Survey Results

Sample Size: 1791 GB Adults
Fieldwork: 16th - 17th December 2013

	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	1791	452	571	106	177	547	440	357	869	922	213	453	613	512	1021	770	229	582	383	441	156
Unweighted Sample	1791	475	514	89	210	604	399	372	876	915	136	412	707	536	1221	570	242	614	380	405	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	74	2	14	35	30	29	32	32	35	37	27	31	37	36	27	28
Lab	41	0	100	0	0	6	88	42	39	44	42	49	43	34	37	47	48	37	34	49	41
Lib Dem	8	0	0	100	0	1	3	28	5	10	11	8	6	8	8	7	7	7	9	8	7
Other	18	0	0	0	100	18	7	16	20	16	19	10	19	23	18	19	13	19	20	16	24

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	5	10	14	11	8	6	14	18	11	15	9	15	13	15	4
SNP / PCY	3	0	0	0	0	0	1	2	3	2	2	2	2	3	3	2	1	0	3	0	18
Green	2	0	0	0	0	0	1	3	2	2	6	2	1	1	3	1	2	2	3	1	1
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	0
Other	1	0	0	0	0	0	1	1	0	1	2	0	1	1	1	1	2	0	1	1	0

Non Voters

Would Not Vote	9	0	0	0	0	3	3	7	7	10	22	13	6	3	7	10	7	9	10	11	1
Don't know	14	0	0	0	0	11	9	21	10	19	17	17	15	10	15	13	18	16	13	13	14

Dec 15-16
Dec 16-17

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

Approve	30	28	82	5	38	11	58	5	22	32	24	21	29	28	30	32	22	31	28	32	23	27
Disapprove	56	56	11	86	45	74	28	86	61	56	57	55	48	60	61	54	59	55	55	54	58	61
Don't know	14	16	8	9	17	15	13	9	17	12	19	24	23	13	9	14	19	14	17	13	18	12

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	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	
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Unweighted Sample	1791	475	514	89	210	604	399	372	876	915	136	412	707	536	1221	570	242	614	380	405	150	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Dec 02-03	Dec 16-17																				
The economy	60	58	64	58	67	52	59	58	62	61	55	57	57	59	58	63	51	55	55	60	59	63
Immigration & Asylum	55	56	68	45	42	87	72	51	40	53	59	30	44	63	68	49	64	48	55	65	57	43
Health	28	32	25	44	39	23	26	41	45	31	34	31	26	31	41	34	30	34	32	30	36	28
Welfare benefits	29	25	29	22	19	33	29	23	21	23	27	15	21	27	29	25	25	14	28	26	23	29
Pensions	14	18	20	16	25	16	19	20	18	17	19	10	15	20	22	18	19	15	16	18	20	28
Housing	16	16	9	25	19	6	8	21	20	14	17	12	19	16	14	15	17	19	18	11	13	21
Education	14	15	11	20	22	8	11	14	24	13	17	24	17	13	12	18	12	22	14	13	16	12
Crime	12	13	14	12	11	15	17	11	11	10	16	9	12	15	13	11	16	16	14	14	12	6
Europe	12	11	16	6	5	33	17	7	7	14	8	7	5	11	17	10	12	10	12	11	10	10
Tax	10	11	8	12	10	6	9	13	9	14	9	21	19	9	4	12	10	12	10	11	13	11
Family life & childcare	7	7	4	11	4	1	5	11	7	5	9	7	9	5	6	7	7	8	7	6	8	4
The environment	8	6	4	6	10	2	3	4	9	7	4	9	6	5	4	6	5	5	6	6	2	10
Transport	3	3	4	3	5	1	3	3	3	4	2	3	3	2	2	3	3	4	3	2	2	3
None of these	1	1	0	0	0	0	0	0	0	1	0	1	1	1	0	0	1	1	0	1	1	1
Don't know	4	4	1	2	0	0	1	4	2	4	3	14	7	1	0	3	5	6	5	2	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	51	49	56	49	56	50	50	49	51	51	48	41	49	52	49	53	44	53	44	50	51	56
Pensions	29	34	36	33	35	36	38	38	37	32	35	16	22	32	53	35	31	25	35	37	31	39
Health	32	32	29	39	36	33	30	40	40	30	35	23	23	29	49	31	34	32	32	31	34	33
Tax	20	20	23	17	18	18	21	17	17	23	18	34	26	17	13	23	17	22	20	21	19	19
Immigration & Asylum	17	17	20	12	10	46	25	14	7	21	14	7	11	20	25	14	22	18	17	16	19	17
Family life & childcare	12	14	12	16	14	9	11	16	17	11	16	12	22	12	9	14	13	12	13	14	14	17
Housing	14	14	11	16	19	9	10	13	18	14	13	23	19	11	8	12	15	16	18	8	11	15
Welfare benefits	14	13	6	18	13	16	8	17	11	13	13	9	13	17	9	8	18	7	12	14	14	17
Education	13	12	11	12	22	6	9	11	13	11	13	22	13	13	5	15	7	13	11	13	10	11
Crime	7	8	9	9	1	13	11	8	6	9	8	9	7	9	8	7	10	7	7	10	10	5
The environment	8	6	5	6	6	2	4	6	9	5	6	3	7	6	6	7	5	6	7	5	4	9
Transport	6	6	8	7	7	2	6	6	9	7	6	13	5	6	6	7	6	13	7	5	3	9
Europe	5	5	9	2	3	17	11	2	3	7	3	2	1	4	12	5	6	6	7	4	5	5
Don't know	6	4	1	2	1	2	2	3	2	4	3	12	5	2	0	4	4	6	4	2	3	3
None of these	4	4	4	3	7	0	4	3	3	2	5	5	4	3	3	3	4	2	4	4	6	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	58	107
Male 25 to 39	193	226
Male 40 to 59	360	303
Male 60 +	265	233
Female 18 to 24	78	106
Female 25 to 39	219	227
Female 40 to 59	347	310
Female 60 +	271	279
Region		
North England	405	441
Midlands	278	294
1	201	172
London	242	229
South England	413	410
Wales	102	90
Scotland	150	156
Social Grade		
AB	676	501
C1	545	519
C2	241	376
DE	329	394
Newspaper Type		
Express / Mail	370	287
Sun / Star	183	421
Mirror / Record	82	179
Guardian / Independent	132	81
FT / Times / Telegraph	131	170
Other Paper	253	206
No Paper	640	448
Political Party Identification		
Labour	526	573
Conservative	545	501
Liberal Democrat	154	197
SNP/Plaid Cymru	44	30
Others	115	41
None/ DK	407	448

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