

YouGov / The Sun Survey Results

Sample Size: 1935 GB Adults
Fieldwork: 2nd - 3rd 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	1935	476	588	139	181	585	481	420	938	997	230	490	662	553	1103	832	248	629	414	476	168	
Unweighted Sample	1935	443	625	121	207	584	517	413	909	1026	160	456	780	539	1275	660	303	611	393	458	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	74	4	11	32	33	33	33	29	36	36	27	30	38	36	28	21
Lab	40	0	100	0	0	5	89	36	37	43	44	42	44	32	37	44	42	30	42	49	42
Lib Dem	9	0	0	100	0	1	2	35	11	8	7	15	6	10	10	8	10	13	8	8	7
Other	18	0	0	0	100	20	5	18	19	17	17	10	20	22	17	21	18	19	14	16	31

Other Parties Voting Intention

UKIP	12	0	0	0	100	18	3	10	13	12	8	4	14	18	10	16	13	16	11	13	3
SNP / PCY	3	0	0	0	0	0	1	1	3	2	1	1	3	3	3	2	0	0	1	0	25
Green	3	0	0	0	0	1	1	6	2	3	5	4	2	1	3	2	3	3	2	3	3
BNP	0	0	0	0	0	1	0	0	1	0	2	0	0	0	1	0	1	0	1	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	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0

Non Voters

Would Not Vote	8	0	0	0	0	3	2	4	7	8	12	12	7	3	7	9	4	10	6	9	4
Don't know	16	0	0	0	0	14	11	22	11	21	25	16	14	15	14	19	17	19	17	13	12

Dec 01-02
Dec 02-03

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

Approve	27	29	81	6	40	15	56	11	21	33	25	27	30	25	33	33	23	31	31	31	25	23
Disapprove	57	56	9	89	46	74	25	84	65	56	56	50	51	62	55	52	61	58	50	52	63	64
Don't know	16	15	10	5	14	12	19	5	14	11	19	23	19	13	12	15	16	10	19	17	12	13

Fieldwork: 2nd - 3rd 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	1935	476	588	139	181	585	481	420	938	997	230	490	662	553	1103	832	248	629	414	476	168	
Unweighted Sample	1935	443	625	121	207	584	517	413	909	1026	160	456	780	539	1275	660	303	611	393	458	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Nov 18-19	Dec 02-03																				
The economy	62	60	67	64	67	42	60	65	62	63	56	48	60	64	59	64	53	65	56	60	56	72
Immigration & Asylum	53	55	69	40	37	91	74	45	41	53	57	34	45	60	67	50	62	53	56	51	57	57
Welfare benefits	29	29	31	28	26	36	32	29	25	27	30	21	25	32	32	26	32	25	28	31	29	32
Health	33	28	24	33	29	23	26	33	29	25	30	21	20	27	37	31	23	26	28	29	30	21
Housing	15	16	11	26	24	8	10	20	23	17	16	17	21	17	12	16	18	28	15	18	13	10
Education	13	14	11	20	26	5	9	17	21	13	15	22	15	12	12	17	10	17	13	17	13	9
Pensions	15	14	13	15	17	16	15	16	16	15	14	4	11	15	20	15	13	9	13	16	14	21
Crime	13	12	11	12	8	14	12	11	10	11	12	14	9	14	10	12	11	14	11	8	14	10
Europe	12	12	17	6	8	36	22	7	8	15	11	6	7	13	18	12	14	12	12	14	13	8
Tax	14	10	9	11	9	10	8	11	7	11	9	12	12	11	6	10	10	10	9	9	12	13
The environment	8	8	5	8	15	2	4	9	14	9	7	13	10	6	7	9	7	10	9	6	7	10
Family life & childcare	7	7	3	11	7	3	3	10	10	5	9	8	12	6	4	8	6	5	7	9	7	5
Transport	2	3	5	2	6	1	4	2	4	5	2	9	3	3	2	4	3	5	3	3	3	1
None of these	1	1	0	1	0	0	0	1	1	1	0	1	1	1	0	0	1	1	1	0	1	1
Don't know	3	4	2	2	0	0	1	1	4	4	5	16	7	1	1	3	6	2	7	3	4	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	51	56	54	53	47	53	57	51	53	49	41	46	59	50	53	48	52	49	49	52	57
Health	34	32	32	35	33	31	33	34	37	31	33	24	21	31	47	34	30	28	33	33	35	29
Pensions	30	29	33	29	26	34	33	29	30	30	28	11	22	27	46	30	28	23	28	31	30	37
Tax	23	20	21	19	27	20	22	20	18	22	18	21	25	20	15	22	17	20	22	17	19	21
Immigration & Asylum	16	17	22	12	9	42	26	15	10	18	16	8	10	19	26	14	22	21	16	17	18	15
Housing	13	14	9	20	13	9	9	15	19	14	15	21	22	13	7	14	15	25	15	14	10	10
Welfare benefits	16	14	10	19	13	16	11	17	12	14	15	8	11	19	14	9	21	11	13	15	17	14
Education	14	13	12	16	14	5	10	16	18	11	15	24	13	15	5	14	11	10	14	13	13	10
Family life & childcare	12	12	11	13	16	10	9	14	15	10	15	15	24	10	4	12	12	9	12	16	11	11
The environment	7	8	7	7	14	3	6	7	13	8	8	6	8	6	10	10	6	10	9	9	5	8
Crime	7	7	9	5	6	11	10	5	6	8	5	6	5	7	8	8	4	10	6	4	9	5
Transport	6	6	7	5	6	6	5	5	9	8	5	9	8	6	4	7	5	12	5	5	6	4
Europe	7	5	7	3	4	18	9	3	4	7	4	3	2	6	9	6	5	5	5	7	6	4
None of these	4	4	5	2	7	2	6	3	2	3	5	6	4	4	4	4	4	3	4	4	5	5
Don't know	3	6	3	3	3	2	2	2	5	5	6	15	10	2	2	5	7	5	8	4	3	6

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	65	116
Male 25 to 39	205	244
Male 40 to 59	354	327
Male 60 +	285	252
Female 18 to 24	95	114
Female 25 to 39	251	246
Female 40 to 59	426	335
Female 60 +	254	302
Region		
North England	458	476
Midlands	272	317
East England	163	186
London	303	248
South England	448	443
Wales	121	97
Scotland	170	168
Social Grade		
AB	715	542
C1	560	561
C2	288	406
DE	372	426
Newspaper Type		
Express / Mail	373	310
Sun / Star	213	455
Mirror / Record	130	194
Guardian / Independent	134	87
FT / Times / Telegraph	134	184
Other Paper	243	223
No Paper	708	484
Political Party Identification		
Labour	662	619
Conservative	529	542
Liberal Democrat	174	213
SNP/Plaid Cymru	40	33
Others	101	45
None/ DK	429	484

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