

YouGov / The Sun Survey Results

Sample Size: 1959 GB Adults
Fieldwork: 8th - 9th December 2014

	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	1959	499	512	128	244	555	488	394	950	1009	233	496	670	560	1117	842	251	637	419	482	170	
Unweighted Sample	1959	468	506	112	251	527	484	411	988	971	204	383	775	597	1323	636	262	607	374	446	270	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	3	13	33	30	36	30	31	33	35	27	35	38	34	25	16
Lab	32	0	100	0	0	3	78	28	30	35	27	36	35	29	29	38	39	26	34	40	24
Lib Dem	8	0	0	100	0	1	1	29	8	8	5	10	7	9	11	4	9	11	5	6	7
Other	28	0	0	0	100	21	18	31	29	26	32	25	27	30	26	31	18	25	27	29	53

Other Parties Voting Intention

UKIP	15	0	0	0	100	18	11	9	16	15	6	9	16	24	12	20	10	16	19	18	6
Green	7	0	0	0	0	2	3	16	7	7	18	10	5	3	9	5	6	8	6	9	4
SNP / PCY	4	0	0	0	0	0	4	4	6	3	7	4	5	3	5	4	1	0	0	1	42
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	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	1	0	0	0	0	0	1	1	1	1	1	1	1	0	0	2	0	0	1	1	1

Non Voters

Would Not Vote	7	0	0	0	0	2	3	2	5	8	12	10	5	3	5	9	7	6	8	7	4
Don't know	13	0	0	0	0	10	9	13	8	16	19	10	13	11	12	13	14	11	14	14	10

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

	Dec 7-8	Dec 8-9																				
Approve	32	30	82	4	41	15	60	10	25	34	26	29	27	28	35	34	25	32	35	32	25	19
Disapprove	54	55	7	90	41	75	25	84	64	56	55	41	56	58	57	51	62	52	52	51	60	70
Don't know	15	15	11	6	18	10	15	6	11	10	19	29	17	13	8	15	14	16	14	17	15	10

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Unweighted Sample	1959	468	506	112	251	527	484	411	988	971	204	383	775	597	1323	636	262	607	374	446	270
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Nov 23-24	Dec 8-9																			
Which of the following do you think are the most important issues facing the country at this time?																						
Please tick up to three.																						
Immigration & Asylum	53	49	60	38	34	89	68	47	34	44	54	26	40	52	65	42	59	39	54	60	47	31
The economy	50	49	62	51	64	33	55	47	62	55	44	40	48	52	51	56	41	52	54	48	42	54
Health	34	33	26	45	41	22	24	45	35	29	37	29	22	37	40	35	30	34	31	31	34	42
Welfare benefits	27	30	28	35	27	31	30	35	28	27	33	22	31	32	31	27	34	22	31	29	32	35
Housing	18	20	10	28	26	14	9	26	28	19	22	24	24	17	19	20	21	35	19	15	20	16
Europe	25	20	33	13	7	35	33	18	11	21	19	12	15	19	29	20	20	19	20	22	20	15
Education	13	13	13	17	12	4	8	14	15	12	13	25	14	11	8	16	8	14	14	10	12	16
Pensions	11	12	9	14	9	14	12	13	12	12	12	7	9	12	16	11	13	6	12	15	12	16
Crime	10	10	13	7	7	18	11	9	8	11	10	8	10	13	8	10	11	11	11	10	11	7
The environment	11	10	5	10	20	5	5	8	16	11	8	18	12	8	7	12	6	12	9	9	10	10
Tax	8	9	9	10	7	6	8	8	10	12	6	12	12	8	6	9	9	7	8	9	11	9
Family life & childcare	6	8	6	11	9	1	4	10	10	7	9	3	14	7	5	7	9	8	8	6	8	12
Transport	3	3	4	2	4	2	3	1	5	4	2	3	4	3	2	4	2	4	3	2	5	1
None of these	1	1	0	0	0	1	0	0	0	1	0	1	1	0	0	0	1	1	0	1	1	1
Don't know	3	4	2	2	1	0	3	1	1	4	4	14	6	2	0	4	4	4	3	5	4	3
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	45	44	53	42	51	40	49	41	53	48	41	36	43	49	42	49	37	40	47	43	42	49
Health	36	38	32	46	35	36	33	50	40	33	42	22	22	41	54	37	38	35	37	39	40	36
Pensions	25	28	31	30	30	28	33	30	30	26	30	7	16	29	46	27	30	23	28	30	27	33
Tax	19	20	25	19	18	20	24	17	20	23	17	25	24	20	15	23	17	19	23	17	21	17
Immigration & Asylum	21	19	24	11	5	51	31	17	8	20	18	7	11	20	28	15	23	17	20	23	17	11
Housing	14	15	10	22	16	13	9	20	19	15	15	25	24	13	6	16	15	28	15	13	14	7
Welfare benefits	13	13	6	20	11	13	9	19	13	13	14	7	14	17	12	7	22	12	13	15	11	19
Education	16	12	11	15	17	7	9	13	14	11	14	24	14	12	5	15	9	17	12	9	12	14
Family life & childcare	13	11	9	14	17	6	10	14	13	10	13	4	27	8	4	11	12	9	12	10	12	15
Crime	6	8	10	6	3	13	9	7	6	7	8	5	7	9	8	7	9	8	6	10	9	4
The environment	9	8	4	8	16	5	5	7	14	8	8	10	6	9	9	10	5	9	8	6	10	10
Europe	10	8	12	4	6	19	13	6	6	10	7	5	6	6	15	9	7	9	8	8	9	7
Transport	7	7	6	8	10	2	6	6	10	7	7	9	7	7	6	9	4	8	6	7	7	6
None of these	4	4	5	4	4	2	3	3	3	3	4	6	3	4	3	4	4	3	4	5	3	3
Don't know	4	5	2	3	2	1	3	3	2	5	5	20	6	3	1	5	6	5	4	5	7	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	98	118
Male 25 to 39	182	247
Male 40 to 59	392	331
Male 60 +	316	255
Female 18 to 24	106	116
Female 25 to 39	201	249
Female 40 to 59	383	339
Female 60 +	281	306
Region		
North England	446	482
Midlands	288	321
East	188	188
London	262	251
South England	419	449
Wales	86	98
Scotland	270	170
Social Grade		
AB	765	549
C1	558	568
C2	271	411
DE	365	431
Newspaper Type		
Express / Mail	338	278
Sun / Star	190	394
Mirror / Record	135	172
Guardian / Independent	194	86
FT / Times / Telegraph	139	157
Other Paper	315	225
No Paper	648	646
Political Party Identification		
Labour	610	619
Conservative	505	545
Liberal Democrat	144	186
SNP/Plaid Cymru	67	37
Others	164	96
None/ DK	469	476

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