

YouGov / The Sun Survey Results

Sample Size: 1843 GB Adults
Fieldwork: 21st - 22nd January 2014

	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	1843	460	570	114	174	549	447	397	894	949	219	466	630	527	1051	792	236	599	394	453	160	
Unweighted Sample	1843	442	561	106	197	545	429	418	856	987	154	479	743	467	1176	667	258	583	406	448	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	3	14	31	34	32	27	31	38	37	26	35	42	35	23	17
Lab	40	0	100	0	0	6	87	36	41	39	41	46	42	34	37	45	39	29	41	54	41
Lib Dem	8	0	0	100	0	1	2	33	9	7	9	12	7	5	10	6	9	10	7	8	4
Other	20	0	0	0	100	19	9	18	19	20	18	15	20	23	17	23	17	19	17	16	38

Other Parties Voting Intention

UKIP	12	0	0	0	100	18	5	9	13	12	7	7	12	18	10	15	10	17	11	11	4
SNP / PCY	3	0	0	0	0	0	1	3	3	3	3	3	4	3	4	3	1	0	2	0	30
Green	3	0	0	0	0	0	1	4	2	4	6	4	2	1	3	2	4	2	4	2	2
BNP	1	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	1	0	0	0	2
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	3	1	1	0	0	2	1	0	0	2	1

Non Voters

Would Not Vote	8	0	0	0	0	3	2	4	6	10	12	11	7	5	7	9	8	8	11	7	2
Don't know	15	0	0	0	0	13	7	23	10	20	16	16	14	14	14	16	17	14	16	15	13

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

	Jan 20-21	Jan 21-22																				
Approve	29	30	82	6	37	15	62	6	23	33	27	24	31	28	34	34	24	34	36	34	20	22
Disapprove	54	56	8	89	38	72	26	85	61	56	56	51	53	60	55	52	60	52	48	54	65	71
Don't know	16	14	10	5	25	12	13	8	15	11	17	26	16	12	11	13	15	14	17	13	15	8

Which of these would make the best Prime Minister?

	Jan 7-8	Jan 21-22																				
David Cameron	33	36	96	5	18	33	76	10	21	39	33	34	30	34	43	40	30	39	45	36	25	25
Ed Miliband	22	23	0	65	8	6	4	57	21	26	21	21	22	26	22	21	26	21	19	22	30	27
Nick Clegg	5	4	1	2	42	3	1	2	14	5	3	4	7	4	2	5	3	5	3	4	5	3
Don't know	40	37	3	29	32	58	19	31	44	30	43	40	41	35	34	34	41	34	33	38	39	45

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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 13-14	Jan 21-22																				
The economy	61	58	64	60	71	45	58	61	62	62	54	47	60	65	52	62	52	53	58	59	56	65
Immigration & Asylum	60	56	72	43	33	90	76	44	45	54	58	36	50	54	72	48	67	53	58	59	55	48
Health	31	32	24	41	33	22	25	40	38	30	34	34	25	32	37	34	30	27	30	39	32	31
Welfare benefits	30	32	38	27	31	37	39	27	31	28	36	23	34	33	32	29	35	22	31	36	34	35
Housing	16	16	9	22	19	14	9	19	20	16	16	22	17	16	13	15	17	28	17	8	14	19
Pensions	13	16	14	18	10	16	14	22	15	16	15	12	9	18	21	17	14	16	14	15	17	18
Education	12	14	12	16	19	7	11	13	17	14	14	24	12	15	10	17	10	12	16	11	14	13
Europe	14	13	22	5	5	36	26	7	6	16	11	11	10	9	23	14	13	15	15	13	10	14
Crime	15	12	12	14	9	14	15	13	9	12	13	11	11	15	12	12	13	16	12	15	11	6
Tax	9	11	10	13	13	5	8	14	10	13	8	19	17	9	5	11	10	13	7	9	14	15
The environment	6	8	5	10	20	2	4	7	16	8	8	6	8	9	7	10	6	10	9	8	6	8
Family life & childcare	5	6	5	9	6	2	4	9	7	5	8	2	9	8	5	6	7	3	7	6	7	8
Don't know	3	3	1	1	2	0	0	2	3	3	4	9	6	1	1	2	5	5	3	2	4	2
Transport	2	3	3	3	4	0	2	3	3	3	2	5	2	3	2	4	2	2	3	2	4	3
None of these	0	0	0	1	0	0	0	1	0	1	0	3	0	0	0	1	0	0	1	0	1	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	52	51	57	54	60	41	53	53	52	58	45	40	50	60	45	54	47	42	50	52	53	62
Health	36	37	33	44	29	32	36	45	39	35	39	31	23	38	50	36	37	35	36	40	36	36
Pensions	31	30	35	29	22	35	37	31	29	29	32	12	14	31	50	33	26	28	30	30	31	29
Tax	20	21	25	15	30	17	23	14	19	24	17	32	23	20	14	22	19	17	21	20	22	23
Immigration & Asylum	17	18	24	12	4	44	26	13	12	18	17	7	12	18	27	14	23	21	17	21	15	14
Family life & childcare	12	14	15	14	17	7	14	13	18	12	16	7	23	13	10	15	13	10	15	13	17	10
Housing	13	14	11	17	15	12	9	16	16	14	15	27	22	11	6	13	16	26	14	9	13	15
Welfare benefits	15	13	8	19	9	17	10	17	12	13	14	13	14	15	11	8	21	12	11	10	17	19
Education	14	12	12	12	19	5	8	12	15	12	12	24	14	12	5	15	8	13	9	12	16	11
Crime	8	9	7	9	9	13	10	10	7	10	8	6	7	10	10	8	10	12	9	9	8	6
The environment	9	8	6	8	19	2	5	7	14	6	10	5	7	9	9	10	6	5	9	8	7	10
Transport	7	7	8	8	9	4	7	4	7	7	6	11	8	7	4	8	5	10	7	6	7	1
Europe	7	6	10	3	1	19	12	4	2	8	4	3	3	5	11	6	6	5	7	6	5	8
Don't know	4	5	2	3	4	1	1	4	5	4	5	14	8	2	1	3	7	7	4	5	4	3
None of these	3	4	5	2	3	4	6	3	2	3	4	5	3	3	5	4	3	2	5	5	2	3

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	111
Male 25 to 39	207	232
Male 40 to 59	352	311
Male 60 +	232	240
Female 18 to 24	89	109
Female 25 to 39	272	234
Female 40 to 59	391	319
Female 60 +	235	288
Region		
North England	448	453
Midlands	292	302
1	181	177
London	258	236
South England	402	422
Wales	114	92
Scotland	148	160
Social Grade		
AB	643	516
C1	533	534
C2	278	387
DE	389	405
Newspaper Type		
Express / Mail	363	295
Sun / Star	183	433
Mirror / Record	83	184
Guardian / Independent	137	83
FT / Times / Telegraph	118	175
Other Paper	263	212
No Paper	696	461
Political Party Identification		
Labour	592	590
Conservative	513	516
Liberal Democrat	171	203
SNP/Plaid Cymru	44	31
Others	100	42
None/ DK	423	461

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