

YouGov Survey Results

Sample Size: 1988 GB Adults
Fieldwork: 3rd - 4th November 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 1988	X	X	X	X	581	486	402	964	1024	237	503	680	569	1133	855	254	646	425	489	173	
Unweighted Sample 1988	467	554	108	254	565	523	395	963	1025	189	414	807	578	1284	704	250	607	398	526	207	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one of the following do you think should be the highest priority for the next government after the general election in May 2015?

Reducing the number of immigrants coming into Britain	25	33	17	20	31	33	19	23	19	30	13	24	28	27	23	28	22	27	26	23	21
Increasing the minimum wage to £8 an hour	18	8	27	30	5	7	24	21	20	17	33	19	18	12	18	18	16	15	18	20	29
Holding a referendum on Britain's membership of the European Union	17	24	7	10	50	32	8	10	21	13	9	9	17	27	14	20	12	19	17	18	11
Spending more on the NHS	16	7	28	16	3	6	28	17	14	18	14	17	14	18	17	14	16	14	17	18	15
Increasing the personal tax allowance to £12,500 and the threshold for the 40p tax rate to £50,000	15	23	12	16	7	18	12	18	17	13	7	20	14	13	18	10	16	17	13	11	18
None of these	4	3	4	7	1	3	4	5	5	3	4	5	5	1	5	3	7	3	3	4	3
Don't know	6	1	5	1	2	2	6	6	5	7	20	6	4	2	5	7	9	4	7	6	3

For each of the following pairs of policies, please say which you would prefer the next government to deliver.

Pair 1

Reducing the number of immigrants coming into Britain	52	61	41	42	82	67	43	41	48	56	35	42	54	65	47	58	41	55	56	53	44
Increasing the personal tax allowance to £12,500 and the threshold for the 40p tax rate to £50,000	36	35	44	51	16	30	41	48	41	32	38	46	36	27	42	28	42	37	32	33	43
Neither	6	2	10	5	2	1	11	8	7	6	9	4	7	6	6	7	6	4	7	7	11
Don't know	6	2	5	2	1	2	6	3	5	6	18	7	4	2	4	8	12	4	5	7	2

Pair 2

Reducing the number of immigrants coming into Britain	50	72	31	39	81	74	36	42	49	51	28	46	51	62	49	53	43	53	53	51	43
Increasing the minimum wage to £8 an hour	41	23	61	52	17	22	55	50	42	41	54	44	42	33	43	39	42	41	38	40	54
Neither	3	3	3	7	1	2	3	3	3	3	2	2	4	3	4	2	4	2	3	3	1
Don't know	5	2	4	2	2	2	6	4	5	5	16	7	3	2	4	7	11	3	6	6	2

Pair 3

Reducing the number of immigrants coming into Britain	43	48	44	39	36	45	44	41	36	49	33	48	45	41	44	41	38	45	44	44	36
Holding a referendum on Britain's membership of the European Union	37	45	29	24	62	49	28	34	43	32	32	32	37	44	34	41	34	39	37	38	35
Neither	14	5	21	35	1	5	22	21	16	13	18	13	15	13	18	10	17	13	12	13	25
Don't know	6	1	5	1	1	2	6	5	5	6	17	7	3	2	4	8	11	3	7	6	4

Pair 4

Spending more on the NHS	53	35	73	72	29	32	68	67	51	55	59	59	50	48	55	50	51	50	52	54	66
Reducing the number of immigrants coming into Britain	39	59	20	22	69	63	25	26	40	38	23	31	44	48	37	42	36	44	40	37	30
Neither	3	3	2	6	1	3	2	4	4	2	4	3	3	2	4	1	4	3	3	3	2
Don't know	5	2	4	0	1	3	5	3	5	5	13	7	3	2	4	7	9	3	6	5	2