

YouGov / The Sun Survey Results

Sample Size: 2143 GB Adults
Fieldwork: 10th - 11th 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	2143	547	569	116	248	624	530	435	1039	1104	255	542	733	613	1222	921	274	696	459	527	186	
Unweighted Sample	2143	520	616	118	247	612	574	444	1029	1114	199	468	896	580	1425	718	320	645	429	495	254	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	74	5	14	31	34	31	34	29	35	37	26	29	39	35	30	19
Lab	34	0	100	0	0	5	77	29	33	35	33	41	35	28	31	38	41	28	32	42	26
Lib Dem	7	0	0	100	0	1	1	26	8	6	7	6	7	7	8	5	11	8	4	6	5
Other	27	0	0	0	100	20	16	31	28	25	29	19	29	30	24	31	19	25	28	21	51

Other Parties Voting Intention

UKIP	15	0	0	0	100	19	7	15	17	12	8	7	18	20	11	19	10	19	17	14	3
Green	6	0	0	0	0	1	5	12	5	8	14	7	5	5	6	6	8	6	8	6	2
SNP / PCY	5	0	0	0	0	1	4	4	5	4	4	6	5	4	5	4	0	0	1	0	45
BNP	1	0	0	0	0	0	0	0	1	1	2	0	0	2	1	1	0	1	1	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	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	2	2	5	6	7	13	9	5	3	5	8	6	6	4	11	1
Don't know	15	0	0	0	0	10	12	21	10	21	24	13	15	14	16	15	17	18	13	14	13

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

	Nov 9-10	Nov 10-11																				
Approve	31	29	80	7	35	14	62	8	22	32	26	20	29	27	34	34	22	28	31	32	26	21
Disapprove	55	55	9	86	45	75	26	82	61	55	54	50	50	59	56	53	57	58	49	54	56	69
Don't know	14	17	11	8	19	11	13	10	16	13	20	30	21	14	11	14	21	15	20	14	18	10

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Unweighted Sample	2143	520	616	118	247	612	574	444	1029	1114	199	468	896	580	1425	718	320	645	429	495	254
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 27-28	Nov 10-11																				
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	57	55	70	43	21	91	75	50	43	52	59	39	46	57	68	51	61	47	57	61	58	40
The economy	49	52	65	52	66	39	58	52	57	58	46	43	56	56	47	58	44	53	51	54	49	57
Health	43	39	28	53	47	31	28	51	48	37	42	30	33	42	46	40	38	39	39	42	37	40
Europe	25	24	35	14	25	41	35	18	18	28	20	23	20	22	30	25	22	22	26	23	24	22
Welfare benefits	21	23	23	23	14	27	25	25	19	19	26	14	23	25	23	20	26	17	22	24	26	23
Housing	16	16	8	24	27	7	9	22	22	14	17	16	18	13	17	16	15	27	16	13	13	14
Education	12	13	11	17	21	7	8	16	18	13	14	23	14	10	12	15	11	19	14	13	10	12
Pensions	11	11	9	12	14	8	10	13	12	10	11	6	7	11	16	10	12	10	11	11	9	12
Crime	10	10	11	8	7	15	12	9	7	9	12	10	9	12	9	9	12	12	10	9	11	10
The environment	9	9	6	9	17	3	4	8	17	8	10	17	8	8	8	11	8	11	9	9	9	11
Tax	8	8	8	8	6	7	6	8	6	9	7	11	10	7	5	8	7	8	7	9	8	8
Family life & childcare	5	6	4	7	5	5	5	6	5	4	7	3	12	5	3	5	6	5	7	5	5	9
Transport	2	3	3	2	7	3	2	2	5	5	1	3	4	3	2	4	1	6	2	3	3	2
None of these	1	1	0	1	0	0	0	1	1	0	1	1	1	0	0	1	1	0	1	0	1	1
Don't know	4	4	1	1	0	0	1	1	1	3	4	15	4	2	0	3	5	3	4	2	4	6
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	44	44	52	43	52	37	48	42	48	49	40	41	44	49	39	48	38	42	42	45	43	51
Health	40	39	36	48	40	34	35	46	44	36	42	28	27	39	55	39	39	38	41	41	36	39
Pensions	28	26	27	25	31	27	30	28	29	25	27	9	12	27	45	26	26	20	27	27	26	28
Immigration & Asylum	20	18	21	13	4	47	28	12	13	21	16	8	13	20	25	17	20	15	20	20	18	12
Tax	19	18	24	15	13	16	21	18	15	19	17	23	23	16	14	21	14	18	20	18	17	19
Education	12	14	13	16	22	8	8	16	16	11	16	21	17	15	7	16	11	15	13	15	13	16
Family life & childcare	12	13	13	16	10	7	11	17	12	10	15	6	27	11	6	13	13	11	13	14	13	16
Housing	13	13	12	15	14	9	9	13	17	12	15	19	23	8	8	14	13	24	15	12	9	8
Welfare benefits	12	13	9	18	7	14	10	18	11	12	15	12	12	16	12	8	21	11	10	18	15	14
The environment	8	10	7	11	15	6	6	11	17	9	10	9	7	10	12	12	7	12	10	8	9	12
Europe	9	10	13	5	11	26	16	6	7	14	7	5	7	11	14	9	11	9	11	9	10	8
Transport	8	7	7	7	17	6	5	7	12	8	6	10	10	6	5	9	4	18	6	6	6	4
Crime	7	6	7	6	2	12	7	6	4	6	6	8	6	7	6	6	7	7	5	7	8	5
None of these	4	4	3	3	6	2	4	3	4	4	4	5	2	5	3	4	3	4	3	4	4	3
Don't know	6	5	1	3	1	1	2	3	3	5	5	17	7	2	2	3	8	4	6	3	5	7

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	88	129
Male 25 to 39	209	270
Male 40 to 59	436	362
Male 60 +	296	279
Female 18 to 24	111	126
Female 25 to 39	259	272
Female 40 to 59	460	371
Female 60 +	284	334
Region		
North England	495	527
Midlands	297	351
East	200	206
London	320	274
South England	445	491
Wales	132	107
Scotland	254	186
Social Grade		
AB	795	600
C1	630	621
C2	316	450
DE	402	471
Newspaper Type		
Express / Mail	432	304
Sun / Star	260	431
Mirror / Record	175	189
Guardian / Independent	156	94
FT / Times / Telegraph	142	171
Other Paper	310	246
No Paper	668	707
Political Party Identification		
Labour	747	677
Conservative	578	596
Liberal Democrat	203	204
SNP/Plaid Cymru	58	41
Others	151	105
None/ DK	406	521

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