

## YouGov / The Sun Survey Results

Sample Size: 1641 GB Adults  
Fieldwork: 23rd - 24th 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	
<b>Weighted Sample</b>	<b>1641</b>	397	444	79	230	489	404	325	796	845	195	415	561	469	935	706	210	533	351	404	143	
Unweighted Sample	1641	401	404	83	244	498	383	348	822	819	127	337	631	546	1175	466	278	490	312	347	214	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

Con	<b>30</b>	100	0	0	0	72	5	12	31	30	23	30	29	34	33	27	27	37	31	26	21
Lab	<b>34</b>	0	100	0	0	3	79	27	33	36	46	38	35	26	32	36	42	24	37	42	29
Lib Dem	<b>6</b>	0	0	100	0	1	2	24	7	5	7	8	5	6	8	4	8	8	5	5	1
Other	<b>30</b>	0	0	0	100	25	14	37	30	29	24	24	31	34	27	33	23	30	26	27	49

### Other Parties Voting Intention

UKIP	<b>18</b>	0	0	0	100	22	8	16	18	17	6	8	21	25	14	22	16	22	19	17	2
Green	<b>6</b>	0	0	0	0	2	3	16	6	7	12	10	4	4	7	5	6	6	4	8	7
SNP / PCY	<b>5</b>	0	0	0	0	0	2	5	5	4	6	4	5	5	4	5	0	1	2	1	40
Other	<b>1</b>	0	0	0	0	0	1	1	1	1	0	1	1	0	1	1	0	1	1	1	0
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	2	1	4	5	8	19	11	3	2	6	7	8	6	7	7	3
Don't know	<b>14</b>	0	0	0	0	11	12	14	10	18	14	15	15	11	13	15	13	14	16	15	7

Nov  
20-21      Nov  
23-24

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

Approve	32	<b>28</b>	82	7	42	13	60	9	22	33	24	26	28	27	32	33	22	27	34	26	25	24
Disapprove	54	<b>58</b>	8	88	43	78	28	82	66	57	59	51	55	64	58	55	63	59	52	58	64	62
Don't know	14	<b>14</b>	10	5	15	8	12	8	12	9	17	24	18	9	11	12	16	14	14	16	10	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 9-10  
Nov 23-24

Here is a list of problems facing the country.  
Could you say for each of them which political party you think would handle the problem best?

**National Health Service**

Conservative	22	<b>23</b>	75	1	11	17	55	4	9	24	22	16	19	20	31	25	19	20	27	23	19	18
Labour	32	<b>34</b>	6	88	24	14	7	72	38	38	31	33	35	37	31	36	32	37	27	35	43	32
Liberal Democrat	6	<b>4</b>	3	2	49	1	3	1	13	6	3	6	4	4	4	6	3	6	7	2	4	1
Other	9	<b>10</b>	0	1	0	34	9	4	13	11	10	6	9	10	13	9	11	8	8	8	9	28
None	12	<b>13</b>	8	5	3	18	13	7	13	12	15	13	12	16	12	11	17	14	12	15	14	12
Don't know	18	<b>15</b>	8	4	13	14	13	12	14	11	20	26	21	13	9	13	19	16	20	17	11	9

**Asylum and immigration**

Conservative	21	<b>22</b>	64	8	22	4	46	10	16	24	21	19	21	20	27	26	17	19	24	24	21	18
Labour	16	<b>15</b>	2	44	8	1	2	34	15	15	14	13	18	13	14	16	12	18	13	14	17	9
Liberal Democrat	5	<b>5</b>	3	5	43	0	1	3	14	6	5	9	6	4	4	7	3	7	7	4	5	3
Other	27	<b>26</b>	16	11	9	81	31	17	22	29	23	16	21	30	31	24	29	19	32	22	23	36
None	14	<b>16</b>	8	19	8	12	10	20	16	14	18	15	13	19	17	13	21	23	10	18	20	17
Don't know	17	<b>15</b>	6	12	10	3	10	16	16	11	19	28	21	13	8	14	17	16	15	17	14	16

**Law and order**

Conservative	33	<b>33</b>	85	11	31	23	67	16	20	36	29	20	28	32	42	38	25	28	39	32	29	28
Labour	20	<b>19</b>	1	59	9	4	2	45	19	21	18	20	20	21	17	20	18	21	16	21	22	14
Liberal Democrat	5	<b>4</b>	2	3	41	1	1	1	15	6	2	6	6	2	4	5	3	5	5	3	4	3
Other	12	<b>12</b>	1	1	1	49	12	4	14	13	11	10	9	14	13	10	14	9	12	8	12	26
None	9	<b>13</b>	4	12	0	15	8	13	13	12	15	16	11	14	13	9	18	16	8	17	15	15
Don't know	21	<b>19</b>	7	15	17	9	12	21	19	13	25	29	26	16	12	17	22	21	20	19	18	14

**Education and schools**

Conservative	25	<b>25</b>	78	3	10	21	61	7	10	28	23	16	20	23	36	29	21	21	30	25	24	21
Labour	28	<b>27</b>	2	78	12	7	3	63	27	29	26	27	28	28	26	29	25	31	21	31	33	23
Liberal Democrat	7	<b>7</b>	5	4	61	4	3	2	20	9	5	8	8	6	5	9	3	6	10	5	4	5
Other	10	<b>11</b>	1	1	1	38	11	4	11	11	11	9	9	12	12	10	13	10	10	8	9	28
None	9	<b>11</b>	5	6	1	11	7	8	12	9	13	13	11	14	7	8	15	14	9	11	13	10
Don't know	20	<b>19</b>	9	8	14	19	15	16	19	14	23	26	24	18	13	15	24	18	21	20	17	13

**Taxation**

Conservative	30	<b>29</b>	85	4	15	28	65	8	18	32	26	19	21	31	38	33	23	26	34	27	26	26
Labour	23	<b>23</b>	1	69	6	7	5	54	24	25	22	19	23	25	23	23	23	27	19	24	29	15
Liberal Democrat	7	<b>6</b>	3	4	61	3	2	2	19	8	4	7	10	5	4	8	4	6	8	4	6	4
Other	9	<b>11</b>	1	1	0	35	9	5	12	11	11	9	10	12	11	10	12	7	10	8	9	30
None	11	<b>13</b>	4	11	4	15	6	12	12	12	14	12	13	13	12	10	17	14	9	16	15	13
Don't know	20	<b>18</b>	6	11	13	14	12	18	16	13	23	33	23	14	11	16	20	19	20	20	15	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Nov 9-10	Nov 23-24																				
<b>Unemployment</b>																						
Conservative	28	28	82	6	14	22	64	7	15	32	25	26	26	26	33	33	21	26	32	30	25	24
Labour	26	26	4	71	20	8	5	55	32	29	22	20	23	27	28	27	24	27	22	26	30	22
Liberal Democrat	4	4	0	2	45	3	1	2	13	4	4	5	5	3	3	4	3	4	6	2	3	1
Other	10	12	1	1	2	42	10	6	11	11	12	9	8	14	13	9	15	9	12	8	10	27
None	11	13	6	9	2	13	8	12	14	11	15	13	12	15	11	10	17	14	9	14	16	15
Don't know	21	18	7	11	18	13	13	18	15	14	22	27	26	14	12	17	20	19	19	20	16	11
<b>The economy in general</b>																						
Conservative	35	34	91	7	28	32	73	12	23	39	30	23	30	33	43	40	26	30	40	34	30	30
Labour	19	19	0	59	10	2	2	46	19	20	18	18	18	20	18	19	18	22	15	19	23	15
Liberal Democrat	3	3	0	3	35	0	0	3	10	4	3	6	4	3	3	4	2	4	4	2	3	3
Other	9	10	0	1	2	36	8	5	12	10	10	8	7	13	11	9	12	7	10	8	9	28
None	11	14	3	15	8	15	6	14	16	12	16	14	15	15	12	11	18	17	10	16	18	9
Don't know	22	20	6	14	17	15	10	22	20	15	24	31	26	16	14	17	24	20	21	22	17	15
<b>Europe</b>																						
Conservative	19	18	60	4	12	4	41	6	12	19	17	13	17	17	23	21	15	16	22	17	17	16
Labour	19	17	3	52	9	0	2	40	19	19	15	16	21	19	12	18	16	22	14	17	19	16
Liberal Democrat	8	7	3	7	54	0	1	5	20	9	4	11	6	5	7	9	3	9	8	4	7	7
Other	24	25	14	10	5	79	31	16	20	28	22	14	19	28	31	22	28	20	30	23	20	35
None	10	13	8	11	5	12	11	12	11	11	15	13	12	14	13	12	15	16	8	14	18	10
Don't know	20	20	12	17	15	5	14	21	18	13	26	33	25	16	14	17	24	18	18	25	20	16
<b>Welfare benefits</b>																						
Conservative	24	26	78	6	19	17	56	9	16	28	24	16	23	26	31	30	20	24	28	26	25	23
Labour	28	26	5	71	14	6	6	56	29	27	25	22	26	29	26	27	25	28	23	27	32	21
Liberal Democrat	5	4	2	4	45	1	1	3	13	6	3	6	5	4	4	5	3	5	5	4	2	6
Other	12	14	1	1	3	51	15	8	14	15	12	10	10	16	17	13	14	11	15	10	12	27
None	10	13	6	10	4	15	9	10	13	11	14	12	13	14	11	10	16	16	10	15	14	10
Don't know	20	17	8	9	15	10	13	14	15	13	21	34	23	12	10	14	21	16	19	19	14	12
<b>Housing</b>																						
Conservative	18	19	66	1	9	13	47	5	8	21	18	15	16	19	25	23	15	18	23	17	18	17
Labour	28	29	8	76	14	8	8	60	30	32	26	25	28	30	30	31	27	33	25	31	32	24
Liberal Democrat	6	5	2	3	49	2	2	2	15	6	3	7	4	5	4	5	4	3	5	5	6	5
Other	11	12	3	1	0	43	13	5	14	14	11	9	12	14	13	12	13	10	14	9	9	26
None	12	14	9	9	4	17	11	10	14	12	15	13	14	15	13	12	17	16	11	16	17	10
Don't know	25	21	13	10	24	17	19	18	20	16	26	30	26	18	16	17	25	20	22	22	19	18

## 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.
<b>Age and Gender</b>		
Male 18 to 24	60	98
Male 25 to 39	158	207
Male 40 to 59	319	277
Male 60 +	285	213
Female 18 to 24	67	97
Female 25 to 39	179	208
Female 40 to 59	312	284
Female 60 +	261	256
<b>Region</b>		
North England	347	404
Midlands	203	269
East	138	158
London	278	210
South England	352	376
Wales	109	82
Scotland	214	143
<b>Social Grade</b>		
AB	692	459
C1	483	476
C2	202	345
DE	264	361
<b>Newspaper Type</b>		
Express / Mail	332	233
Sun / Star	160	330
Mirror / Record	94	144
Guardian / Independent	160	72
FT / Times / Telegraph	145	131
Other Paper	235	189
No Paper	515	542
<b>Political Party Identification</b>		
Labour	471	519
Conservative	438	456
Liberal Democrat	146	156
SNP/Plaid Cymru	66	31
Others	140	80
None/ DK	380	399

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)