

YouGov / The Sun Survey Results

Sample Size: 1890 GB Adults
Fieldwork: 24th - 25th 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	1890	483	499	112	238	551	461	361	917	973	225	478	646	541	1077	813	242	614	404	465	164	
Unweighted Sample	1890	455	507	114	251	542	471	388	953	937	184	387	743	576	1278	612	259	623	389	389	230	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	6	13	34	30	30	30	31	35	36	27	37	37	30	29	20
Lab	33	0	100	0	0	2	75	34	30	36	31	39	33	29	31	36	37	27	34	41	26
Lib Dem	7	0	0	100	0	1	3	29	7	8	7	6	10	6	8	7	9	10	6	7	3
Other	27	0	0	0	100	21	17	24	29	25	31	25	26	29	25	31	16	26	30	22	51

Other Parties Voting Intention

UKIP	16	0	0	0	100	18	9	10	17	14	12	12	14	22	14	19	11	18	21	15	5
Green	6	0	0	0	0	2	3	11	5	6	13	6	6	3	7	5	5	7	4	6	5
SNP / PCY	5	0	0	0	0	1	3	2	6	4	6	5	5	3	4	6	0	0	4	0	40
Other	1	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	1	0	1	1
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0

Non Voters

Would Not Vote	6	0	0	0	0	1	2	3	4	7	14	7	4	3	4	8	5	4	5	9	5
Don't know	15	0	0	0	0	12	12	18	10	19	20	14	16	12	13	16	17	14	16	16	7

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

	Nov 23-24	Nov 23-24																				
Approve	28	32	86	6	43	14	66	11	25	37	28	30	32	30	35	37	26	40	38	30	28	19
Disapprove	58	54	7	86	48	76	22	81	65	54	55	51	51	57	56	52	58	45	50	55	59	68
Don't know	14	13	7	8	9	10	12	8	10	10	17	19	17	13	9	11	17	15	12	15	14	13

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Weighted Sample	1890	483	499	112	238	551	461	361	917	973	225	478	646	541	1077	813	242	614	404	465	164	
Unweighted Sample	1890	455	507	114	251	542	471	388	953	937	184	387	743	576	1278	612	259	623	389	389	230	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

	Nov 10-11	Nov 23-24																				
Immigration & Asylum	55	53	67	38	36	91	69	45	45	50	55	31	48	57	62	49	59	47	54	58	55	41
The economy	52	50	60	52	59	37	57	50	49	55	44	42	49	52	50	52	46	53	51	47	48	50
Health	39	34	24	45	46	20	25	46	38	31	37	35	30	31	41	36	32	29	37	32	35	35
Welfare benefits	23	27	30	27	22	34	31	30	25	24	31	20	25	30	30	27	28	18	27	28	30	35
Europe	24	25	37	13	17	47	39	16	22	29	22	19	19	24	34	25	26	23	28	26	25	19
Housing	16	18	17	22	18	13	14	21	20	20	16	21	22	17	15	19	17	28	18	16	16	14
Education	13	13	10	16	27	6	8	13	17	12	14	28	12	12	10	16	9	16	14	12	11	12
Pensions	11	11	9	15	11	8	10	15	11	10	11	4	6	13	15	10	12	9	11	12	11	11
The environment	9	11	8	11	20	2	5	12	15	13	8	20	12	8	8	14	6	10	11	11	8	14
Crime	10	10	12	8	8	9	11	6	13	9	10	8	8	11	10	9	11	9	10	8	11	10
Tax	8	8	5	10	4	7	6	9	7	8	7	6	12	7	5	9	6	11	7	5	8	10
Family life & childcare	6	6	4	9	7	2	3	9	9	4	8	2	10	7	3	6	7	5	6	6	6	10
Transport	3	3	1	3	4	1	1	2	6	4	2	5	4	2	2	4	2	6	2	1	4	2
None of these	1	1	0	1	2	0	0	0	1	1	1	2	2	1	0	1	1	1	1	1	2	1
Don't know	4	3	1	2	0	0	1	1	2	2	3	10	2	2	1	2	4	2	2	3	3	5

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	45	54	48	43	35	50	48	44	50	41	40	39	49	47	49	40	43	44	46	45	47
Health	39	36	32	46	39	28	32	42	44	34	38	28	28	34	49	36	36	31	37	34	39	38
Pensions	26	25	25	24	27	33	27	26	25	25	26	13	13	25	41	26	24	23	25	27	26	24
Immigration & Asylum	18	21	24	13	10	52	30	18	17	22	20	9	14	22	30	16	27	17	22	26	20	9
Tax	18	19	26	16	16	17	22	16	18	22	16	29	21	18	14	23	14	15	19	17	21	23
Education	14	16	14	17	21	9	14	14	19	13	18	26	20	16	7	19	11	18	15	17	14	16
Housing	13	14	11	17	13	10	10	17	13	14	13	21	21	11	7	13	15	25	14	9	12	12
Family life & childcare	13	13	12	16	15	6	11	14	17	10	16	5	24	12	8	13	13	10	14	15	11	13
Welfare benefits	13	13	6	19	7	15	9	19	11	13	14	13	15	16	9	9	20	11	12	15	15	15
Europe	10	10	13	6	5	24	15	6	10	12	9	4	7	9	17	10	10	10	10	10	12	5
The environment	10	9	7	10	17	4	6	10	13	9	8	11	8	9	10	12	5	8	11	7	6	12
Transport	7	7	5	7	16	3	5	5	9	9	5	16	6	5	5	8	4	10	8	4	7	3
Crime	6	6	8	6	5	8	7	5	6	6	6	4	6	7	6	6	7	8	5	8	6	6
None of these	4	4	4	2	7	2	4	3	3	4	4	4	5	3	3	4	3	4	4	3	3	5
Don't know	5	4	2	2	3	5	3	2	4	3	5	12	4	3	3	3	6	5	4	3	6	4

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	75	113
Male 25 to 39	186	238
Male 40 to 59	372	319
Male 60 +	320	246
Female 18 to 24	109	112
Female 25 to 39	201	240
Female 40 to 59	371	327
Female 60 +	256	295
Region		
North England	389	465
Midlands	286	310
East	187	181
London	259	242
South England	436	433
Wales	103	95
Scotland	230	164
Social Grade		
AB	734	529
C1	544	548
C2	256	397
DE	356	416
Newspaper Type		
Express / Mail	376	268
Sun / Star	221	380
Mirror / Record	128	166
Guardian / Independent	173	83
FT / Times / Telegraph	131	151
Other Paper	275	217
No Paper	586	624
Political Party Identification		
Labour	610	597
Conservative	498	525
Liberal Democrat	174	180
SNP/Plaid Cymru	52	36
Others	165	93
None/ DK	391	459

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