

YouGov / The Sun Survey Results

Sample Size: 1656 GB Adults
Fieldwork: 9th - 10th November 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	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	1656	406	427	81	214	471	413	333	803	853	197	419	566	474	944	712	212	538	354	407	144	
Unweighted Sample	1656	433	423	79	221	516	416	347	773	883	92	380	671	513	1142	514	290	482	317	388	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	77	5	14	33	30	21	29	29	40	37	24	32	41	33	24	14
Lab	33	0	100	0	0	4	77	30	30	37	39	38	34	26	31	37	37	23	33	47	28
Lib Dem	6	0	0	100	0	0	0	26	7	6	7	7	5	7	8	3	9	6	6	6	5
Other	29	0	0	0	100	20	18	31	30	27	33	25	32	27	24	36	22	31	28	22	52

Other Parties Voting Intention

UKIP	17	0	0	0	100	19	11	12	17	16	6	12	20	20	13	23	11	23	18	15	7
Green	6	0	0	0	0	0	4	12	6	6	19	8	5	3	7	6	9	7	5	6	4
SNP / PCY	5	0	0	0	0	0	3	5	5	4	5	5	5	3	4	5	0	1	3	0	40
BNP	1	0	0	0	0	0	1	1	0	1	4	1	1	0	0	2	0	0	2	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	1	1	0	0	0	1	0	1	0	0	0	0	0	2

Non Voters

Would Not Vote	6	0	0	0	0	1	2	4	7	6	7	12	5	2	5	8	11	8	3	5	4
Don't know	16	0	0	0	0	13	14	18	10	22	26	15	18	11	15	18	17	15	18	18	14

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

	Nov 6-7	Nov 9-10																				
Approve	32	31	85	5	43	16	63	9	28	36	26	21	31	29	37	37	22	26	38	33	25	19
Disapprove	53	55	6	88	48	76	24	81	60	54	56	52	53	58	54	50	62	51	49	54	62	66
Don't know	14	14	9	7	9	8	13	10	12	10	18	28	16	14	8	13	16	22	13	13	13	15

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

	Oct 26-27	Nov 9-10																				
Conservative	22	22	67	1	7	20	55	3	11	26	18	10	18	20	32	25	18	17	29	24	16	13
Labour	32	32	7	83	16	16	8	69	34	35	31	32	32	34	30	33	32	32	25	32	45	29
Liberal Democrat	6	6	6	2	50	2	3	1	20	8	5	4	8	6	5	8	4	6	6	9	4	6
Other	9	9	1	0	0	29	6	3	8	9	8	11	7	9	9	7	11	7	10	7	5	21
None	13	12	7	4	12	18	11	9	13	10	14	14	12	13	10	11	14	16	10	12	13	13
Don't know	18	18	11	10	15	14	18	14	15	12	25	29	22	17	13	16	21	23	19	16	18	17

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Unweighted Sample	1656	433	423	79	221	516	416	347	773	883	92	380	671	513	1142	514	290	482	317	388	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Oct	Nov																				
	26-27	9-10																				
Asylum and immigration																						
Conservative	24	21	64	5	16	5	43	8	18	24	18	16	19	18	28	24	17	20	25	24	14	16
Labour	15	16	1	52	6	2	1	38	15	16	16	20	14	16	16	15	17	18	12	16	22	13
Liberal Democrat	6	5	1	4	48	0	1	4	15	6	4	5	5	5	6	8	2	6	5	5	5	8
Other	25	27	22	9	4	84	35	16	19	30	24	18	28	29	25	25	29	22	30	28	22	29
None	13	14	6	14	9	6	8	15	17	13	14	13	13	17	11	13	15	15	10	14	15	20
Don't know	16	17	6	15	17	3	11	19	16	11	23	28	20	15	13	15	21	20	17	14	21	14
Law and order																						
Conservative	33	33	86	9	18	23	68	11	25	39	26	24	28	34	39	38	25	28	39	35	29	22
Labour	19	20	1	64	4	7	1	50	20	20	20	17	20	21	20	19	22	20	13	22	29	19
Liberal Democrat	5	5	2	2	49	1	1	2	14	7	3	8	6	3	5	6	2	5	5	5	3	6
Other	12	12	2	2	2	48	11	7	8	13	11	9	12	12	12	11	13	9	13	12	8	19
None	10	9	3	6	3	11	5	9	10	8	11	9	10	12	6	8	12	11	8	8	11	11
Don't know	21	21	7	17	23	11	13	21	22	14	29	34	24	19	17	18	26	27	22	18	20	22
Education and schools																						
Conservative	25	25	76	2	6	20	61	5	13	30	20	15	20	24	34	29	20	21	32	24	22	13
Labour	28	28	6	76	9	13	7	62	28	29	28	30	29	30	26	28	29	30	20	29	39	28
Liberal Democrat	7	7	4	3	65	2	2	3	23	10	5	7	10	7	7	10	4	7	8	9	4	13
Other	11	10	1	2	0	37	8	5	10	10	10	8	8	11	11	9	11	7	11	8	7	20
None	9	9	4	4	3	11	5	8	10	7	11	11	9	10	7	7	11	13	7	12	7	10
Don't know	20	20	9	13	17	17	17	17	17	15	26	30	24	19	15	17	25	22	21	18	21	16
Taxation																						
Conservative	30	30	83	7	11	28	68	11	16	36	25	22	27	29	39	36	23	26	37	31	27	20
Labour	23	23	1	67	7	9	2	53	25	24	22	19	22	24	23	21	25	20	15	25	33	23
Liberal Democrat	8	7	3	4	60	2	1	2	22	8	5	6	8	5	7	9	3	9	7	7	5	6
Other	12	9	1	1	1	35	6	5	8	10	8	7	10	9	9	8	10	9	9	9	5	21
None	9	11	4	6	2	14	6	10	11	9	12	13	10	13	8	9	14	13	11	8	10	13
Don't know	18	20	8	14	18	11	16	18	17	13	27	33	23	19	14	17	25	22	21	20	20	17
Unemployment																						
Conservative	30	28	82	3	18	20	65	6	16	32	24	17	26	27	35	33	21	25	35	29	24	15
Labour	24	26	2	76	12	11	3	59	30	27	26	27	26	27	26	27	26	28	20	25	35	27
Liberal Democrat	5	4	3	1	41	0	2	2	14	6	3	5	5	3	5	6	2	5	5	5	3	6
Other	11	10	0	1	0	39	7	5	8	11	9	11	10	9	10	8	12	7	11	10	6	23
None	10	11	4	4	8	16	7	9	14	10	11	7	10	14	9	9	13	13	10	11	9	12
Don't know	20	21	9	14	21	14	17	19	17	14	27	34	23	19	15	17	26	22	19	20	23	17
The economy in general																						
Conservative	35	35	94	8	25	30	76	11	23	42	28	26	31	33	44	42	26	31	43	35	30	22
Labour	19	19	0	62	6	8	1	48	21	20	19	16	21	20	19	19	20	20	12	19	29	22
Liberal Democrat	5	3	0	1	43	1	0	1	12	5	2	2	4	3	3	5	2	3	3	5	2	4
Other	11	9	0	1	0	33	6	4	7	9	8	7	9	9	8	7	11	8	9	7	6	21
None	10	11	2	10	5	14	5	12	15	10	13	11	11	13	9	9	14	13	10	13	9	12
Don't know	20	22	4	18	22	14	12	24	22	14	30	38	24	21	16	19	27	26	22	21	23	19

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Unweighted Sample	1656	433	423	79	221	516	416	347	773	883	92	380	671	513	1142	514	290	482	317	388	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Oct 26-27	Nov 9-10																				
Europe																						
Conservative	19	19	59	5	9	6	41	9	12	23	16	14	18	19	24	21	17	17	24	20	17	12
Labour	17	19	2	63	3	1	2	46	19	20	18	18	17	21	19	18	20	19	13	22	25	16
Liberal Democrat	8	8	6	6	58	0	3	5	22	10	6	8	9	7	9	12	3	7	10	6	7	11
Other	25	24	17	6	3	82	31	12	18	26	22	16	23	25	26	22	26	19	28	22	21	29
None	11	10	6	7	9	7	7	11	12	9	11	11	10	12	9	10	11	13	8	13	10	13
Don't know	19	20	10	13	18	5	15	17	17	12	27	33	23	17	14	17	23	24	18	18	21	18
Welfare benefits																						
Conservative	27	24	76	3	13	13	56	6	14	28	21	16	21	23	33	27	20	20	31	25	20	14
Labour	27	28	5	76	15	11	6	62	28	28	28	24	27	29	29	29	27	29	20	28	37	28
Liberal Democrat	6	5	4	3	47	0	1	2	18	7	4	6	5	5	6	7	3	5	6	6	4	8
Other	13	12	2	1	1	50	12	6	11	14	11	9	12	14	12	11	14	9	14	11	9	23
None	10	10	6	5	7	12	9	9	12	10	11	10	10	13	8	9	13	13	8	11	11	14
Don't know	17	20	8	12	17	14	16	15	18	14	25	35	25	17	13	17	24	24	21	18	21	13
Housing																						
Conservative	20	18	61	1	6	10	46	4	6	21	16	12	16	16	26	21	14	15	23	22	14	11
Labour	28	28	6	75	12	16	7	60	29	28	28	25	24	29	31	28	27	28	22	27	37	26
Liberal Democrat	7	6	6	2	47	0	2	2	18	7	4	7	7	5	5	7	3	7	6	6	4	6
Other	12	11	1	1	1	39	10	5	10	12	9	8	11	12	10	10	12	8	12	9	6	23
None	12	12	8	6	11	15	11	9	15	12	13	13	13	14	9	11	14	17	11	12	13	13
Don't know	21	25	17	15	23	21	25	20	21	20	30	35	29	24	19	22	29	26	25	24	27	21

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	45	99
Male 25 to 39	158	209
Male 40 to 59	298	280
Male 60 +	272	215
Female 18 to 24	47	98
Female 25 to 39	222	210
Female 40 to 59	373	286
Female 60 +	241	258
Region		
North England	388	407
Midlands	223	272
East	151	159
London	290	212
South England	331	379
Wales	94	83
Scotland	179	144
Social Grade		
AB	652	464
C1	490	480
C2	221	348
DE	293	364
Newspaper Type		
Express / Mail	366	235
Sun / Star	176	333
Mirror / Record	92	146
Guardian / Independent	108	73
FT / Times / Telegraph	121	132
Other Paper	239	190
No Paper	554	546
Political Party Identification		
Labour	519	523
Conservative	483	460
Liberal Democrat	138	157
SNP/Plaid Cymru	49	31
Others	121	81
None/ DK	346	402

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For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk