

YouGov / Rethinking Economics Survey Results

Sample Size: 1696 GB Adults
Fieldwork: 28th - 29th February 2016

	Vote in 2015					Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP		Male	Female	18-24	25-49	40-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1696	479	395	102	163	821	875	197	726	417	356	967	729	203	563	364	410	157
Unweighted Sample	1696	485	409	118	172	755	941	184	684	417	411	1023	673	179	589	355	404	169
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about how politicians and the media talk about economics, please say which of the following comes closest to your view?

In general politicians and the media tend to talk about economics in an accessible way that makes it easy to understand	12	16	12	11	9	14	10	15	11	13	9	15	7	13	13	11	10	13
In general politicians and the media tend to talk about economics in an inaccessible way that makes it difficult to understand	61	62	66	60	68	57	65	50	56	65	72	61	61	59	60	61	62	65
Neither of these	15	15	13	17	14	18	12	14	14	15	15	15	14	16	16	11	16	14
Don't know	12	7	9	11	9	11	14	20	18	6	3	8	18	12	11	17	12	8

YouGov Weighting Data

In addition to weighting by age, education, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by political attention and Vote in May 2015.

	Unweighted no.	Weighted no.
Age by Education		
Men Over 65	181	159
Men 50-64 High education	46	44
Men 50-64 Mid education	96	95
Men 50-64 Low education	67	64
Men 25-50 High education	93	122
Men 25-50 Mid education	116	136
Men 25-50 Low education	75	102
Men Under 25 High education	17	15
Men Under 25 Mid education	60	58
Men Under 25 Low education	4	25
Women Over 65	230	197
Women 50-64 High education	39	41
Women 50-64 Mid education	106	107
Women 50-64 Low education	63	66
Women 25-50 High education	145	132
Women 25-50 Mid education	157	144
Women 25-50 Low education	98	90
Women Under 25 High education	20	17
Women Under 25 Mid education	62	61
Women Under 25 Low education	21	20
Political Attention		
Low (0-2)	206	322
Medium (3-7)	1102	1035
High (8-10)	388	339
Social Grade		
AB	523	475
C1	500	492
C2	307	356
DE	366	373

YouGov Weighting Data

In addition to weighting by age, education, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by political attention and Vote in May 2015.

	Unweighted no.	Weighted no.
Region by 2015 Vote		
South Con	217	213
South Lab	96	83
South LD	53	46
South UKIP	69	64
South Oth	37	25
South DNV	117	132
London Con	49	52
London Lab	42	65
London LD	13	12
London UKIP	14	12
London Oth	9	8
London DNV	52	53
Midlands Con	88	87
Midlands Lab	73	66
Midlands LD	16	11
Midlands UKIP	35	32
Midlands Oth	10	8
Midlands DNV	56	74
North Con	97	91
North Lab	140	128
North LD	21	20
North UKIP	44	44
North Oth	21	13
North DNV	81	114
Scotland Con	19	18
Scotland Lab	35	30
Scotland LD	11	9
Scotland SNP	63	62
Scotland Oth & DNV	41	38
Wales Con	15	17
Wales Lab	23	23
Wales LD	4	4
Wales PC	6	8
Wales UKIP	8	8
Wales Oth & DNV	21	24

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