

YouGov / The Sun Survey Results

Sample Size: 1752 GB Adults
Fieldwork: 10th - 11th November 2013

	Voting intention					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	1752	459	547	128	149	534	433	369	850	902	208	443	599	501	999	753	224	569	375	431	152	
Unweighted Sample	1752	471	521	100	186	583	437	368	806	946	83	429	685	555	1126	626	308	496	374	414	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	3	13	37	29	36	31	31	37	38	26	29	40	35	31	17
Lab	40	0	100	0	0	5	87	33	37	42	37	42	43	35	36	44	46	32	42	46	32
Lib Dem	9	0	0	100	0	2	1	38	9	10	20	11	7	7	10	8	13	10	9	5	15
Other	18	0	0	0	100	15	8	16	17	19	7	16	20	21	15	21	12	18	14	18	36

Other Parties Voting Intention

UKIP	11	0	0	0	100	14	6	6	10	12	3	6	14	15	8	14	8	14	8	14	2
SNP / PCY	3	0	0	0	0	1	1	1	3	3	0	4	3	3	3	3	0	0	2	0	31
Green	3	0	0	0	0	0	1	7	2	4	4	4	2	2	3	2	3	3	3	2	2
BNP	1	0	0	0	0	0	0	1	2	0	0	1	0	1	1	1	1	0	1	2	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	1	1	0	0	0	1	0	0	0	0	1	1	0	0	0

Non Voters

Would Not Vote	7	0	0	0	0	5	2	4	6	8	13	13	5	2	6	8	5	8	8	7	5
Don't know	14	0	0	0	0	11	10	22	9	19	8	14	16	14	13	16	12	15	15	14	12

Nov 7-8
Nov 10-11

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

Approve	27	28	81	6	28	9	59	9	21	34	23	28	29	26	30	32	23	34	32	27	23	23
Disapprove	57	59	10	88	60	76	28	82	68	57	60	59	55	60	60	55	64	53	54	57	67	68
Don't know	17	13	9	6	11	15	13	9	11	9	16	13	16	14	10	13	13	13	14	16	10	10

Oct 13-14
Nov 10-11

If there was a referendum on Britain's membership of the European Union, how would you vote?

I would vote for Britain to remain a member of the European Union	37	39	32	55	71	6	27	48	59	46	32	58	41	36	32	47	28	51	38	34	36	47
I would vote for Britain to leave the European Union	42	39	47	26	21	88	55	33	24	38	39	16	32	40	53	33	47	36	40	41	40	30
I would not vote	5	5	3	3	0	0	2	3	2	5	5	10	9	3	2	5	5	2	5	4	8	4
Don't know	15	17	17	15	8	6	17	17	14	10	23	15	18	20	13	15	20	11	17	21	17	19

Fieldwork: 10th - 11th November 2013

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

Imagine the British government under David Cameron renegotiated our relationship with Europe and said that Britain's interests were now protected, and David Cameron recommended that Britain remain a member of the European Union on the new terms.

How would you then vote in a referendum on the issue?

Would vote for Britain to remain in the European Union on the new terms	52	51	62	58	76	18	53	54	65	59	43	60	53	50	48	60	40	63	50	47	48	58
Would vote for Britain to leave the European Union	28	25	23	19	14	70	31	22	18	26	24	8	17	28	35	20	31	22	26	26	26	21
Would not vote	4	5	4	4	1	0	1	2	3	4	5	12	9	2	1	4	5	4	5	3	7	3
Don't know	16	19	12	20	8	12	15	22	14	11	27	20	21	20	16	16	24	11	19	25	19	18

Oct 27- 28 Nov 10- 11

Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...

Good or bad for the economy?

Good for the economy	40	39	83	14	36	41	71	16	34	45	33	32	34	38	47	43	33	43	44	39	35	27
Bad for the economy	39	44	8	74	52	42	18	69	51	45	44	40	46	47	42	41	49	40	38	45	49	59
Don't know	21	17	9	12	13	17	12	15	14	10	24	28	21	15	11	16	18	18	19	16	17	14

Being done fairly or unfairly?

Fairly	28	27	72	5	21	23	58	9	20	33	22	22	28	26	31	32	21	30	34	27	21	19
Unfairly	55	57	14	86	66	68	28	81	69	56	57	47	53	61	60	52	63	55	50	58	61	70
Don't know	18	16	15	9	13	9	14	11	11	11	20	31	19	13	9	16	16	16	16	15	18	11

Necessary or unnecessary?

Necessary	55	56	93	31	57	65	85	32	56	60	51	48	50	59	60	63	46	60	61	54	51	46
Unnecessary	29	30	3	57	29	22	9	54	29	31	29	28	31	30	29	25	36	27	24	31	33	40
Don't know	16	15	4	12	14	12	6	14	16	9	20	24	19	11	11	13	18	13	15	14	16	14

Too deep, too shallow or at about the right level?

Too deep	38	43	9	71	51	41	18	71	55	47	39	40	35	48	44	41	46	40	37	45	46	52
Too shallow	13	11	15	6	11	18	15	5	8	13	9	11	13	9	10	12	9	15	9	11	10	11
About the right level	28	29	64	9	31	26	54	10	25	31	26	22	27	29	33	31	26	30	34	26	26	17
Don't know	21	18	12	13	7	14	13	15	13	10	26	26	25	15	12	16	20	15	20	18	18	19

Fieldwork: 10th - 11th November 2013

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	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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Oct 27-28	Nov 10-11																				
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	41	43	8	73	42	43	17	71	53	46	41	40	36	46	48	41	47	39	36	45	48	57
Too slowly	12	12	15	8	17	23	17	7	8	13	11	7	18	10	11	13	12	15	12	11	11	13
About the right pace	30	30	69	10	30	24	57	11	26	34	26	27	27	31	33	33	27	31	36	29	26	20
Don't know	17	14	8	10	11	9	9	12	14	7	21	26	19	12	8	14	15	14	16	14	15	10
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	54	58	46	71	48	68	51	72	55	61	55	48	55	66	55	56	60	63	53	58	63	53
Not having an impact on my life	34	31	46	22	40	20	39	20	35	32	29	28	31	25	38	34	26	30	33	31	25	40
Don't know	11	11	9	7	12	12	9	7	10	7	15	24	14	9	7	9	14	6	15	11	11	7
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	28	26	3	57	26	16	5	52	29	27	25	33	24	27	24	26	27	30	23	23	31	25
The last Labour government	35	35	80	5	38	44	73	7	25	41	29	22	32	36	42	38	31	39	39	38	29	23
Both	26	29	12	29	31	39	16	30	35	24	33	32	28	29	29	27	31	22	27	28	30	46
Neither	3	4	3	6	5	2	2	6	6	5	4	4	6	3	3	5	3	3	4	5	4	2
Don't know	8	6	2	4	1	0	3	5	4	3	9	8	10	6	2	5	8	6	6	7	7	3

Fieldwork: 10th - 11th November 2013

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

Oct 27-28
Nov 10-11

Thinking about the next two or three years, how worried are you that people like you will...

not have enough money to live comfortably

Very worried	23	25	8	36	12	32	13	34	21	23	27	21	22	30	22	20	31	21	27	25	26	21
Fairly worried	41	43	39	43	51	46	42	43	45	39	46	45	43	44	40	43	43	43	41	42	45	47
TOTAL WORRIED	64	68	47	79	63	78	55	77	66	62	73	66	65	74	62	63	74	64	68	67	71	68
Not very worried	27	25	41	16	27	18	35	18	28	29	21	23	24	22	30	29	20	29	27	24	22	23
Not at all worried	6	6	10	4	9	4	9	3	4	7	4	5	8	4	6	7	3	5	6	5	6	7
TOTAL NOT WORRIED	33	31	51	20	36	22	44	21	32	36	25	28	32	26	36	36	23	34	33	29	28	30
Don't know	3	2	1	1	0	0	1	2	1	1	3	6	3	1	1	1	3	2	1	4	2	2

be victims of burglary, robbery or mugging

Very worried	10	10	6	12	4	11	10	11	7	8	12	8	12	11	9	8	13	11	9	10	13	7
Fairly worried	28	32	33	33	21	34	30	36	24	31	33	24	30	35	34	30	34	33	31	30	36	29
TOTAL WORRIED	38	42	39	45	25	45	40	47	31	39	45	32	42	46	43	38	47	44	40	40	49	36
Not very worried	46	46	48	44	59	46	51	41	54	50	42	54	45	43	48	50	41	46	45	47	44	50
Not at all worried	12	8	11	9	10	5	7	7	11	9	7	5	9	10	7	9	7	8	11	9	4	11
TOTAL NOT WORRIED	58	54	59	53	69	51	58	48	65	59	49	59	54	53	55	59	48	54	56	56	48	61
Don't know	4	4	2	2	6	4	2	4	4	2	6	9	5	2	2	3	5	3	5	4	3	3

suffer directly from cuts in spending on public services such as health, education and welfare

Very worried	22	27	8	41	11	36	16	38	24	23	31	20	23	30	30	23	32	27	26	25	30	26
Fairly worried	40	41	37	42	42	39	38	43	45	40	43	36	41	42	43	41	41	40	39	46	42	40
TOTAL WORRIED	62	68	45	83	53	75	54	81	69	63	74	56	64	72	73	64	73	67	65	71	72	66
Not very worried	28	24	43	13	42	23	37	13	25	30	19	34	26	21	23	29	19	24	27	19	24	27
Not at all worried	5	5	10	3	5	1	7	3	4	7	3	4	7	6	3	5	4	7	5	6	2	5
TOTAL NOT WORRIED	33	29	53	16	47	24	44	16	29	37	22	38	33	27	26	34	23	31	32	25	26	32
Don't know	4	3	2	2	0	0	2	3	2	1	4	7	4	1	2	2	3	2	2	4	2	2

Fieldwork: 10th - 11th November 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 27-28
Nov 10-11

lose out because foreign factories and/or workers from abroad can do the same job more cheaply

Very worried	19	22	15	22	8	42	21	26	13	21	23	10	17	25	27	17	29	17	22	19	28	21
Fairly worried	29	31	34	34	19	26	33	33	23	30	32	26	28	33	33	31	32	28	30	34	32	32
TOTAL WORRIED	48	53	49	56	27	68	54	59	36	51	55	36	45	58	60	48	61	45	52	53	60	53
Not very worried	32	31	35	30	47	25	32	28	42	32	30	41	34	30	24	35	26	33	30	30	29	37
Not at all worried	14	12	14	11	25	2	12	10	20	15	10	15	16	10	11	15	9	17	14	12	9	9
TOTAL NOT WORRIED	46	43	49	41	72	27	44	38	62	47	40	56	50	40	35	50	35	50	44	42	38	46
Don't know	5	4	3	2	1	4	3	3	2	3	5	7	5	2	4	3	5	5	4	5	3	2

lose their job / have difficulty finding work

Very worried	20	24	12	30	17	31	16	28	22	20	27	25	22	27	20	21	28	22	24	21	26	26
Fairly worried	35	37	33	38	35	38	33	40	37	35	38	32	40	39	33	38	35	35	31	43	39	35
TOTAL WORRIED	55	61	45	68	52	69	49	68	59	55	65	57	62	66	53	59	63	57	55	64	65	61
Not very worried	29	24	34	19	34	20	32	19	24	28	21	27	28	24	20	28	19	26	27	19	23	29
Not at all worried	10	11	19	10	8	6	15	8	13	13	9	7	6	7	21	11	11	11	12	13	8	8
TOTAL NOT WORRIED	39	35	53	29	42	26	47	27	37	41	30	34	34	31	41	39	30	37	39	32	31	37
Don't know	5	4	2	3	7	6	3	4	4	4	5	10	4	2	5	3	7	5	6	4	3	2

lose their home

Very worried	13	16	6	22	7	20	11	22	11	13	19	9	14	18	17	13	20	15	17	12	20	12
Fairly worried	26	27	19	31	15	29	24	29	27	23	30	15	25	29	30	25	29	27	25	28	25	32
TOTAL WORRIED	39	43	25	53	22	49	35	51	38	36	49	24	39	47	47	38	49	42	42	40	45	44
Not very worried	38	36	47	27	53	36	41	30	39	41	32	54	42	36	25	42	29	39	36	33	37	40
Not at all worried	17	18	26	17	25	11	23	14	22	21	14	13	15	16	25	18	17	17	20	20	15	13
TOTAL NOT WORRIED	55	54	73	44	78	47	64	44	61	62	46	67	57	52	50	60	46	56	56	53	52	53
Don't know	5	3	2	3	0	3	2	4	1	2	5	9	4	2	2	2	5	2	2	6	3	2

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

suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities

Very worried	12	14	8	18	4	18	9	18	10	14	13	15	11	16	13	11	17	14	12	11	19	12
Fairly worried	23	24	12	31	15	25	20	30	20	20	28	14	23	23	30	23	25	26	21	25	25	28
TOTAL WORRIED	35	38	20	49	19	43	29	48	30	34	41	29	34	39	43	34	42	40	33	36	44	40
Not very worried	37	38	49	31	53	32	45	30	45	41	36	51	40	36	33	42	33	35	42	38	34	41
Not at all worried	21	20	28	17	26	21	24	16	21	23	17	14	20	21	21	22	17	22	21	22	16	16
TOTAL NOT WORRIED	58	58	77	48	79	53	69	46	66	64	53	65	60	57	54	64	50	57	63	60	50	57
Don't know	6	4	2	4	2	4	2	6	4	2	6	6	6	3	3	2	7	2	4	4	6	2
	Oct 27-28	Nov 10-11																				

suffer ill-health

Very worried	15	18	8	23	14	19	13	24	15	16	20	17	12	18	24	14	24	16	18	17	22	14
Fairly worried	35	36	32	40	25	47	31	40	39	34	38	20	31	38	44	36	35	34	33	34	41	39
TOTAL WORRIED	50	54	40	63	39	66	44	64	54	50	58	37	43	56	68	50	59	50	51	51	63	53
Not very worried	36	35	47	27	44	29	47	26	33	39	32	48	41	34	26	40	29	37	39	34	29	43
Not at all worried	7	7	10	7	11	4	7	5	10	9	4	7	9	7	4	6	7	11	7	9	4	4
TOTAL NOT WORRIED	43	42	57	34	55	33	54	31	43	48	36	55	50	41	30	46	36	48	46	43	33	47
Don't know	6	4	3	3	6	1	3	5	4	2	6	8	6	3	2	3	5	3	4	5	4	1

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	27	105
Male 25 to 39	188	221
Male 40 to 59	323	296
Male 60 +	268	228
Female 18 to 24	56	103
Female 25 to 39	241	223
Female 40 to 59	362	303
Female 60 +	287	273
Region		
North England	414	431
Midlands	279	287
East England	137	168
London	308	224
South England	359	401
Wales	95	88
Scotland	160	152
Social Grade		
AB	629	491
C1	497	508
C2	257	368
DE	369	385
Newspaper Type		
Express / Mail	341	280
Sun / Star	203	412
Mirror / Record	105	175
Guardian / Independent	120	79
FT / Times / Telegraph	113	166
Other Paper	259	201
No Paper	611	438
Political Party Identification		
Labour	547	561
Conservative	533	491
Liberal Democrat	141	193
SNP/Plaid Cymru	31	30
Others	116	40
None/ DK	384	438

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