

# YouGov / The Sun Survey Results

Sample Size: 1648 GB Adults  
Fieldwork: 14th - 15th December 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>1648</b>	421	442	74	185	498	389	322	799	849	196	417	564	471	939	709	211	536	353	405	143	
Unweighted Sample	1648	443	425	71	204	523	392	340	840	808	104	343	639	562	1142	506	278	525	309	385	151	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	32	100	0	0	0	72	4	16	29	36	21	28	32	40	36	27	30	43	29	27	19
Lab	34	0	100	0	0	4	76	32	34	34	42	37	37	25	34	34	41	21	38	46	26
Lib Dem	6	0	0	100	0	2	1	19	5	6	2	9	5	5	6	5	6	6	8	4	5
Other	28	0	0	0	100	21	19	33	32	24	35	26	26	30	24	35	23	30	25	23	49

## Other Parties Voting Intention

UKIP	14	0	0	0	100	19	7	11	17	11	3	10	16	20	10	20	11	18	17	13	4
Green	8	0	0	0	0	2	5	17	10	6	19	10	6	4	9	7	8	11	5	8	2
SNP / PCY	5	0	0	0	0	0	5	3	4	5	12	4	2	5	5	5	1	0	1	0	43
BNP	1	0	0	0	0	0	1	1	1	1	0	1	2	0	0	1	2	0	1	1	0
Respect	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1	0
Other	0	0	0	0	0	0	0	0	0	1	2	0	0	1	0	1	1	0	1	0	0

## Non Voters

Would Not Vote	7	0	0	0	0	1	1	3	6	8	14	10	5	3	5	9	5	9	5	8	6
Don't know	14	0	0	0	0	10	13	18	9	19	11	15	14	14	13	15	18	14	14	15	6

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

	Dec 11-12	Dec 14-15																				
Approve	31	29	81	10	38	10	60	9	23	32	27	21	26	29	36	35	22	28	33	31	27	22
Disapprove	55	53	8	83	27	78	27	82	63	55	50	45	48	59	53	49	58	52	45	54	61	58
Don't know	14	18	11	8	35	12	13	9	15	13	23	34	26	12	11	16	20	20	22	15	13	20

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

	Nov 30 - Dec 1	Dec 14-15																				
I would vote for Britain to remain a member of the European Union	42	40	34	62	73	2	24	53	54	46	35	58	42	38	33	47	31	49	36	35	40	54
I would vote for Britain to leave the European Union	39	39	48	20	16	94	58	29	31	40	38	11	29	42	55	34	45	32	39	44	41	31
I would not vote	4	5	1	3	2	1	1	3	2	3	6	9	6	4	2	4	5	4	5	4	5	3
Don't know	16	16	18	15	9	3	17	15	13	11	21	21	22	16	9	15	18	15	19	17	14	12

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

Nov 30 -  
Dec 1  
**Dec 14-15**

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	55	<b>55</b>	66	68	83	13	50	59	70	58	52	64	54	52	55	62	45	52	58	47	57	62
Would vote for Britain to leave the European Union	25	<b>24</b>	21	14	8	77	33	22	19	27	21	7	19	28	32	20	30	22	19	34	24	22
Would not vote	4	<b>5</b>	0	4	0	1	1	3	2	3	6	10	7	3	2	4	5	4	6	4	4	5
Don't know	17	<b>16</b>	13	14	9	9	16	16	9	12	21	19	20	17	12	14	19	22	18	15	14	12

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	45	<b>40</b>	83	19	47	39	69	23	33	41	39	32	35	38	50	46	33	39	42	39	40	38
Bad for the economy	35	<b>40</b>	5	66	30	49	17	66	51	44	37	35	40	44	38	37	44	38	33	43	45	47
Don't know	20	<b>20</b>	12	15	22	11	14	11	17	15	24	33	25	18	11	17	23	23	24	18	15	15

Being done fairly or unfairly?

Fairly	29	<b>27</b>	66	8	36	19	55	11	19	26	27	15	24	27	34	32	21	20	33	23	27	21
Unfairly	53	<b>54</b>	17	81	44	69	28	79	68	59	50	48	49	60	55	50	60	53	44	61	60	62
Don't know	19	<b>19</b>	17	10	20	12	17	11	14	15	23	37	27	13	11	18	20	28	22	16	12	18

Necessary or unnecessary?

Necessary	59	<b>54</b>	94	33	64	59	82	36	53	53	54	38	50	55	61	59	46	50	60	50	54	46
Unnecessary	25	<b>29</b>	3	51	21	31	11	47	34	34	24	30	27	32	27	27	32	27	22	32	34	38
Don't know	15	<b>17</b>	3	16	15	10	8	17	13	13	22	32	23	12	12	14	21	23	18	19	12	16

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

Too deep	36	<b>38</b>	11	63	25	43	19	58	48	45	31	32	35	42	38	38	38	38	30	42	42	44
Too shallow	12	<b>12</b>	14	10	13	14	14	11	10	13	12	12	13	12	11	12	12	14	9	14	11	19
About the right level	31	<b>29</b>	63	11	44	27	53	13	25	29	29	22	23	29	36	31	27	24	36	25	30	20
Don't know	20	<b>21</b>	12	17	17	16	14	18	16	13	29	35	29	17	14	20	24	25	25	20	17	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	<b>Nov 30 - Dec 1</b>																					
		<b>Dec 14-15</b>																				
<b>Being done too quickly, too slowly, or at about the right pace?</b>																						
Too quickly	36	40	11	67	26	44	19	61	49	45	35	35	39	45	37	38	43	36	33	45	45	44
Too slowly	13	12	20	5	22	16	18	8	12	14	11	5	12	14	14	14	10	16	11	10	13	10
About the right pace	33	28	58	12	33	29	50	13	23	29	27	25	24	26	35	30	25	24	34	26	26	21
Don't know	18	20	11	16	19	11	13	18	16	13	27	35	26	15	14	19	21	24	22	19	15	25
<b>Having an impact on your own life, or not having an impact on your own life?</b>																						
Having an impact on my life	49	51	37	66	44	59	45	62	55	53	48	43	48	57	49	47	55	45	45	53	56	60
Not having an impact on my life	37	33	53	24	41	35	45	25	40	36	31	25	30	30	44	40	25	31	37	34	33	25
Don't know	14	16	10	10	15	6	11	12	6	10	21	33	22	13	7	12	20	24	18	13	11	15
<b>And who do you think is most to blame for the current spending cuts?</b>																						
The Conservative-Liberal Democrat coalition	27	27	5	60	10	17	6	53	34	28	26	31	25	30	23	26	28	29	21	26	35	28
The last Labour government	36	34	80	6	29	48	72	11	22	37	32	22	28	33	47	38	30	33	39	33	30	32
Both	24	24	10	23	42	31	15	27	27	25	23	15	27	25	24	22	27	20	23	29	23	26
Neither	5	5	2	6	13	1	2	4	11	4	5	7	3	5	4	6	3	4	5	4	5	8
Don't know	9	10	3	5	6	3	5	5	6	6	14	25	16	7	2	8	12	14	13	8	7	6
<b>Thinking about the next two or three years, how worried are you that people like you will... not have enough money to live comfortably</b>																						
Very worried	18	19	8	29	11	21	10	28	18	15	23	23	20	22	14	16	23	13	15	23	21	27
Fairly worried	38	39	33	40	27	49	37	40	40	39	38	36	38	42	37	37	41	39	43	33	40	31
<b>TOTAL WORRIED</b>	<b>56</b>	<b>58</b>	<b>41</b>	<b>69</b>	<b>38</b>	<b>70</b>	<b>47</b>	<b>68</b>	<b>58</b>	<b>54</b>	<b>61</b>	<b>59</b>	<b>58</b>	<b>64</b>	<b>51</b>	<b>53</b>	<b>64</b>	<b>52</b>	<b>58</b>	<b>56</b>	<b>61</b>	<b>58</b>
Not very worried	31	30	42	24	45	21	38	23	30	31	28	23	29	28	35	33	25	30	29	31	28	33
Not at all worried	10	8	14	6	16	9	11	6	10	11	6	8	5	7	13	11	5	10	9	9	8	7
<b>TOTAL NOT WORRIED</b>	<b>41</b>	<b>38</b>	<b>56</b>	<b>30</b>	<b>61</b>	<b>30</b>	<b>49</b>	<b>29</b>	<b>40</b>	<b>42</b>	<b>34</b>	<b>31</b>	<b>34</b>	<b>35</b>	<b>48</b>	<b>44</b>	<b>30</b>	<b>40</b>	<b>38</b>	<b>40</b>	<b>36</b>	<b>40</b>
Don't know	3	4	4	1	1	1	3	3	1	4	5	10	8	2	1	3	5	8	4	4	4	3
<b>be victims of burglary, robbery or mugging</b>																						
Very worried	7	8	6	10	1	13	6	10	7	7	10	11	8	9	7	8	8	9	8	8	10	5
Fairly worried	29	27	25	30	14	32	30	26	22	25	29	14	26	28	32	24	31	29	25	27	30	22
<b>TOTAL WORRIED</b>	<b>36</b>	<b>35</b>	<b>31</b>	<b>40</b>	<b>15</b>	<b>45</b>	<b>36</b>	<b>36</b>	<b>29</b>	<b>32</b>	<b>39</b>	<b>25</b>	<b>34</b>	<b>37</b>	<b>39</b>	<b>32</b>	<b>39</b>	<b>38</b>	<b>33</b>	<b>35</b>	<b>40</b>	<b>27</b>
Not very worried	47	45	50	43	45	37	45	47	49	49	42	47	46	44	45	49	40	42	46	43	45	52
Not at all worried	13	14	14	14	40	14	13	13	20	16	13	17	13	16	13	16	13	12	16	16	12	16
<b>TOTAL NOT WORRIED</b>	<b>60</b>	<b>59</b>	<b>64</b>	<b>57</b>	<b>85</b>	<b>51</b>	<b>58</b>	<b>60</b>	<b>69</b>	<b>65</b>	<b>55</b>	<b>64</b>	<b>59</b>	<b>60</b>	<b>58</b>	<b>65</b>	<b>53</b>	<b>54</b>	<b>62</b>	<b>59</b>	<b>57</b>	<b>68</b>
Don't know	4	5	6	3	0	4	6	3	1	4	7	11	7	3	4	4	8	9	6	6	3	6

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<b>Weighted Sample</b>	<b>1648</b>	421	442	74	185	498	389	322	799	849	196	417	564	471	939	709	211	536	353	405	143	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Nov 30 - Dec 1	Dec 14-15																				
<b>suffer directly from cuts in spending on public services such as health, education and welfare</b>																						
Very worried	21	23	5	37	14	30	13	34	25	21	26	26	23	24	21	19	29	25	19	24	30	18
Fairly worried	41	39	35	42	31	38	37	39	43	39	38	29	34	42	43	41	36	31	41	40	37	44
<b>TOTAL WORRIED</b>	<b>62</b>	<b>62</b>	<b>40</b>	<b>79</b>	<b>45</b>	<b>68</b>	<b>50</b>	<b>73</b>	<b>68</b>	<b>60</b>	<b>64</b>	<b>55</b>	<b>57</b>	<b>66</b>	<b>64</b>	<b>60</b>	<b>65</b>	<b>56</b>	<b>60</b>	<b>64</b>	<b>67</b>	<b>62</b>
Not very worried	27	26	43	16	44	24	35	19	25	28	24	21	29	24	28	29	22	26	29	26	22	26
Not at all worried	8	6	12	4	9	4	9	5	6	8	5	12	5	6	6	7	5	10	6	6	6	6
<b>TOTAL NOT WORRIED</b>	<b>35</b>	<b>32</b>	<b>55</b>	<b>20</b>	<b>53</b>	<b>28</b>	<b>44</b>	<b>24</b>	<b>31</b>	<b>36</b>	<b>29</b>	<b>33</b>	<b>34</b>	<b>30</b>	<b>34</b>	<b>36</b>	<b>27</b>	<b>36</b>	<b>35</b>	<b>32</b>	<b>28</b>	<b>32</b>
Don't know	3	5	5	1	2	3	6	3	1	4	6	12	9	3	2	4	7	8	5	4	5	5
<b>lose out because foreign factories and/or workers from abroad can do the same job more cheaply</b>																						
Very worried	14	16	11	14	0	42	16	15	10	15	17	8	13	17	20	12	21	15	13	18	19	14
Fairly worried	27	26	28	26	24	29	28	25	26	25	27	16	21	28	31	25	27	22	26	27	28	19
<b>TOTAL WORRIED</b>	<b>41</b>	<b>42</b>	<b>39</b>	<b>40</b>	<b>24</b>	<b>71</b>	<b>44</b>	<b>40</b>	<b>36</b>	<b>40</b>	<b>44</b>	<b>24</b>	<b>34</b>	<b>45</b>	<b>51</b>	<b>37</b>	<b>48</b>	<b>37</b>	<b>39</b>	<b>45</b>	<b>47</b>	<b>33</b>
Not very worried	34	32	33	34	39	18	32	35	36	32	31	24	37	34	28	34	29	27	36	32	28	36
Not at all worried	20	20	21	23	37	9	17	20	27	23	17	36	21	16	18	24	15	27	18	19	20	24
<b>TOTAL NOT WORRIED</b>	<b>54</b>	<b>52</b>	<b>54</b>	<b>57</b>	<b>76</b>	<b>27</b>	<b>49</b>	<b>55</b>	<b>63</b>	<b>55</b>	<b>48</b>	<b>60</b>	<b>58</b>	<b>50</b>	<b>46</b>	<b>58</b>	<b>44</b>	<b>54</b>	<b>54</b>	<b>51</b>	<b>48</b>	<b>60</b>
Don't know	5	7	7	3	0	2	7	5	2	5	8	15	9	4	3	5	8	9	7	5	6	7
<b>lose their job / have difficulty finding work</b>																						
Very worried	15	16	9	20	8	29	12	20	11	14	18	19	15	18	14	14	19	12	13	19	19	17
Fairly worried	33	32	30	34	26	32	31	32	34	32	32	25	32	34	31	31	33	34	32	31	32	29
<b>TOTAL WORRIED</b>	<b>48</b>	<b>48</b>	<b>39</b>	<b>54</b>	<b>34</b>	<b>61</b>	<b>43</b>	<b>52</b>	<b>45</b>	<b>46</b>	<b>50</b>	<b>44</b>	<b>47</b>	<b>52</b>	<b>45</b>	<b>45</b>	<b>52</b>	<b>46</b>	<b>45</b>	<b>50</b>	<b>51</b>	<b>46</b>
Not very worried	32	30	36	31	42	20	32	26	35	32	29	31	33	34	23	32	28	30	32	28	30	33
Not at all worried	15	14	19	11	24	14	18	14	17	17	12	13	9	9	26	17	10	13	15	17	13	13
<b>TOTAL NOT WORRIED</b>	<b>47</b>	<b>44</b>	<b>55</b>	<b>42</b>	<b>66</b>	<b>34</b>	<b>50</b>	<b>40</b>	<b>52</b>	<b>49</b>	<b>41</b>	<b>44</b>	<b>42</b>	<b>43</b>	<b>49</b>	<b>49</b>	<b>38</b>	<b>43</b>	<b>47</b>	<b>45</b>	<b>43</b>	<b>46</b>
Don't know	5	8	7	4	1	5	7	8	3	6	10	12	11	5	6	6	10	11	9	5	7	8
<b>lose their home</b>																						
Very worried	10	11	4	16	0	17	6	15	10	9	14	14	10	12	11	9	15	10	9	14	11	17
Fairly worried	22	25	21	29	24	28	23	26	31	26	24	14	29	24	27	24	25	20	25	25	29	19
<b>TOTAL WORRIED</b>	<b>32</b>	<b>36</b>	<b>25</b>	<b>45</b>	<b>24</b>	<b>45</b>	<b>29</b>	<b>41</b>	<b>41</b>	<b>35</b>	<b>38</b>	<b>28</b>	<b>39</b>	<b>36</b>	<b>38</b>	<b>33</b>	<b>40</b>	<b>30</b>	<b>34</b>	<b>39</b>	<b>40</b>	<b>36</b>
Not very worried	41	36	42	38	35	30	40	32	37	37	36	41	35	40	32	38	35	43	37	34	34	38
Not at all worried	24	20	25	14	40	20	24	21	21	23	17	18	16	20	25	23	16	17	21	22	19	22
<b>TOTAL NOT WORRIED</b>	<b>65</b>	<b>56</b>	<b>67</b>	<b>52</b>	<b>75</b>	<b>50</b>	<b>64</b>	<b>53</b>	<b>58</b>	<b>60</b>	<b>53</b>	<b>59</b>	<b>51</b>	<b>60</b>	<b>57</b>	<b>61</b>	<b>51</b>	<b>60</b>	<b>58</b>	<b>56</b>	<b>53</b>	<b>60</b>
Don't know	4	7	7	3	0	6	7	6	1	5	9	13	10	4	6	5	9	11	8	6	6	5

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

	Nov 30 - Dec 1	Dec 14-15																				
<b>suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																						
Very worried	9	11	5	15	5	19	7	16	10	10	11	13	9	12	10	8	14	10	9	14	11	11
Fairly worried	21	23	14	27	23	31	20	24	26	25	21	26	22	23	22	22	24	22	21	23	28	20
<b>TOTAL WORRIED</b>	<b>30</b>	<b>34</b>	<b>19</b>	<b>42</b>	<b>28</b>	<b>50</b>	<b>27</b>	<b>40</b>	<b>36</b>	<b>35</b>	<b>32</b>	<b>39</b>	<b>31</b>	<b>35</b>	<b>32</b>	<b>30</b>	<b>38</b>	<b>32</b>	<b>30</b>	<b>37</b>	<b>39</b>	<b>31</b>
Not very worried	39	35	40	33	32	25	39	34	31	32	38	27	37	37	33	34	36	36	36	34	31	40
Not at all worried	26	24	33	20	40	22	28	19	28	28	20	22	22	21	30	29	18	23	25	24	24	22
<b>TOTAL NOT WORRIED</b>	<b>65</b>	<b>59</b>	<b>73</b>	<b>53</b>	<b>72</b>	<b>47</b>	<b>67</b>	<b>53</b>	<b>59</b>	<b>60</b>	<b>58</b>	<b>49</b>	<b>59</b>	<b>58</b>	<b>63</b>	<b>63</b>	<b>54</b>	<b>59</b>	<b>61</b>	<b>58</b>	<b>55</b>	<b>62</b>
Don't know	6	8	8	5	1	4	6	8	4	6	9	13	10	6	4	7	9	9	9	6	6	8
<b>suffer ill-health</b>																						
Very worried	14	17	9	20	10	25	11	21	14	14	19	14	14	17	20	15	19	14	13	19	19	20
Fairly worried	37	36	39	38	30	33	37	41	39	34	38	26	30	38	44	37	35	30	41	37	34	32
<b>TOTAL WORRIED</b>	<b>51</b>	<b>53</b>	<b>48</b>	<b>58</b>	<b>40</b>	<b>58</b>	<b>48</b>	<b>62</b>	<b>53</b>	<b>48</b>	<b>57</b>	<b>40</b>	<b>44</b>	<b>55</b>	<b>64</b>	<b>52</b>	<b>54</b>	<b>44</b>	<b>54</b>	<b>56</b>	<b>53</b>	<b>52</b>
Not very worried	36	33	37	33	40	30	37	29	37	39	29	33	37	35	28	35	32	39	33	30	35	34
Not at all worried	8	8	9	7	20	8	8	6	10	10	6	16	10	5	6	10	6	8	6	10	9	8
<b>TOTAL NOT WORRIED</b>	<b>44</b>	<b>41</b>	<b>46</b>	<b>40</b>	<b>60</b>	<b>38</b>	<b>45</b>	<b>35</b>	<b>47</b>	<b>49</b>	<b>35</b>	<b>49</b>	<b>47</b>	<b>40</b>	<b>34</b>	<b>45</b>	<b>38</b>	<b>47</b>	<b>39</b>	<b>40</b>	<b>44</b>	<b>42</b>
Don't know	5	6	6	2	0	5	7	3	0	4	7	11	8	5	3	4	8	9	6	5	4	6

## 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	39	99
Male 25 to 39	149	208
Male 40 to 59	339	279
Male 60 +	313	214
Female 18 to 24	65	97
Female 25 to 39	194	209
Female 40 to 59	300	285
Female 60 +	249	257
<b>Region</b>		
North England	385	405
Midlands	218	270
East	141	158
London	278	211
South England	384	377
Wales	91	82
Scotland	151	143
<b>Social Grade</b>		
AB	705	461
C1	437	478
C2	204	346
DE	302	363
<b>Newspaper Type</b>		
Express / Mail	348	234
Sun / Star	127	331
Mirror / Record	69	145
Guardian / Independent	169	73
FT / Times / Telegraph	176	132
Other Paper	284	190
No Paper	475	544
<b>Political Party Identification</b>		
Labour	499	521
Conservative	474	458
Liberal Democrat	140	157
SNP/Plaid Cymru	54	31
Others	142	81
None/ DK	339	400

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)