

**YouGov / The Sun Survey Results**

Sample Size: 1699 GB Adults  
Fieldwork: 1st - 2nd December 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	
<b>Weighted Sample</b>	<b>1699</b>	<b>417</b>	<b>494</b>	<b>126</b>	<b>160</b>	<b>512</b>	<b>437</b>	<b>335</b>	<b>824</b>	<b>875</b>	<b>202</b>	<b>430</b>	<b>581</b>	<b>486</b>	<b>968</b>	<b>731</b>	<b>217</b>	<b>552</b>	<b>364</b>	<b>418</b>	<b>148</b>
<b>Unweighted Sample</b>	<b>1699</b>	<b>414</b>	<b>483</b>	<b>119</b>	<b>188</b>	<b>534</b>	<b>427</b>	<b>354</b>	<b>807</b>	<b>892</b>	<b>115</b>	<b>416</b>	<b>725</b>	<b>443</b>	<b>1110</b>	<b>589</b>	<b>296</b>	<b>550</b>	<b>319</b>	<b>414</b>	<b>120</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**

Con	<b>32</b>	100	0	0	0	76	5	12	30	35	27	31	29	38	37	26	28	45	35	20	16
Lab	<b>38</b>	0	100	0	0	4	84	37	40	36	48	45	38	30	34	43	48	26	38	52	32
Lib Dem	<b>10</b>	0	0	100	0	2	2	38	10	9	10	13	10	7	11	7	9	11	8	9	15
Other	<b>20</b>	0	0	0	100	18	8	14	20	20	15	11	23	24	17	24	15	18	19	19	37

**Other Parties Voting Intention**

UKIP	<b>12</b>	0	0	0	100	16	5	5	13	12	6	4	15	18	10	16	10	15	13	13	1
SNP / PCY	<b>4</b>	0	0	0	0	1	1	1	4	3	3	3	4	5	3	5	1	0	3	0	32
Green	<b>2</b>	0	0	0	0	0	1	6	2	3	5	4	2	0	3	2	4	2	1	3	3
BNP	<b>1</b>	0	0	0	0	0	1	0	0	1	1	0	1	1	0	1	0	0	1	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	1	0	0	2	0	0	1	0	1	1	1	0

**Non Voters**

Would Not Vote	<b>9</b>	0	0	0	0	3	3	6	8	10	16	16	7	3	9	10	6	9	9	10	10
Don't know	<b>15</b>	0	0	0	0	12	11	21	9	20	11	17	15	15	13	17	18	15	13	16	13

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

	Nov 28-29	Dec 01-02																				
Approve	<b>27</b>	<b>28</b>	80	4	37	7	58	7	19	29	26	29	26	25	31	33	20	24	35	29	20	20
Disapprove	<b>56</b>	<b>57</b>	8	92	35	82	25	87	63	58	55	53	52	61	57	53	61	58	47	52	67	69
Don't know	<b>16</b>	<b>16</b>	12	4	28	11	17	7	18	13	19	18	22	14	12	14	19	17	18	18	13	11

Fieldwork: 1st - 2nd December 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
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<b>Weighted Sample</b>	<b>1699</b>	<b>417</b>	<b>494</b>	<b>126</b>	<b>160</b>	<b>512</b>	<b>437</b>	<b>335</b>	<b>824</b>	<b>875</b>	<b>202</b>	<b>430</b>	<b>581</b>	<b>486</b>	<b>968</b>	<b>731</b>	<b>217</b>	<b>552</b>	<b>364</b>	<b>418</b>	<b>148</b>	
Unweighted Sample	1699	414	483	119	188	534	427	354	807	892	115	416	725	443	1110	589	296	550	319	414	120	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov  
24-25

Dec  
01-02

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	41	<b>43</b>	89	15	62	41	75	18	38	45	40	38	40	40	50	50	34	43	51	42	36	31
Bad for the economy	40	<b>41</b>	4	73	25	41	13	69	46	42	41	43	39	46	37	38	46	45	31	42	47	56
Don't know	20	<b>16</b>	7	12	13	18	12	13	16	13	19	20	20	14	13	13	20	12	18	16	17	13

**Being done fairly or unfairly?**

Unfairly	56	<b>57</b>	12	87	57	65	26	86	68	58	55	59	57	61	51	54	61	58	49	54	62	77
Fairly	27	<b>28</b>	77	6	29	21	58	6	22	30	26	23	26	25	36	32	23	27	35	30	23	17
Don't know	17	<b>15</b>	11	6	14	14	17	8	10	11	18	17	14	13	14	17	15	16	16	15	7	

**Necessary or unnecessary?**

Necessary	57	<b>55</b>	93	29	69	53	83	30	51	58	52	54	54	52	60	60	48	57	63	56	47	40
Unnecessary	27	<b>31</b>	3	58	20	30	8	56	35	33	29	32	29	35	27	29	33	32	23	30	36	49
Don't know	16	<b>14</b>	4	13	11	17	8	13	14	9	19	14	17	14	13	11	19	12	14	14	17	11

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

Too deep	40	<b>39</b>	5	72	33	39	12	67	46	42	36	32	37	44	38	38	41	40	32	41	42	53
About the right level	27	<b>29</b>	67	8	41	27	55	12	25	31	27	24	28	26	35	32	25	26	36	29	25	18
Too shallow	13	<b>13</b>	20	9	13	18	18	7	12	15	12	19	12	13	13	15	11	14	15	13	12	12
Don't know	19	<b>18</b>	8	11	14	15	15	13	16	12	25	24	23	16	14	15	23	20	17	16	21	17

**Being done too quickly, too slowly, or at about the right pace?**

Too quickly	42	<b>41</b>	8	75	30	42	15	71	49	43	39	38	36	49	38	39	44	43	32	42	50	48
About the right pace	29	<b>30</b>	65	9	46	25	53	10	30	33	27	24	32	25	37	34	25	29	37	33	22	22
Too slowly	14	<b>13</b>	21	8	14	20	20	7	10	14	13	16	11	13	15	14	13	14	15	12	13	13
Don't know	15	<b>15</b>	6	9	10	13	12	11	11	10	21	22	20	13	10	13	18	14	16	14	15	18

**Having an impact on your own life, or not having an impact on your own life?**

Having an impact on my life	56	<b>57</b>	47	71	51	63	49	70	61	57	58	43	56	65	56	57	59	54	55	59	59	66
Not having an impact on my life	32	<b>30</b>	45	22	40	27	39	22	31	31	30	36	26	27	35	33	27	34	32	30	27	28
Don't know	12	<b>12</b>	9	8	9	10	12	8	9	12	12	20	17	8	10	11	14	12	14	11	14	6

**And who do you think is most to blame for the current spending cuts?**

The last Labour government	34	<b>35</b>	84	5	35	44	75	5	27	38	32	31	26	35	45	38	31	28	45	36	31	20
The Conservative-Liberal Democrat coalition	26	<b>27</b>	4	61	12	19	7	52	28	28	26	32	26	29	23	25	30	30	19	27	31	39
Both	26	<b>26</b>	9	25	37	29	13	34	33	23	29	14	30	28	25	26	26	29	24	25	26	32
Neither	3	<b>4</b>	2	4	6	5	1	4	7	4	3	4	3	4	4	4	3	4	3	5	3	3
Don't know	10	<b>8</b>	1	5	9	3	4	5	6	7	10	19	14	4	4	7	10	9	9	7	10	6

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Unweighted Sample	1699	414	483	119	188	534	427	354	807	892	115	416	725	443	1110	589	296	550	319	414	120	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	24	23	9	34	7	28	15	33	20	20	27	24	24	26	18	18	30	25	15	23	28	34
Fairly worried	43	43	41	42	48	47	43	44	44	40	45	35	46	42	44	42	44	42	45	43	41	40
<b>TOTAL WORRIED</b>	<b>67</b>	<b>66</b>	<b>50</b>	<b>76</b>	<b>55</b>	<b>75</b>	<b>58</b>	<b>77</b>	<b>64</b>	<b>60</b>	<b>72</b>	<b>59</b>	<b>70</b>	<b>68</b>	<b>62</b>	<b>60</b>	<b>74</b>	<b>67</b>	<b>60</b>	<b>66</b>	<b>69</b>	<b>74</b>
Not very worried	23	24	38	18	29	18	32	17	24	28	20	27	21	24	25	29	18	24	28	23	20	21
Not at all worried	6	7	12	4	14	7	9	4	10	8	5	7	5	6	9	9	3	5	8	7	6	3
<b>TOTAL NOT WORRIED</b>	<b>29</b>	<b>31</b>	<b>50</b>	<b>22</b>	<b>43</b>	<b>25</b>	<b>41</b>	<b>21</b>	<b>34</b>	<b>36</b>	<b>25</b>	<b>34</b>	<b>26</b>	<b>30</b>	<b>34</b>	<b>38</b>	<b>21</b>	<b>29</b>	<b>36</b>	<b>30</b>	<b>26</b>	<b>24</b>
Don't know	3	4	1	2	2	1	2	2	2	3	4	7	5	2	3	3	5	4	3	4	4	2

be victims of burglary, robbery or mugging

Very worried	11	9	7	11	6	17	9	10	7	8	11	8	11	10	8	8	11	11	6	10	13	5
Fairly worried	31	33	31	35	23	36	33	39	25	30	35	33	34	29	35	31	34	34	31	35	34	24
<b>TOTAL WORRIED</b>	<b>42</b>	<b>42</b>	<b>38</b>	<b>46</b>	<b>29</b>	<b>53</b>	<b>42</b>	<b>49</b>	<b>32</b>	<b>38</b>	<b>46</b>	<b>41</b>	<b>45</b>	<b>39</b>	<b>43</b>	<b>39</b>	<b>45</b>	<b>45</b>	<b>37</b>	<b>45</b>	<b>47</b>	<b>29</b>
Not very worried	42	43	49	42	53	38	45	39	52	47	40	40	41	47	42	46	40	41	47	37	40	58
Not at all worried	11	10	10	9	16	9	9	9	13	11	8	9	8	10	11	11	8	8	10	12	7	12
<b>TOTAL NOT WORRIED</b>	<b>53</b>	<b>53</b>	<b>59</b>	<b>51</b>	<b>69</b>	<b>47</b>	<b>54</b>	<b>48</b>	<b>65</b>	<b>58</b>	<b>48</b>	<b>49</b>	<b>49</b>	<b>57</b>	<b>53</b>	<b>57</b>	<b>48</b>	<b>49</b>	<b>57</b>	<b>49</b>	<b>47</b>	<b>70</b>
Don't know	6	5	3	4	2	0	4	3	4	4	7	9	7	3	5	4	7	6	5	6	5	1

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

Very worried	24	23	7	36	10	33	14	35	22	21	25	15	20	29	22	20	27	23	19	23	27	29
Fairly worried	42	43	39	46	43	40	41	47	48	41	45	38	45	41	45	45	40	48	45	43	38	39
<b>TOTAL WORRIED</b>	<b>66</b>	<b>66</b>	<b>46</b>	<b>82</b>	<b>53</b>	<b>73</b>	<b>55</b>	<b>82</b>	<b>70</b>	<b>62</b>	<b>70</b>	<b>53</b>	<b>65</b>	<b>70</b>	<b>67</b>	<b>65</b>	<b>67</b>	<b>71</b>	<b>64</b>	<b>66</b>	<b>65</b>	<b>68</b>
Not very worried	24	24	40	13	36	20	34	12	22	27	21	30	25	22	23	24	24	20	27	22	24	24
Not at all worried	5	5	11	2	9	6	8	3	6	8	3	9	4	6	4	7	3	5	6	7	4	6
<b>TOTAL NOT WORRIED</b>	<b>29</b>	<b>29</b>	<b>51</b>	<b>15</b>	<b>45</b>	<b>26</b>	<b>42</b>	<b>15</b>	<b>28</b>	<b>35</b>	<b>24</b>	<b>39</b>	<b>29</b>	<b>28</b>	<b>27</b>	<b>31</b>	<b>27</b>	<b>25</b>	<b>33</b>	<b>29</b>	<b>28</b>	<b>30</b>
Don't know	4	5	3	3	2	1	4	3	3	4	6	7	6	2	5	4	6	4	4	4	7	1

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

Very worried	21	21	13	23	11	42	19	24	14	19	22	9	19	23	25	17	26	19	16	24	25	20
Fairly worried	32	30	34	30	22	31	32	35	24	25	34	32	23	30	34	28	33	27	29	31	29	39
<b>TOTAL WORRIED</b>	<b>53</b>	<b>51</b>	<b>47</b>	<b>53</b>	<b>33</b>	<b>73</b>	<b>51</b>	<b>59</b>	<b>38</b>	<b>44</b>	<b>56</b>	<b>41</b>	<b>42</b>	<b>53</b>	<b>59</b>	<b>45</b>	<b>59</b>	<b>46</b>	<b>45</b>	<b>55</b>	<b>54</b>	<b>59</b>
Not very worried	30	28	32	29	37	14	29	22	34	32	24	34	31	29	20	31	23	29	35	24	24	20
Not at all worried	13	17	18	15	28	11	16	14	24	19	15	17	20	13	18	21	12	18	15	17	18	17
<b>TOTAL NOT WORRIED</b>	<b>43</b>	<b>45</b>	<b>50</b>	<b>44</b>	<b>65</b>	<b>25</b>	<b>45</b>	<b>36</b>	<b>58</b>	<b>51</b>	<b>39</b>	<b>51</b>	<b>51</b>	<b>42</b>	<b>38</b>	<b>52</b>	<b>35</b>	<b>47</b>	<b>50</b>	<b>41</b>	<b>42</b>	<b>37</b>
Don't know	4	5	3	4	2	3	4	5	3	4	6	7	7	5	3	4	6	6	6	4	5	4

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>lose their job / have difficulty finding work</b>																						
Very worried	22	21	9	28	12	36	15	29	19	19	23	24	21	23	19	18	26	23	16	20	29	20
Fairly worried	35	37	40	37	34	27	37	39	36	33	40	40	40	39	31	38	35	35	37	37	33	48
<b>TOTAL WORRIED</b>	<b>57</b>	<b>58</b>	<b>49</b>	<b>65</b>	<b>46</b>	<b>63</b>	<b>52</b>	<b>68</b>	<b>55</b>	<b>52</b>	<b>63</b>	<b>64</b>	<b>61</b>	<b>62</b>	<b>50</b>	<b>56</b>	<b>61</b>	<b>58</b>	<b>53</b>	<b>57</b>	<b>62</b>	<b>68</b>
Not very worried	26	23	29	19	41	20	27	15	30	27	20	17	27	27	18	24	22	22	29	23	19	17
Not at all worried	12	13	19	12	10	13	17	12	12	15	11	9	7	7	27	14	11	13	14	14	12	9
<b>TOTAL NOT WORRIED</b>	<b>38</b>	<b>36</b>	<b>48</b>	<b>31</b>	<b>51</b>	<b>33</b>	<b>44</b>	<b>27</b>	<b>42</b>	<b>42</b>	<b>31</b>	<b>26</b>	<b>34</b>	<b>34</b>	<b>45</b>	<b>38</b>	<b>33</b>	<b>35</b>	<b>43</b>	<b>37</b>	<b>31</b>	<b>26</b>
Don't know	5	5	3	4	3	3	4	5	3	6	5	9	6	4	6	5	6	7	5	5	6	5
<b>lose their home</b>																						
Very worried	15	14	5	20	9	22	8	21	15	13	16	15	13	14	16	11	19	17	11	15	18	13
Fairly worried	26	27	25	30	21	24	26	34	21	25	30	25	31	27	26	27	28	24	25	29	28	34
<b>TOTAL WORRIED</b>	<b>41</b>	<b>41</b>	<b>30</b>	<b>50</b>	<b>30</b>	<b>46</b>	<b>34</b>	<b>55</b>	<b>36</b>	<b>38</b>	<b>46</b>	<b>40</b>	<b>44</b>	<b>41</b>	<b>42</b>	<b>38</b>	<b>47</b>	<b>41</b>	<b>36</b>	<b>44</b>	<b>46</b>	<b>47</b>
Not very worried	36	32	39	30	44	32	34	22	42	35	30	30	37	36	25	35	29	29	37	33	30	26
Not at all worried	19	21	30	16	25	19	29	18	20	24	19	21	14	19	30	23	19	22	22	20	20	22
<b>TOTAL NOT WORRIED</b>	<b>55</b>	<b>53</b>	<b>69</b>	<b>46</b>	<b>69</b>	<b>51</b>	<b>63</b>	<b>40</b>	<b>62</b>	<b>59</b>	<b>49</b>	<b>51</b>	<b>51</b>	<b>55</b>	<b>55</b>	<b>58</b>	<b>48</b>	<b>51</b>	<b>59</b>	<b>53</b>	<b>50</b>	<b>48</b>
Don't know	5	5	2	4	0	3	3	5	2	4	6	10	5	3	4	4	6	8	5	4	5	5
<b>suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																						
Very worried	13	14	3	20	6	24	8	20	13	13	15	14	12	15	15	11	18	15	11	12	19	18
Fairly worried	25	21	18	23	25	27	18	27	19	20	22	20	25	20	20	21	21	24	23	21	20	15
<b>TOTAL WORRIED</b>	<b>38</b>	<b>35</b>	<b>21</b>	<b>43</b>	<b>31</b>	<b>51</b>	<b>26</b>	<b>47</b>	<b>32</b>	<b>33</b>	<b>37</b>	<b>34</b>	<b>37</b>	<b>35</b>	<b>35</b>	<b>32</b>	<b>39</b>	<b>39</b>	<b>34</b>	<b>33</b>	<b>39</b>	<b>33</b>
Not very worried	36	37	43	35	40	30	40	32	41	37	36	41	37	37	33	38	35	32	36	41	33	44
Not at all worried	21	22	32	18	29	15	29	17	24	24	19	16	19	22	26	26	17	21	25	20	20	19
<b>TOTAL NOT WORRIED</b>	<b>57</b>	<b>59</b>	<b>75</b>	<b>53</b>	<b>69</b>	<b>45</b>	<b>69</b>	<b>49</b>	<b>65</b>	<b>61</b>	<b>55</b>	<b>57</b>	<b>56</b>	<b>59</b>	<b>59</b>	<b>64</b>	<b>52</b>	<b>53</b>	<b>61</b>	<b>61</b>	<b>53</b>	<b>63</b>
Don't know	6	6	4	4	1	5	5	4	3	5	8	10	7	5	6	5	9	8	6	6	7	5
<b>suffer ill-health</b>																						
Very worried	19	16	7	23	8	28	11	22	18	13	19	12	12	19	19	13	21	19	13	15	21	14
Fairly worried	36	37	39	38	32	36	40	39	30	33	41	27	32	35	49	34	42	32	38	37	37	46
<b>TOTAL WORRIED</b>	<b>55</b>	<b>53</b>	<b>46</b>	<b>61</b>	<b>40</b>	<b>64</b>	<b>51</b>	<b>61</b>	<b>48</b>	<b>46</b>	<b>60</b>	<b>39</b>	<b>44</b>	<b>54</b>	<b>68</b>	<b>47</b>	<b>63</b>	<b>51</b>	<b>51</b>	<b>52</b>	<b>58</b>	<b>60</b>
Not very worried	32	32	34	30	49	25	30	28	42	35	29	43	39	33	21	37	25	35	34	32	29	31
Not at all worried	7	8	15	5	5	8	12	6	6	11	5	8	10	7	6	10	4	6	9	7	7	7
<b>TOTAL NOT WORRIED</b>	<b>39</b>	<b>40</b>	<b>49</b>	<b>35</b>	<b>54</b>	<b>33</b>	<b>42</b>	<b>34</b>	<b>48</b>	<b>46</b>	<b>34</b>	<b>51</b>	<b>49</b>	<b>40</b>	<b>27</b>	<b>47</b>	<b>29</b>	<b>41</b>	<b>43</b>	<b>39</b>	<b>36</b>	<b>38</b>
Don't know	6	7	6	4	5	3	7	5	5	7	6	11	8	5	6	6	8	8	7	9	6	3

## 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	47	102
Male 25 to 39	158	214
Male 40 to 59	345	287
Male 60 +	257	221
Female 18 to 24	68	100
Female 25 to 39	258	216
Female 40 to 59	380	294
Female 60 +	186	265
<b>Region</b>		
North England	414	418
Midlands	237	279
East England	170	163
London	296	217
South England	380	389
Wales	82	85
Scotland	120	148
<b>Social Grade</b>		
AB	611	476
C1	499	493
C2	256	357
DE	333	374
<b>Newspaper Type</b>		
Express / Mail	297	272
Sun / Star	228	399
Mirror / Record	96	170
Guardian / Independent	104	76
FT / Times / Telegraph	111	161
Other Paper	258	195
No Paper	605	425
<b>Political Party Identification</b>		
Labour	530	544
Conservative	477	476
Liberal Democrat	165	187
SNP/Plaid Cymru	31	29
Others	103	39
None/ DK	393	425

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)