

Sample Size: 1652 GB Adults
Fieldwork: 2nd - 3rd November 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	
Weighted Sample	1652	411	428	99	189	478	417	310	801	851	197	418	565	472	942	710	211	537	354	406	144	
Unweighted Sample	1652	399	409	95	228	495	421	321	794	858	91	341	650	570	1110	542	268	505	322	358	199	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

Oct 19-20
Nov 2-3

Would vote for Britain to remain in the European Union on the new terms	55	52	62	62	75	18	53	55	63	55	49	48	55	51	53	57	45	53	58	47	45	60
Would vote for Britain to leave the European Union	24	27	25	22	18	70	32	29	20	30	23	17	19	30	33	23	31	25	22	31	32	21
Would not vote	5	6	1	3	0	1	1	4	2	5	7	12	8	5	3	4	8	6	4	7	8	4
Don't know	17	15	12	12	7	11	14	12	14	10	21	23	19	14	11	15	16	15	15	16	16	16

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?

Oct 19-20
Nov 2-3

Good for the economy	42	44	87	18	59	45	75	20	41	48	41	36	38	41	56	47	41	49	53	40	37	35
Bad for the economy	38	34	3	66	22	38	12	62	37	37	31	26	34	42	27	32	37	28	27	35	40	51
Don't know	19	22	11	16	19	18	13	18	22	15	28	38	27	17	16	21	23	23	20	25	23	14

Being done fairly or unfairly?

Fairly	27	27	71	7	31	20	59	7	18	29	25	22	20	26	36	29	24	31	31	25	22	23
Unfairly	56	54	13	84	57	67	25	82	65	59	50	47	59	58	49	52	58	47	49	53	62	65
Don't know	17	19	16	9	12	13	17	12	16	12	25	31	21	16	15	19	18	21	20	22	16	12

Necessary or unnecessary?

Necessary	56	55	93	30	69	60	82	33	58	57	53	42	50	55	65	58	51	58	59	56	49	51
Unnecessary	28	27	1	54	16	29	8	51	25	31	23	23	27	31	23	25	29	23	23	23	34	34
Don't know	16	18	7	15	15	11	10	16	16	13	24	35	24	14	12	17	20	19	19	21	17	14

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

Too deep	37	35	5	65	31	39	14	61	39	41	29	23	35	42	31	34	36	34	28	36	39	49
Too shallow	13	12	16	8	9	21	15	10	9	15	9	15	10	12	13	12	12	13	12	10	13	16
About the right level	29	30	66	13	45	20	54	11	31	29	31	27	25	29	38	32	28	31	38	30	24	17
Don't know	21	23	13	15	15	20	17	18	21	14	31	35	30	17	19	22	24	23	22	24	24	18

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		Oct 19-20	Nov 2-3																			
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	27	22	7	34	18	30	10	34	27	19	24	17	22	24	20	19	25	23	20	19	26	20
Fairly worried	36	41	33	43	47	43	37	40	41	39	42	38	35	42	45	40	41	33	37	47	41	47
TOTAL WORRIED	63	63	40	77	65	73	47	74	68	58	66	55	57	66	65	59	66	56	57	66	67	67
Not very worried	26	26	48	14	32	18	41	15	27	30	23	25	28	24	28	31	20	27	32	22	22	25
Not at all worried	5	6	10	4	4	7	9	5	3	8	4	4	5	6	6	5	6	7	7	4	5	5
TOTAL NOT WORRIED	31	32	58	18	36	25	50	20	30	38	27	29	33	30	34	36	26	34	39	26	27	30
Don't know	5	6	3	5	0	3	4	6	2	4	8	16	10	4	1	5	8	10	5	7	6	3
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	17	16	11	15	6	37	13	20	13	16	16	16	12	18	18	11	23	14	13	20	18	17
Fairly worried	28	28	29	27	21	31	30	27	25	26	30	24	26	31	29	27	29	21	28	30	33	23
TOTAL WORRIED	45	44	40	42	27	68	43	47	38	42	46	40	38	49	47	38	52	35	41	50	51	40
Not very worried	31	31	36	32	41	18	34	29	36	32	31	22	34	33	31	35	27	31	35	32	24	37
Not at all worried	18	18	21	21	31	8	18	17	22	22	15	26	20	14	19	22	14	25	20	13	18	18
TOTAL NOT WORRIED	49	49	57	53	72	26	52	46	58	54	46	48	54	47	50	57	41	56	55	45	42	55
Don't know	7	6	3	5	1	6	5	5	4	4	8	12	9	4	4	5	8	10	5	5	6	4
lose their job / have difficulty finding work																						
Very worried	19	17	7	23	7	25	11	22	14	16	17	17	17	20	12	13	21	18	13	19	19	18
Fairly worried	33	34	32	36	32	32	28	36	40	33	35	38	37	38	27	35	33	33	33	36	34	40
TOTAL WORRIED	52	51	39	59	39	57	39	58	54	49	52	55	54	58	39	48	54	51	46	55	53	58
Not very worried	28	27	32	24	35	25	31	24	30	27	28	22	30	30	25	32	22	24	32	27	25	25
Not at all worried	14	15	24	11	22	11	24	12	13	18	13	12	8	9	31	15	16	17	18	13	14	13
TOTAL NOT WORRIED	42	42	56	35	57	36	55	36	43	45	41	34	38	39	56	47	38	41	50	40	39	38
Don't know	7	6	4	6	3	7	6	6	4	5	7	11	8	4	6	5	8	9	5	5	8	4
lose their home																						
Very worried	12	10	3	16	3	14	7	17	7	10	11	8	12	10	10	7	15	14	8	11	13	8
Fairly worried	25	25	20	25	15	28	22	27	26	24	26	28	24	26	23	25	25	21	27	25	25	24
TOTAL WORRIED	37	35	23	41	18	42	29	44	33	34	37	36	36	36	33	32	40	35	35	36	38	32
Not very worried	37	36	40	36	50	32	35	34	41	36	36	32	39	38	33	41	29	31	36	43	30	41
Not at all worried	20	23	34	18	30	22	33	17	22	26	21	18	17	23	32	22	24	25	24	17	26	23
TOTAL NOT WORRIED	57	59	74	54	80	54	68	51	63	62	57	50	56	61	65	63	53	56	60	60	56	64
Don't know	6	6	3	5	2	4	4	4	4	4	7	14	8	3	3	4	7	9	5	5	7	3

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

	Oct 19-20	Nov 2-3																				
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	12	10	3	17	1	14	8	15	7	12	9	9	9	13	9	8	13	14	7	10	12	11
Fairly worried	22	23	14	25	20	25	15	27	24	23	23	23	25	23	22	23	23	23	22	25	22	25
TOTAL WORRIED	34	33	17	42	21	39	23	42	31	35	32	32	34	36	31	31	36	37	29	35	34	36
Not very worried	37	37	45	35	47	33	39	31	47	34	40	41	37	39	33	39	35	31	39	42	34	37
Not at all worried	22	23	33	18	30	20	33	19	20	25	20	14	18	22	31	24	21	22	25	18	24	22
TOTAL NOT WORRIED	59	60	78	53	77	53	72	50	67	59	60	55	55	61	64	63	56	53	64	60	58	59
Don't know	7	7	5	6	2	9	5	7	3	5	8	13	10	3	5	6	7	10	7	5	7	5
suffer ill-health																						
Very worried	16	15	6	23	10	21	11	23	13	14	16	10	13	17	17	10	21	11	13	16	19	15
Fairly worried	38	39	36	43	41	39	39	40	42	38	41	36	34	36	49	40	39	36	39	43	39	38
TOTAL WORRIED	54	54	42	66	51	60	50	63	55	52	57	46	47	53	66	50	60	47	52	59	58	53
Not very worried	32	33	48	22	44	27	39	24	39	34	32	31	35	37	27	38	26	33	39	29	28	33
Not at all worried	7	7	7	6	4	7	7	7	4	10	5	12	10	6	4	8	7	11	5	7	7	11
TOTAL NOT WORRIED	39	40	55	28	48	34	46	31	43	44	37	43	45	43	31	46	33	44	44	36	35	44
Don't know	7	6	4	6	1	6	4	7	2	4	7	10	8	4	3	5	6	8	5	4	7	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.
Age and Gender		
Male 18 to 24	41	99
Male 25 to 39	140	208
Male 40 to 59	314	279
Male 60 +	299	215
Female 18 to 24	50	97
Female 25 to 39	201	210
Female 40 to 59	336	286
Female 60 +	271	258
Region		
North England	358	406
Midlands	233	271
East	138	159
London	268	211
South England	367	378
Wales	89	83
Scotland	199	144
Social Grade		
AB	669	463
C1	441	479
C2	227	347
DE	315	363
Newspaper Type		
Express / Mail	350	235
Sun / Star	171	332
Mirror / Record	104	145
Guardian / Independent	129	73
FT / Times / Telegraph	151	132
Other Paper	252	190
No Paper	495	545
Political Party Identification		
Labour	507	522
Conservative	448	459
Liberal Democrat	133	157
SNP/Plaid Cymru	57	31
Others	139	81
None/ DK	368	401

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