

YouGov / The Sun Survey Results

Sample Size: 1902 GB Adults

Fieldwork: 11th - 12th December 2013

	Voting intention				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 1902	504	568	134	157	591	450	403	922	980	226	481	650	544	1084	818	243	618	407	468	165
Unweighted Sample 1902	458	614	110	189	582	493	404	900	1002	140	477	734	551	1243	659	290	608	361	473	170
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If Labour had won the last election and formed a government, do you think the economy would be doing better, doing worse, or would it be much the same?

Doing better	21	1	56	9	8	3	50	21	21	20	17	20	24	20	18	24	24	16	19	24	30
Doing worse	42	88	6	56	58	78	12	35	45	39	29	35	42	53	46	36	38	48	46	38	29
Much the same	26	9	32	30	30	14	29	33	26	27	26	32	26	21	26	27	29	24	25	27	31
Don't know	11	2	6	5	3	4	8	11	7	14	27	13	8	6	9	13	9	12	10	11	11

And if Labour had won the last election and formed a government, do you think you and your family would now be financially better off than you are today, worse off, or would you be much the same?

Better off than I am today	25	4	60	7	18	8	54	23	27	24	30	25	27	21	21	30	26	21	24	31	27
Worse off than I am today	32	69	6	41	49	63	7	28	37	28	21	24	34	44	35	29	31	38	33	28	25
Much the same as I am today	31	22	29	46	30	22	30	40	29	34	27	37	30	31	34	28	35	30	32	30	35
Don't know	11	6	5	6	3	7	9	9	7	15	22	15	10	4	10	13	9	12	11	11	13

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	62	114
	Male 25 to 39	204	240
	Male 40 to 59	355	321
	Male 60 +	279	247
	Female 18 to 24	78	112
	Female 25 to 39	273	242
	Female 40 to 59	379	329
	Female 60 +	272	297
Region			
	North England	473	468
	Midlands	283	312
	1	172	183
	London	290	243
	South England	436	436
	Wales	78	95
	Scotland	170	165
Social Grade			
	AB	715	533
	C1	528	552
	C2	291	399
	DE	368	418
Newspaper Type			
	Express / Mail	339	304
	Sun / Star	212	447
	Mirror / Record	131	190
	Guardian / Independent	148	86
	FT / Times / Telegraph	127	181
	Other Paper	292	219
	No Paper	653	476
Political Party Identification			
	Labour	674	609
	Conservative	519	533
	Liberal Democrat	149	209
	SNP/Plaid Cymru	45	32
	Others	110	44
	None/ DK	405	476

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