

YouGov / The Sun Survey Results

Sample Size: 1736 GB Adults
Fieldwork: 27th - 28th October 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	1736	420	548	128	161	538	430	359	842	894	204	439	594	499	990	746	222	564	372	427	151	
Unweighted Sample	1736	443	530	113	189	559	431	375	829	907	114	439	671	512	1141	595	324	562	333	379	138	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	74	3	9	32	30	17	29	31	37	33	28	26	39	36	24	19
Lab	40	0	100	0	0	7	89	35	37	44	48	43	44	33	40	41	53	29	37	50	42
Lib Dem	9	0	0	100	0	2	1	36	9	10	12	12	7	9	11	7	11	12	8	7	7
Other	19	0	0	0	100	17	6	20	22	16	24	15	18	21	16	23	10	19	19	19	32

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	2	9	14	10	10	8	11	17	9	15	6	15	14	12	4
SNP / PCY	3	0	0	0	0	0	2	2	3	3	2	2	4	3	2	4	1	0	2	0	26
Green	3	0	0	0	0	0	1	7	3	2	7	3	3	1	3	2	2	4	1	3	1
BNP	1	0	0	0	0	1	1	0	1	1	4	2	1	0	1	2	0	0	1	3	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	1	0	0	1	0	1

Non Voters

Would Not Vote	9	0	0	0	0	4	1	5	8	9	17	13	8	2	9	8	7	9	9	9	7
Don't know	13	0	0	0	0	10	9	18	8	18	16	17	11	11	12	15	17	15	11	13	8

Oct 24-25 Oct 27-28

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

Approve	27	29	81	4	44	14	58	8	24	34	24	18	31	27	34	31	26	27	32	30	27	22
Disapprove	59	57	9	89	41	73	31	84	60	55	58	56	53	60	57	54	60	56	52	57	62	62
Don't know	14	14	10	7	15	13	11	8	16	11	17	27	16	13	9	14	14	17	16	13	11	16

Sept 29-30 Oct 27-28

Do you think Britain would be better or worse off economically if we left the European Union, or would it make no difference?

Better off	32	34	47	22	23	69	53	19	22	34	33	27	25	35	43	31	38	28	35	37	35	28
Worse off	32	34	27	47	51	10	23	46	45	38	30	38	33	34	32	40	25	46	30	35	32	30
Would make no difference	18	16	15	15	13	17	15	16	15	16	15	11	20	18	11	14	18	11	17	14	16	21
Don't know	18	17	12	16	13	3	10	18	18	12	22	23	22	13	14	15	19	15	17	14	17	22

Fieldwork: 27th - 28th October 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	1736	420	548	128	161	538	430	359	842	894	204	439	594	499	990	746	222	564	372	427	151	
Unweighted Sample	1736	443	530	113	189	559	431	375	829	907	114	439	671	512	1141	595	324	562	333	379	138	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept
29-30

Oct 27-
28

Do you think Britain would have more or less influence in the world if we left the European Union, or would it make no difference?

Would have more influence	14	12	17	9	4	22	16	10	6	13	11	6	10	12	15	11	12	10	12	12	11	12
Would have less influence	37	38	33	49	60	15	29	45	51	42	34	40	40	39	34	46	27	50	37	40	31	36
Would make no difference	38	37	43	29	26	58	45	33	30	37	36	33	30	37	44	32	44	30	35	36	43	37
Don't know	11	14	8	13	9	5	9	12	13	8	19	21	20	12	8	12	17	10	16	11	15	15

Do you think it would be good or bad for jobs and employment if Britain left the European Union, or would it make no difference?

Would be good for jobs and employment	34	32	40	22	27	63	45	21	23	33	31	27	24	35	37	30	34	28	31	34	34	31
Would be bad for jobs and employment	28	31	27	42	51	10	22	40	45	38	25	29	33	31	31	38	21	40	30	34	26	28
Would make no difference	21	19	22	19	10	22	22	18	17	18	20	14	18	21	20	16	24	16	21	18	19	24
Don't know	17	18	10	18	12	5	11	21	15	11	25	30	25	13	12	15	21	16	19	14	21	17

And do you think you personally would be better or worse off if we left the European Union, or would it make no difference?

Better off	21	23	29	15	12	57	36	15	13	26	20	12	18	27	27	21	25	17	21	27	25	24
Worse off	18	19	14	27	29	5	12	25	28	24	15	27	21	19	15	24	13	29	21	18	14	17
Would make no difference	42	39	46	40	47	33	41	41	41	38	41	32	35	39	46	38	40	36	40	40	39	39
Don't know	18	18	11	18	11	5	11	20	19	12	24	29	25	15	12	16	21	18	18	14	22	20

Fieldwork: 27th - 28th October 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
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 13-14	Oct 27-28																				
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	43	40	83	16	52	43	69	16	36	46	35	32	40	39	46	43	37	42	45	43	35	28
Bad for the economy	39	39	6	68	35	38	17	64	43	37	40	29	35	43	40	39	38	41	29	39	46	49
Don't know	18	21	11	17	13	19	14	20	21	17	25	39	25	18	14	18	26	18	26	19	19	23
Being done fairly or unfairly?																						
Fairly	32	28	69	8	30	30	55	9	17	34	22	16	29	28	30	29	26	28	33	28	23	21
Unfairly	54	55	18	83	50	57	30	79	66	53	56	53	48	58	57	54	55	58	49	52	58	64
Don't know	13	18	14	9	20	13	15	12	16	13	22	31	22	14	13	17	19	14	18	20	19	15
Necessary or unnecessary?																						
Necessary	60	55	91	30	68	63	83	31	54	59	51	45	54	56	59	58	51	54	62	56	50	44
Unnecessary	27	29	4	54	25	27	9	52	34	29	30	23	25	34	30	29	30	32	23	27	35	39
Don't know	13	16	5	16	7	11	9	17	11	12	19	32	21	10	11	13	18	14	15	17	15	17
Too deep, too shallow or at about the right level?																						
Too deep	38	38	7	66	32	33	17	64	45	39	37	28	34	42	42	39	38	39	35	36	43	43
Too shallow	13	13	21	9	11	20	19	8	9	16	10	12	15	12	13	13	13	14	16	11	10	10
About the right level	31	28	60	10	39	27	49	13	27	31	26	26	26	28	32	30	26	28	29	33	26	22
Don't know	17	21	12	16	17	19	14	15	19	14	27	35	26	18	14	18	24	19	21	20	21	25
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	40	41	7	70	42	40	19	66	47	41	41	31	36	47	42	40	42	45	35	39	45	48
Too slowly	12	12	21	8	8	19	19	8	6	14	10	11	11	12	13	12	12	9	14	11	11	11
About the right pace	33	30	66	9	37	25	52	13	29	33	27	26	30	28	34	33	25	30	32	33	28	20
Don't know	14	17	7	13	12	16	10	13	17	12	22	32	23	13	11	15	21	15	19	17	16	21
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	57	54	42	68	41	57	49	63	52	55	53	51	48	60	54	53	55	52	52	55	58	52
Not having an impact on my life	33	34	50	25	55	29	43	28	40	36	33	32	35	30	39	37	31	38	36	33	32	34
Don't know	10	11	8	8	4	14	9	8	9	9	14	17	17	9	7	10	13	10	12	12	10	14
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	23	28	4	63	16	8	9	59	29	27	30	29	25	30	28	28	28	31	22	24	36	35
The last Labour government	38	35	82	5	50	43	70	6	27	42	29	21	33	37	41	37	33	30	42	38	30	26
Both	28	26	10	23	26	43	16	25	36	23	29	31	23	27	26	25	28	25	27	27	23	31
Neither	5	3	3	3	5	2	2	4	3	3	3	1	3	3	3	3	2	6	2	4	2	1
Don't know	7	8	2	5	3	3	3	7	5	6	10	19	15	3	2	7	9	7	7	7	9	7

Fieldwork: 27th - 28th October 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
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 13-14	Oct 27-28																				
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	25	23	9	32	11	26	15	32	19	18	28	21	25	27	19	19	29	25	17	27	27	26
Fairly worried	40	41	40	43	49	45	40	41	45	39	44	33	42	40	45	41	42	39	42	41	41	44
TOTAL NOT WORRIED	65	64	49	75	60	71	55	73	64	57	72	54	67	67	64	60	71	64	59	68	68	70
Not very worried	24	27	38	20	35	24	34	18	29	32	22	27	25	26	29	31	21	27	32	25	22	25
Not at all worried	8	6	12	3	4	3	9	6	4	7	4	8	4	6	6	6	5	7	6	7	6	2
TOTAL NOT WORRIED	32	33	50	23	39	27	43	24	33	39	26	35	29	32	35	37	26	34	38	32	28	27
Don't know	3	3	1	3	2	2	2	2	3	4	2	12	3	1	1	3	4	2	4	1	4	2
be victims of burglary, robbery or mugging																						
Very worried	9	10	5	13	3	10	8	13	5	7	13	7	12	11	9	7	14	12	8	9	15	7
Fairly worried	31	28	28	30	18	36	28	33	22	28	29	23	31	28	29	28	28	30	29	28	29	20
TOTAL NOT WORRIED	40	38	33	43	21	46	36	46	27	35	42	30	43	39	38	35	42	42	37	37	44	27
Not very worried	44	46	48	43	53	47	47	42	53	48	44	48	45	47	45	48	43	45	46	47	43	55
Not at all worried	12	12	16	10	23	6	14	9	15	13	11	12	8	12	14	13	10	9	13	14	8	14
TOTAL NOT WORRIED	56	58	64	53	76	53	61	51	68	61	55	60	53	59	59	61	53	54	59	61	51	69
Don't know	4	4	2	4	3	2	3	3	4	5	3	10	4	2	3	4	4	3	4	2	6	4
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	23	22	8	34	12	21	15	35	18	18	26	12	21	26	24	18	29	24	15	24	28	25
Fairly worried	42	40	30	44	49	45	34	42	52	36	44	45	38	39	42	42	37	33	44	36	42	42
TOTAL NOT WORRIED	65	62	38	78	61	66	49	77	70	54	70	57	59	65	66	60	66	57	59	60	70	67
Not very worried	26	28	49	18	31	26	39	17	23	34	23	23	31	28	29	31	25	33	31	31	21	28
Not at all worried	5	5	11	2	5	6	9	5	4	8	3	8	5	6	4	6	5	7	5	7	5	1
TOTAL NOT WORRIED	31	33	60	20	36	32	48	22	27	42	26	31	36	34	33	37	30	40	36	38	26	29
Don't know	3	4	2	3	2	2	3	2	3	4	3	11	4	3	2	3	4	3	5	2	4	4

Fieldwork: 27th - 28th October 2013

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

	Oct 13-14	Oct 27-28																				
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	19	19	13	19	4	31	19	20	16	18	20	10	15	23	23	15	26	18	13	21	24	25
Fairly worried	30	29	30	31	23	40	29	35	27	29	30	30	27	29	32	27	32	26	32	26	32	24
TOTAL NOT WORRIED	49	48	43	50	27	71	48	55	43	47	50	40	42	52	55	42	58	44	45	47	56	49
Not very worried	32	32	37	31	46	22	34	29	35	33	32	28	38	31	31	36	27	35	32	34	27	40
Not at all worried	15	14	19	14	21	4	14	13	18	16	13	19	16	15	11	18	10	17	17	16	10	8
TOTAL NOT WORRIED	47	46	56	45	67	26	48	42	53	49	45	47	54	46	42	54	37	52	49	50	37	48
Don't know	4	5	2	5	5	3	4	3	5	4	5	13	5	3	3	5	5	5	6	2	7	3
lose their job / have difficulty finding work																						
Very worried	20	20	8	28	6	20	13	28	18	16	24	19	18	23	19	16	26	17	15	21	25	29
Fairly worried	37	35	28	39	39	41	30	39	37	33	37	41	37	35	30	35	34	36	34	33	37	33
TOTAL NOT WORRIED	57	55	36	67	45	61	43	67	55	49	61	60	55	58	49	51	60	53	49	54	62	62
Not very worried	28	29	43	22	38	22	36	23	30	34	25	23	35	31	26	33	24	32	33	32	22	27
Not at all worried	11	10	18	7	14	10	16	7	11	11	9	5	5	8	20	11	9	10	11	12	10	6
TOTAL NOT WORRIED	39	39	61	29	52	32	52	30	41	45	34	28	40	39	46	44	33	42	44	44	32	33
Don't know	5	5	3	4	3	6	5	4	4	6	5	11	6	3	5	4	6	5	7	3	6	5
lose their home																						
Very worried	15	13	7	19	6	15	10	18	11	11	16	9	12	15	15	9	20	15	11	15	15	13
Fairly worried	29	26	16	32	25	32	20	33	25	21	31	22	30	23	28	24	29	25	23	26	30	29
TOTAL NOT WORRIED	44	39	23	51	31	47	30	51	36	32	47	31	42	38	43	33	49	40	34	41	45	42
Not very worried	35	38	48	33	40	35	42	32	39	43	32	42	43	40	29	43	31	39	42	38	31	39
Not at all worried	18	17	28	12	25	12	24	13	19	20	15	14	9	19	24	20	14	17	19	17	16	14
TOTAL NOT WORRIED	53	55	76	45	65	47	66	45	58	63	47	56	52	59	53	63	45	56	61	55	47	53
Don't know	3	5	2	5	4	7	4	3	6	6	5	13	6	3	5	5	6	5	5	4	7	5
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	13	12	5	18	5	18	9	17	10	10	15	8	12	13	15	8	17	13	9	15	14	13
Fairly worried	23	23	18	25	17	26	21	26	22	24	23	21	27	21	23	22	25	22	22	25	25	22
TOTAL NOT WORRIED	36	35	23	43	22	44	30	43	32	34	38	29	39	34	38	30	42	35	31	40	39	35
Not very worried	39	37	39	36	50	35	35	35	40	36	38	41	40	38	33	41	32	38	40	37	32	41
Not at all worried	19	21	34	16	24	17	28	17	23	24	18	17	16	24	24	18	22	23	20	21	17	17
TOTAL NOT WORRIED	58	58	73	52	74	52	63	52	63	60	56	58	56	62	57	65	50	60	63	57	53	58
Don't know	5	6	3	5	3	3	6	5	5	6	5	12	4	4	6	5	7	5	6	3	8	8

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

	Oct 13-14	Oct 27-28	Con		Lab		Lib Dem		UKIP		Male		Female		ABC1		C2DE		London	Rest of South	Midlands / Wales	North	Scotland
suffer ill-health																							
Very worried	16	15	7	19	13	19	13	20	12	10	20	10	13	15	20	12	19	12	13	15	20	14	
Fairly worried	37	35	34	39	29	38	34	39	36	32	39	22	34	35	43	34	37	35	35	35	33	44	
TOTAL NOT WORRIED	53	50	41	58	42	57	47	59	48	42	59	32	47	50	63	46	56	47	48	50	53	58	
Not very worried	35	36	45	32	46	30	39	31	38	41	32	38	39	41	28	41	30	38	38	39	32	34	
Not at all worried	7	7	10	5	7	8	8	6	7	10	5	18	9	6	3	7	7	11	7	6	8	2	
TOTAL NOT WORRIED	42	43	55	37	53	38	47	37	45	51	37	56	48	47	31	48	37	49	45	45	40	36	
Don't know	4	6	4	5	6	5	5	4	7	6	5	13	5	4	5	6	6	5	6	5	6	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.
Age and Gender		
Male 18 to 24	49	104
Male 25 to 39	199	219
Male 40 to 59	307	293
Male 60 +	274	226
Female 18 to 24	66	102
Female 25 to 39	240	220
Female 40 to 59	364	300
Female 60 +	237	271
Region		
North England	379	427
Midlands	246	285
East England	151	167
London	324	222
South England	411	398
Wales	87	87
Scotland	138	151
Social Grade		
AB	642	486
C1	499	503
C2	245	365
DE	350	382
Newspaper Type		
Express / Mail	360	278
Sun / Star	175	408
Mirror / Record	70	174
Guardian / Independent	109	78
FT / Times / Telegraph	118	165
Other Paper	262	200
No Paper	642	434
Political Party Identification		
Labour	558	556
Conservative	508	486
Liberal Democrat	164	191
SNP/Plaid Cymru	45	30
Others	107	40
None/ DK	354	434

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