

YouGov / The Sun Survey Results

Sample Size: 1681 GB Adults
Fieldwork: 24th - 25th November 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	1681	400	491	126	144	529	414	342	815	866	200	425	575	481	958	723	215	546	360	414	146	
Unweighted Sample	1681	414	474	115	183	535	405	370	776	905	92	421	660	508	1129	552	265	537	339	407	133	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	73	4	9	32	32	24	36	28	38	37	26	31	42	31	26	22
Lab	40	0	100	0	0	8	85	33	39	40	53	39	42	33	35	47	36	31	40	50	44
Lib Dem	10	0	0	100	0	1	3	39	10	10	10	14	10	8	11	9	18	12	4	10	7
Other	18	0	0	0	100	18	8	19	19	17	14	12	20	21	17	19	14	15	24	14	27

Other Parties Voting Intention

UKIP	12	0	0	0	100	16	4	12	11	12	2	7	13	16	9	15	8	12	15	12	5
SNP / PCY	3	0	0	0	0	1	3	2	4	1	4	2	3	2	4	1	2	0	3	0	21
Green	2	0	0	0	0	0	1	4	1	3	3	3	2	1	3	1	3	2	2	1	1
BNP	1	0	0	0	0	0	0	0	1	1	3	1	0	1	0	1	0	1	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	0	0	0	1	1	1	1	1	0	2	0	0

Non Voters

Would Not Vote	8	0	0	0	0	4	2	4	9	7	17	14	6	3	8	9	5	10	6	9	13
Don't know	18	0	0	0	0	13	11	28	13	23	19	22	18	15	16	21	19	19	20	18	9

Nov 21-22
Nov 24-25

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

Approve	30	28	81	4	38	14	56	10	21	31	25	18	30	26	32	34	20	32	32	27	24	19
Disapprove	55	56	10	88	44	80	31	82	64	57	55	53	49	60	59	52	61	51	51	57	61	64
Don't know	15	16	9	8	17	6	13	9	15	12	20	30	21	14	9	14	19	17	16	16	15	17

Fieldwork: 24th - 25th November 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
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Unweighted Sample	1681	414	474	115	183	535	405	370	776	905	92	421	660	508	1129	552	265	537	339	407	133	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Oct 27-28	Nov 24-25																				
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	34	33	45	19	16	80	51	22	21	32	33	22	24	34	42	30	36	35	33	32	28	41
Worse off	34	34	25	45	65	6	20	44	49	39	29	31	37	33	32	39	26	35	33	32	36	31
Would make no difference	16	16	19	19	11	10	18	15	16	16	16	15	18	16	14	15	17	16	17	19	15	9
Don't know	17	18	10	17	8	5	12	18	14	14	22	33	20	17	11	16	20	14	17	17	21	20
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	12	12	17	8	9	24	18	8	8	12	12	11	9	11	16	10	14	16	12	11	10	11
Would have less influence	38	35	30	46	58	13	23	47	49	39	31	30	41	34	32	40	27	35	35	39	32	31
Would make no difference	37	38	48	30	29	57	51	29	33	41	35	28	29	43	44	37	40	32	40	37	37	42
Don't know	14	15	5	17	4	6	8	16	10	9	21	31	22	11	8	13	19	16	13	13	21	16
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	32	33	41	24	23	61	44	27	24	31	34	29	27	32	39	30	36	38	35	33	25	34
Would be bad for jobs and employment	31	29	23	39	58	3	19	37	44	35	24	24	31	30	29	32	25	32	29	31	29	23
Would make no difference	19	20	24	19	12	29	24	17	17	19	20	9	19	23	21	21	18	15	18	20	23	22
Don't know	18	18	12	17	7	6	13	19	16	15	21	38	23	14	11	17	20	14	18	15	23	20
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	23	22	32	14	11	49	33	18	12	26	18	20	20	21	25	21	23	26	23	21	18	22
Worse off	19	19	12	25	50	0	10	24	29	21	16	22	20	20	15	22	15	21	19	18	19	12
Would make no difference	39	41	48	40	30	46	46	38	44	40	41	20	35	44	49	42	39	35	39	44	41	42
Don't know	18	19	8	20	9	4	11	20	15	13	24	38	25	15	11	16	23	18	18	16	21	24

Fieldwork: 24th - 25th November 2013

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

	Nov 10-11	Nov 24-25																				
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	39	41	84	14	51	52	70	17	36	44	37	34	38	38	49	47	32	46	46	41	33	29
Bad for the economy	44	40	10	69	35	36	16	69	45	42	38	30	36	45	40	36	45	38	31	42	46	50
Don't know	17	20	7	17	14	12	14	14	19	15	25	36	25	17	11	17	23	17	22	17	20	21
Being done fairly or unfairly?																						
Fairly	27	27	68	6	38	27	53	10	19	29	25	24	29	23	31	32	20	30	34	27	20	17
Unfairly	57	56	15	85	47	63	29	80	69	59	54	58	51	61	55	51	64	52	50	58	62	69
Don't know	16	17	17	9	14	10	18	10	11	12	21	19	20	15	14	17	16	18	16	15	18	14
Necessary or unnecessary?																						
Necessary	56	57	91	30	79	67	86	35	58	59	55	51	58	52	65	63	49	58	62	61	50	47
Unnecessary	30	27	4	53	14	25	5	49	32	29	25	20	25	32	24	22	32	28	20	25	31	38
Don't know	15	16	6	17	7	7	9	17	10	12	20	29	17	16	10	15	18	14	18	13	19	15
Too deep, too shallow or at about the right level?																						
Too deep	43	40	10	67	25	41	19	65	47	45	35	37	32	47	39	36	45	37	33	43	43	51
Too shallow	11	13	21	9	20	18	19	9	9	16	11	15	16	11	13	15	11	17	14	10	13	12
About the right level	29	27	60	7	43	32	49	9	28	27	28	13	28	25	36	32	22	28	32	29	23	17
Don't know	18	19	9	17	12	10	13	17	16	12	26	35	24	17	12	17	22	18	21	17	20	19
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	43	42	10	72	25	41	19	70	51	47	38	41	34	50	42	39	48	39	36	44	49	46
Too slowly	12	14	26	6	21	19	22	8	9	17	11	15	17	11	14	16	11	18	15	12	11	13
About the right pace	30	29	58	11	47	32	51	12	28	27	31	19	31	26	36	33	25	29	33	32	25	21
Don't know	14	15	5	12	8	8	8	11	12	9	20	25	19	14	7	13	17	14	15	12	15	20
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	58	56	42	65	50	69	50	65	59	56	55	51	52	63	52	53	58	54	55	55	57	58
Not having an impact on my life	31	32	51	24	45	27	42	25	33	33	31	27	32	26	41	36	26	37	29	35	31	29
Don't know	11	12	7	11	4	4	8	10	9	10	14	22	16	11	7	10	15	9	16	10	12	13

Fieldwork: 24th - 25th November 2013

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

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

The Conservative-Liberal Democrat coalition	26	26	4	57	21	16	4	58	29	28	24	21	22	29	29	23	31	27	20	26	32	34
The last Labour government	35	34	83	4	39	48	74	5	24	38	31	27	33	31	42	38	30	36	42	35	28	21
Both	29	26	10	26	27	35	16	24	37	24	28	19	29	30	22	28	24	25	22	29	26	37
Neither	4	3	2	4	5	0	1	5	4	4	3	5	4	3	3	4	2	4	4	2	4	1
Don't know	6	10	2	9	7	1	4	8	6	6	14	28	12	7	4	8	13	7	13	8	10	7
Nov 10-11		Nov 24-25																				

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	24	11	33	14	32	14	34	21	22	27	23	26	30	17	18	33	24	21	26	25	34
Fairly worried	43	43	34	46	47	47	41	45	45	42	44	50	43	42	42	42	44	45	45	41	44	37
TOTAL WORRIED	68	67	45	79	61	79	55	79	66	64	71	73	69	72	59	60	77	69	66	67	69	71
Not very worried	25	23	41	16	33	15	34	15	27	26	21	16	22	18	34	29	16	19	25	26	23	19
Not at all worried	6	6	12	4	7	5	9	4	6	8	4	5	5	6	7	8	4	8	6	5	5	7
TOTAL NOT WORRIED	31	29	53	20	40	20	43	19	33	34	25	21	27	24	41	37	20	27	31	31	28	26
Don't know	2	3	2	2	0	1	2	2	1	2	4	5	4	3	0	3	3	5	3	2	3	2

be victims of burglary, robbery or mugging

Very worried	10	11	7	12	9	16	9	11	10	8	13	6	14	10	10	8	14	14	8	13	11	9
Fairly worried	32	31	26	33	23	38	30	35	24	30	32	32	28	31	32	27	36	27	31	29	34	31
TOTAL WORRIED	42	42	33	45	32	54	39	46	34	38	45	38	42	41	42	35	50	41	39	42	45	40
Not very worried	46	42	49	37	57	32	44	39	50	44	39	43	43	39	43	49	33	41	45	43	38	38
Not at all worried	8	11	15	11	12	11	12	10	13	13	10	7	10	14	11	12	11	10	11	10	10	20
TOTAL NOT WORRIED	54	53	64	48	69	43	56	49	63	57	49	50	53	53	54	61	44	51	56	53	48	58
Don't know	4	6	4	6	0	3	4	5	4	5	6	11	6	5	4	5	7	7	6	5	6	2

Fieldwork: 24th - 25th November 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
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Unweighted Sample	1681	414	474	115	183	535	405	370	776	905	92	421	660	508	1129	552	265	537	339	407	133	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very worried	27	24	9	36	14	29	13	35	23	21	27	16	19	30	25	19	31	23	19	25	27	32
Fairly worried	41	42	32	45	49	47	38	44	47	39	45	48	40	38	47	43	40	39	44	39	43	44
TOTAL WORRIED	68	66	41	81	63	76	51	79	70	60	72	64	59	68	72	62	71	62	63	64	70	76
Not very worried	24	24	45	12	29	19	38	14	21	27	22	18	30	23	24	29	18	29	26	27	21	15
Not at all worried	5	5	11	5	7	3	8	4	5	8	3	8	6	6	3	6	4	5	5	4	5	8
TOTAL NOT WORRIED	29	29	56	17	36	22	46	18	26	35	25	26	36	29	27	35	22	34	31	31	26	23
Don't know	3	4	3	3	2	1	2	3	3	4	4	11	6	3	1	3	6	5	5	4	3	1
	Nov 10-11	Nov 24-25																				

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

Very worried	22	21	15	21	9	53	21	24	14	18	24	19	13	24	26	17	26	21	19	20	23	27
Fairly worried	31	32	30	32	26	28	34	30	30	30	33	30	26	34	34	29	35	24	33	33	34	27
TOTAL WORRIED	53	53	45	53	35	81	55	54	44	48	57	49	39	58	60	46	61	45	52	53	57	54
Not very worried	31	30	38	30	44	9	30	30	35	33	27	25	39	28	25	34	24	32	30	33	24	31
Not at all worried	12	13	14	13	19	8	12	13	15	16	11	19	16	11	11	16	10	17	13	12	14	11
TOTAL NOT WORRIED	43	43	52	43	63	17	42	43	50	49	38	44	55	39	36	50	34	49	43	45	38	42
Don't know	4	4	3	4	1	1	3	2	6	4	5	7	6	3	4	4	6	6	5	3	4	5

lose their job / have difficulty finding work

Very worried	24	22	10	28	12	35	15	32	16	19	24	23	22	24	18	18	27	24	15	24	28	20
Fairly worried	37	35	32	37	35	35	34	33	38	36	35	32	39	39	29	36	35	31	37	37	35	32
TOTAL WORRIED	61	57	42	65	47	70	49	65	54	55	59	55	61	63	47	54	62	55	52	61	63	52
Not very worried	24	26	36	21	30	17	31	20	29	27	24	25	26	24	27	28	22	20	31	23	22	29
Not at all worried	11	12	18	10	19	10	15	11	12	13	11	7	8	9	21	14	10	15	10	12	12	16
TOTAL NOT WORRIED	35	38	54	31	49	27	46	31	41	40	35	32	34	33	48	42	32	35	41	35	34	45
Don't know	4	5	4	4	3	3	4	4	5	5	5	12	5	3	4	4	6	10	6	4	3	4

Fieldwork: 24th - 25th November 2013

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Unweighted Sample	1681	414	474	115	183	535	405	370	776	905	92	421	660	508	1129	552	265	537	339	407	133	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their home																						
Very worried	16	15	6	19	8	23	10	18	11	12	18	13	15	17	14	11	20	16	12	18	16	15
Fairly worried	27	26	21	30	17	25	24	28	23	24	27	17	28	25	27	24	27	20	24	25	31	25
TOTAL WORRIED	43	41	27	49	25	48	34	46	34	36	45	30	43	42	41	35	47	36	36	43	47	40
Not very worried	36	36	40	32	46	33	37	33	43	36	35	43	39	34	32	38	32	37	39	35	32	35
Not at all worried	18	19	29	15	27	18	24	17	20	24	15	16	13	20	25	22	16	21	20	19	18	22
TOTAL NOT WORRIED	54	55	69	47	73	51	61	50	63	60	50	59	52	54	57	60	48	58	59	54	50	57
Don't know	3	5	4	4	2	2	4	5	2	5	4	11	5	4	2	4	5	6	5	5	4	3
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	14	13	6	17	5	21	8	16	10	12	13	8	11	15	13	9	17	13	10	16	12	14
Fairly worried	24	25	17	30	16	31	20	29	18	23	26	29	24	25	23	23	27	22	25	20	29	27
TOTAL WORRIED	38	38	23	47	21	52	28	45	28	35	39	37	35	40	36	32	44	35	35	36	41	41
Not very worried	38	36	40	32	45	27	39	33	43	35	37	40	40	34	34	38	33	35	41	33	35	29
Not at all worried	20	21	33	16	31	16	28	17	23	25	18	12	20	21	26	24	17	21	20	24	19	26
TOTAL NOT WORRIED	58	57	73	48	76	43	67	50	66	60	55	52	60	55	60	62	50	56	61	57	54	55
Don't know	4	6	4	5	2	3	4	5	5	5	6	10	6	5	4	5	7	9	5	6	5	6
	Nov 10-11	Nov 24-25																				
suffer ill-health																						
Very worried	18	19	9	25	11	34	12	23	17	15	22	9	14	25	19	14	25	19	16	22	17	23
Fairly worried	36	36	31	38	36	39	35	37	38	33	39	25	26	36	48	33	40	33	37	28	42	37
TOTAL WORRIED	54	55	40	63	47	73	47	60	55	48	61	34	40	61	67	47	65	52	53	50	59	60
Not very worried	35	32	42	27	39	22	37	29	34	37	28	45	41	28	24	39	23	32	37	31	28	28
Not at all worried	7	7	11	5	12	5	9	6	6	9	5	10	9	6	5	8	5	10	5	8	6	7
TOTAL NOT WORRIED	42	39	53	32	51	27	46	35	40	46	33	55	50	34	29	47	28	42	42	39	34	35
Don't know	4	6	7	5	2	1	6	5	5	7	6	11	10	4	4	6	7	6	5	10	6	4

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	48	101
Male 25 to 39	180	212
Male 40 to 59	309	284
Male 60 +	239	219
Female 18 to 24	44	99
Female 25 to 39	241	213
Female 40 to 59	351	291
Female 60 +	269	262
Region		
North England	407	414
Midlands	250	276
East England	142	161
London	265	215
South England	395	385
Wales	89	84
Scotland	133	146
Social Grade		
AB	638	471
C1	491	487
C2	244	353
DE	308	370
Newspaper Type		
Express / Mail	351	269
Sun / Star	130	395
Mirror / Record	79	168
Guardian / Independent	110	76
FT / Times / Telegraph	117	160
Other Paper	269	193
No Paper	625	420
Political Party Identification		
Labour	528	538
Conservative	486	471
Liberal Democrat	145	185
SNP/Plaid Cymru	28	29
Others	120	39
None/ DK	374	420

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