



Fieldwork: 16th - 17th 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 |
| <b>Weighted Sample</b> | <b>1589</b>    | 417 | 399 | 91      | 191  | 480       | 375 | 348     | 771    | 818    | 189   | 402   | 543   | 454 | 906          | 683  | 203    | 516           | 340              | 391   | 138      |
| Unweighted Sample      | 1589           | 450 | 385 | 87      | 211  | 525       | 365 | 358     | 791    | 798    | 62    | 360   | 594   | 573 | 1118         | 471  | 263    | 508           | 295              | 364   | 159      |
|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

Nov 2-3  
Nov 16-17

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?

|   |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would vote for Britain to remain in the European Union on the new terms | 52 | <b>58</b> | 67 | 72 | 78 | 16 | 56 | 66 | 66 | 64 | 52 | 55 | 58 | 56 | 61 | 65 | 48 | 61 | 59 | 50 | 57 | 72 |
| Would vote for Britain to leave the European Union                      | 27 | <b>24</b> | 22 | 17 | 18 | 72 | 31 | 17 | 20 | 25 | 24 | 16 | 18 | 27 | 30 | 18 | 33 | 20 | 24 | 31 | 24 | 15 |
| Would not vote  | 6  | <b>4</b>  | 0  | 2  | 0  | 0  | 2  | 2  | 2  | 3  | 5  | 13 | 4  | 3  | 1  | 3  | 5  | 6  | 3  | 5  | 4  | 2  |
| Don't know  | 15 | <b>14</b> | 11 | 10 | 4  | 13 | 11 | 16 | 12 | 8  | 20 | 16 | 20 | 14 | 8  | 14 | 14 | 13 | 14 | 14 | 16 | 11 |

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 | 44 | <b>45</b> | 87 | 21 | 59 | 42 | 75 | 22 | 39 | 49 | 40 | 38 | 41 | 42 | 53 | 48 | 40 | 42 | 53 | 35 | 44 | 42 |
| Bad for the economy  | 34 | <b>35</b> | 4  | 63 | 29 | 39 | 13 | 59 | 42 | 37 | 33 | 26 | 33 | 41 | 34 | 34 | 37 | 33 | 29 | 44 | 36 | 40 |
| Don't know           | 22 | <b>20</b> | 9  | 15 | 13 | 19 | 12 | 19 | 19 | 13 | 27 | 36 | 26 | 17 | 13 | 18 | 23 | 25 | 18 | 21 | 20 | 19 |

Being done fairly or unfairly?

|            |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Fairly     | 27 | <b>29</b> | 67 | 9  | 35 | 24 | 57 | 12 | 21 | 32 | 26 | 24 | 28 | 26 | 35 | 34 | 22 | 22 | 36 | 28 | 26 | 23 |
| Unfairly   | 54 | <b>53</b> | 15 | 85 | 52 | 63 | 25 | 75 | 66 | 56 | 50 | 41 | 51 | 59 | 53 | 51 | 55 | 52 | 48 | 53 | 56 | 65 |
| Don't know | 19 | <b>18</b> | 18 | 7  | 13 | 13 | 19 | 13 | 13 | 11 | 25 | 35 | 22 | 15 | 13 | 15 | 23 | 26 | 17 | 19 | 18 | 12 |

Necessary or unnecessary?

|             |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Necessary   | 55 | <b>58</b> | 94 | 37 | 74 | 58 | 86 | 38 | 55 | 60 | 55 | 49 | 56 | 58 | 62 | 62 | 52 | 48 | 67 | 53 | 56 | 53 |
| Unnecessary | 27 | <b>25</b> | 1  | 47 | 10 | 28 | 8  | 42 | 28 | 27 | 23 | 14 | 25 | 28 | 27 | 23 | 28 | 28 | 19 | 28 | 26 | 35 |
| Don't know  | 18 | <b>17</b> | 5  | 15 | 17 | 15 | 6  | 20 | 17 | 13 | 21 | 38 | 19 | 14 | 11 | 15 | 20 | 24 | 14 | 19 | 19 | 12 |

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

|                       |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Too deep              | 35 | <b>36</b> | 8  | 69 | 29 | 33 | 15 | 60 | 45 | 41 | 32 | 16 | 35 | 43 | 39 | 34 | 40 | 40 | 32 | 41 | 35 | 40 |
| Too shallow           | 12 | <b>11</b> | 13 | 6  | 12 | 25 | 15 | 5  | 9  | 13 | 9  | 15 | 11 | 11 | 12 | 13 | 10 | 7  | 12 | 13 | 11 | 15 |
| About the right level | 30 | <b>31</b> | 69 | 8  | 42 | 22 | 56 | 13 | 27 | 30 | 31 | 27 | 28 | 29 | 37 | 34 | 26 | 24 | 37 | 26 | 28 | 31 |
| Don't know            | 23 | <b>22</b> | 10 | 17 | 17 | 19 | 14 | 22 | 19 | 16 | 27 | 42 | 27 | 18 | 13 | 20 | 24 | 29 | 19 | 20 | 26 | 15 |

Fieldwork: 16th - 17th 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 |
| <b>Weighted Sample</b> | <b>1589</b>    | 417 | 399 | 91      | 191  | 480       | 375 | 348     | 771    | 818    | 189   | 402   | 543   | 454 | 906          | 683  | 203    | 516           | 340              | 391   | 138      |
| Unweighted Sample      | 1589           | 450 | 385 | 87      | 211  | 525       | 365 | 358     | 791    | 798    | 62    | 360   | 594   | 573 | 1118         | 471  | 263    | 508           | 295              | 364   | 159      |
|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

|   | Nov 2-3   | Nov 16-17 |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Being done too quickly, too slowly, or at about the right pace?</b>  |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Too quickly   | 36        | <b>37</b> | 7         | 73        | 30        | 34        | 13        | 64        | 44        | 41        | 33        | 19        | 35        | 44        | 36        | 34        | 40        | 39        | 29        | 42        | 38        | 43        |
| Too slowly  | 12        | <b>11</b> | 17        | 3         | 9         | 28        | 16        | 4         | 6         | 14        | 8         | 16        | 9         | 10        | 12        | 12        | 10        | 9         | 14        | 12        | 8         | 12        |
| About the right pace  | 31        | <b>32</b> | 66        | 10        | 45        | 27        | 56        | 15        | 32        | 32        | 32        | 26        | 30        | 30        | 39        | 36        | 27        | 24        | 40        | 28        | 30        | 31        |
| Don't know  | 20        | <b>20</b> | 11        | 14        | 16        | 11        | 14        | 17        | 17        | 13        | 27        | 39        | 26        | 15        | 12        | 18        | 23        | 28        | 17        | 17        | 24        | 14        |
| <b>Having an impact on your own life, or not having an impact on your own life?</b>   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Having an impact on my life   | 50        | <b>52</b> | 38        | 72        | 42        | 64        | 42        | 67        | 49        | 57        | 48        | 36        | 49        | 63        | 49        | 50        | 55        | 47        | 54        | 56        | 51        | 47        |
| Not having an impact on my life   | 35        | <b>33</b> | 53        | 21        | 48        | 28        | 47        | 23        | 38        | 33        | 34        | 30        | 32        | 26        | 45        | 37        | 29        | 34        | 33        | 30        | 33        | 43        |
| Don't know  | 15        | <b>14</b> | 9         | 7         | 10        | 7         | 12        | 10        | 13        | 10        | 18        | 34        | 19        | 11        | 6         | 13        | 16        | 18        | 13        | 14        | 16        | 10        |
| <b>And who do you think is most to blame for the current spending cuts?</b>   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| The Conservative-Liberal Democrat coalition   | 24        | <b>26</b> | 3         | 62        | 23        | 13        | 5         | 51        | 34        | 30        | 23        | 19        | 24        | 28        | 28        | 23        | 30        | 25        | 20        | 30        | 28        | 34        |
| The last Labour government  | 33        | <b>34</b> | 79        | 3         | 33        | 43        | 75        | 4         | 24        | 36        | 32        | 16        | 30        | 33        | 46        | 38        | 29        | 25        | 47        | 31        | 28        | 23        |
| Both  | 27        | <b>26</b> | 9         | 28        | 38        | 37        | 12        | 32        | 30        | 24        | 28        | 26        | 29        | 28        | 22        | 25        | 27        | 32        | 21        | 25        | 28        | 35        |
| Neither   | 5         | <b>4</b>  | 4         | 4         | 2         | 4         | 3         | 4         | 4         | 4         | 3         | 10        | 2         | 4         | 1         | 5         | 2         | 4         | 5         | 3         | 3         | 3         |
| Don't know  | 11        | <b>10</b> | 6         | 3         | 4         | 3         | 5         | 9         | 8         | 6         | 15        | 29        | 16        | 7         | 1         | 9         | 11        | 14        | 7         | 11        | 13        | 5         |
| <b>Thinking about the next two or three years, how worried are you that people like you will... not have enough money to live comfortably</b> |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very worried  | 19        | <b>19</b> | 6         | 25        | 15        | 34        | 14        | 28        | 14        | 18        | 20        | 16        | 19        | 26        | 12        | 15        | 24        | 19        | 18        | 20        | 21        | 14        |
| Fairly worried  | 41        | <b>38</b> | 32        | 45        | 32        | 35        | 31        | 40        | 39        | 34        | 41        | 32        | 36        | 39        | 40        | 33        | 43        | 40        | 35        | 41        | 38        | 36        |
| <b>TOTAL WORRIED</b>  | <b>60</b> | <b>57</b> | <b>38</b> | <b>70</b> | <b>47</b> | <b>69</b> | <b>45</b> | <b>68</b> | <b>53</b> | <b>52</b> | <b>61</b> | <b>48</b> | <b>55</b> | <b>65</b> | <b>52</b> | <b>48</b> | <b>67</b> | <b>59</b> | <b>53</b> | <b>61</b> | <b>59</b> | <b>50</b> |
| Not very worried  | 28        | <b>32</b> | 47        | 23        | 42        | 21        | 41        | 22        | 40        | 34        | 29        | 31        | 31        | 28        | 37        | 37        | 25        | 31        | 35        | 28        | 30        | 33        |
| Not at all worried  | 8         | <b>9</b>  | 13        | 4         | 10        | 9         | 13        | 5         | 6         | 12        | 6         | 9         | 10        | 6         | 10        | 12        | 4         | 5         | 11        | 8         | 6         | 13        |
| <b>TOTAL NOT WORRIED</b>  | <b>36</b> | <b>41</b> | <b>60</b> | <b>27</b> | <b>52</b> | <b>30</b> | <b>54</b> | <b>27</b> | <b>46</b> | <b>46</b> | <b>35</b> | <b>40</b> | <b>41</b> | <b>34</b> | <b>47</b> | <b>49</b> | <b>29</b> | <b>36</b> | <b>46</b> | <b>36</b> | <b>36</b> | <b>46</b> |
| Don't know  | 4         | <b>4</b>  | 2         | 2         | 1         | 1         | 1         | 5         | 2         | 3         | 4         | 11        | 5         | 2         | 1         | 4         | 3         | 6         | 1         | 3         | 5         | 4         |
| <b>be victims of burglary, robbery or mugging</b>   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very worried  | 7         | <b>7</b>  | 5         | 9         | 5         | 14        | 7         | 10        | 2         | 5         | 8         | 5         | 6         | 7         | 7         | 5         | 9         | 10        | 6         | 5         | 8         | 5         |
| Fairly worried  | 28        | <b>28</b> | 26        | 28        | 17        | 39        | 29        | 28        | 21        | 28        | 28        | 23        | 27        | 27        | 32        | 26        | 30        | 31        | 24        | 32        | 32        | 13        |
| <b>TOTAL WORRIED</b>  | <b>35</b> | <b>35</b> | <b>31</b> | <b>37</b> | <b>22</b> | <b>53</b> | <b>36</b> | <b>38</b> | <b>23</b> | <b>33</b> | <b>36</b> | <b>28</b> | <b>33</b> | <b>34</b> | <b>39</b> | <b>31</b> | <b>39</b> | <b>41</b> | <b>30</b> | <b>37</b> | <b>40</b> | <b>18</b> |
| Not very worried  | 48        | <b>45</b> | 53        | 42        | 58        | 37        | 49        | 39        | 61        | 44        | 47        | 32        | 44        | 49        | 48        | 48        | 42        | 40        | 51        | 41        | 44        | 50        |
| Not at all worried  | 12        | <b>14</b> | 14        | 15        | 20        | 6         | 13        | 15        | 14        | 18        | 11        | 24        | 17        | 12        | 11        | 16        | 12        | 8         | 15        | 17        | 10        | 27        |
| <b>TOTAL NOT WORRIED</b>  | <b>60</b> | <b>59</b> | <b>67</b> | <b>57</b> | <b>78</b> | <b>43</b> | <b>62</b> | <b>54</b> | <b>75</b> | <b>62</b> | <b>58</b> | <b>56</b> | <b>61</b> | <b>61</b> | <b>59</b> | <b>64</b> | <b>54</b> | <b>48</b> | <b>66</b> | <b>58</b> | <b>54</b> | <b>77</b> |
| Don't know  | 5         | <b>6</b>  | 2         | 6         | 0         | 4         | 2         | 8         | 2         | 5         | 7         | 17        | 6         | 5         | 2         | 4         | 8         | 11        | 4         | 4         | 6         | 4         |

Fieldwork: 16th - 17th 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 |
| <b>Weighted Sample</b> | <b>1589</b>    | 417 | 399 | 91      | 191  | 480       | 375 | 348     | 771    | 818    | 189   | 402   | 543   | 454 | 906          | 683  | 203    | 516           | 340              | 391   | 138      |
| Unweighted Sample      | 1589           | 450 | 385 | 87      | 211  | 525       | 365 | 358     | 791    | 798    | 62    | 360   | 594   | 573 | 1118         | 471  | 263    | 508           | 295              | 364   | 159      |
|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

|   | Nov 2-3   | Nov 16-17 |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>suffer directly from cuts in spending on public services such as health, education and welfare</b> |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very worried  | 22        | <b>22</b> | 8         | 32        | 15        | 33        | 13        | 33        | 20        | 19        | 25        | 17        | 20        | 26        | 21        | 20        | 24        | 23        | 18        | 26        | 23        | 22        |
| Fairly worried  | 41        | <b>41</b> | 35        | 49        | 46        | 43        | 37        | 47        | 43        | 40        | 42        | 29        | 36        | 43        | 48        | 38        | 44        | 37        | 41        | 42        | 43        | 39        |
| <b>TOTAL WORRIED</b>  | <b>63</b> | <b>63</b> | <b>43</b> | <b>81</b> | <b>61</b> | <b>76</b> | <b>50</b> | <b>80</b> | <b>63</b> | <b>59</b> | <b>67</b> | <b>46</b> | <b>56</b> | <b>69</b> | <b>69</b> | <b>58</b> | <b>68</b> | <b>60</b> | <b>59</b> | <b>68</b> | <b>66</b> | <b>61</b> |
| Not very worried  | 26        | <b>26</b> | 43        | 13        | 33        | 20        | 37        | 11        | 29        | 28        | 24        | 26        | 30        | 24        | 24        | 30        | 20        | 26        | 31        | 20        | 25        | 22        |
| Not at all worried  | 6         | <b>7</b>  | 12        | 2         | 6         | 4         | 11        | 3         | 6         | 10        | 4         | 11        | 10        | 4         | 6         | 8         | 5         | 4         | 8         | 8         | 4         | 12        |
| <b>TOTAL NOT WORRIED</b>  | <b>32</b> | <b>33</b> | <b>55</b> | <b>15</b> | <b>39</b> | <b>24</b> | <b>48</b> | <b>14</b> | <b>35</b> | <b>38</b> | <b>28</b> | <b>37</b> | <b>40</b> | <b>28</b> | <b>30</b> | <b>38</b> | <b>25</b> | <b>30</b> | <b>39</b> | <b>28</b> | <b>29</b> | <b>34</b> |
| Don't know  | 6         | <b>4</b>  | 2         | 4         | 0         | 1         | 2         | 6         | 2         | 3         | 5         | 17        | 5         | 3         | 1         | 3         | 6         | 11        | 2         | 4         | 5         | 5         |
| <b>lose out because foreign factories and/or workers from abroad can do the same job more cheaply</b> |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very worried  | 16        | <b>17</b> | 10        | 18        | 7         | 38        | 16        | 21        | 12        | 17        | 16        | 21        | 10        | 19        | 17        | 15        | 19        | 16        | 16        | 18        | 19        | 8         |
| Fairly worried  | 28        | <b>27</b> | 26        | 28        | 28        | 33        | 27        | 27        | 25        | 27        | 28        | 17        | 26        | 28        | 31        | 22        | 34        | 26        | 27        | 27        | 27        | 28        |
| <b>TOTAL WORRIED</b>  | <b>44</b> | <b>44</b> | <b>36</b> | <b>46</b> | <b>35</b> | <b>71</b> | <b>43</b> | <b>48</b> | <b>37</b> | <b>44</b> | <b>44</b> | <b>38</b> | <b>36</b> | <b>47</b> | <b>48</b> | <b>37</b> | <b>53</b> | <b>42</b> | <b>43</b> | <b>45</b> | <b>46</b> | <b>36</b> |
| Not very worried  | 31        | <b>28</b> | 35        | 27        | 28        | 16        | 32        | 22        | 35        | 27        | 28        | 13        | 33        | 29        | 28        | 31        | 24        | 29        | 29        | 26        | 29        | 24        |
| Not at all worried  | 18        | <b>22</b> | 27        | 22        | 36        | 8         | 23        | 22        | 26        | 24        | 21        | 31        | 25        | 18        | 21        | 27        | 17        | 20        | 23        | 22        | 18        | 35        |
| <b>TOTAL NOT WORRIED</b>  | <b>49</b> | <b>50</b> | <b>62</b> | <b>49</b> | <b>64</b> | <b>24</b> | <b>55</b> | <b>44</b> | <b>61</b> | <b>51</b> | <b>49</b> | <b>44</b> | <b>58</b> | <b>47</b> | <b>49</b> | <b>58</b> | <b>41</b> | <b>49</b> | <b>52</b> | <b>48</b> | <b>47</b> | <b>59</b> |
| Don't know  | 6         | <b>6</b>  | 2         | 6         | 0         | 5         | 3         | 8         | 3         | 5         | 7         | 18        | 6         | 5         | 2         | 5         | 7         | 9         | 5         | 6         | 6         | 5         |
| <b>lose their job / have difficulty finding work</b>  |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very worried  | 17        | <b>17</b> | 8         | 22        | 6         | 30        | 12        | 26        | 14        | 16        | 18        | 17        | 16        | 22        | 12        | 15        | 20        | 19        | 15        | 18        | 20        | 9         |
| Fairly worried  | 34        | <b>33</b> | 26        | 39        | 47        | 38        | 25        | 36        | 38        | 32        | 33        | 20        | 34        | 39        | 30        | 31        | 35        | 30        | 30        | 34        | 36        | 38        |
| <b>TOTAL WORRIED</b>  | <b>51</b> | <b>50</b> | <b>34</b> | <b>61</b> | <b>53</b> | <b>68</b> | <b>37</b> | <b>62</b> | <b>52</b> | <b>48</b> | <b>51</b> | <b>37</b> | <b>50</b> | <b>61</b> | <b>42</b> | <b>46</b> | <b>55</b> | <b>49</b> | <b>45</b> | <b>52</b> | <b>56</b> | <b>47</b> |
| Not very worried  | 27        | <b>29</b> | 40        | 23        | 28        | 18        | 38        | 20        | 31        | 29        | 29        | 34        | 34        | 27        | 25        | 32        | 25        | 26        | 35        | 27        | 25        | 27        |
| Not at all worried  | 15        | <b>15</b> | 24        | 9         | 19        | 11        | 22        | 11        | 14        | 17        | 14        | 15        | 10        | 8         | 29        | 18        | 12        | 15        | 16        | 16        | 13        | 22        |
| <b>TOTAL NOT WORRIED</b>  | <b>42</b> | <b>44</b> | <b>64</b> | <b>32</b> | <b>47</b> | <b>29</b> | <b>60</b> | <b>31</b> | <b>45</b> | <b>46</b> | <b>43</b> | <b>49</b> | <b>44</b> | <b>35</b> | <b>54</b> | <b>50</b> | <b>37</b> | <b>41</b> | <b>51</b> | <b>43</b> | <b>38</b> | <b>49</b> |
| Don't know  | 6         | <b>6</b>  | 3         | 7         | 0         | 3         | 3         | 8         | 4         | 6         | 6         | 14        | 6         | 4         | 4         | 5         | 7         | 11        | 4         | 6         | 6         | 4         |
| <b>lose their home</b>  |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very worried  | 10        | <b>11</b> | 4         | 15        | 5         | 23        | 8         | 18        | 6         | 10        | 12        | 11        | 11        | 13        | 9         | 9         | 14        | 14        | 9         | 10        | 15        | 7         |
| Fairly worried  | 25        | <b>23</b> | 14        | 30        | 29        | 25        | 18        | 28        | 25        | 21        | 25        | 15        | 24        | 21        | 27        | 20        | 26        | 20        | 22        | 23        | 24        | 24        |
| <b>TOTAL WORRIED</b>  | <b>35</b> | <b>34</b> | <b>18</b> | <b>45</b> | <b>34</b> | <b>48</b> | <b>26</b> | <b>46</b> | <b>31</b> | <b>31</b> | <b>37</b> | <b>26</b> | <b>35</b> | <b>34</b> | <b>36</b> | <b>29</b> | <b>40</b> | <b>34</b> | <b>31</b> | <b>33</b> | <b>39</b> | <b>31</b> |
| Not very worried  | 36        | <b>37</b> | 42        | 31        | 40        | 31        | 40        | 29        | 42        | 37        | 37        | 35        | 41        | 37        | 35        | 40        | 34        | 40        | 39        | 34        | 36        | 35        |
| Not at all worried  | 23        | <b>24</b> | 38        | 19        | 26        | 16        | 32        | 18        | 23        | 27        | 20        | 27        | 18        | 24        | 28        | 27        | 19        | 18        | 24        | 27        | 20        | 30        |
| <b>TOTAL NOT WORRIED</b>  | <b>59</b> | <b>61</b> | <b>80</b> | <b>50</b> | <b>66</b> | <b>47</b> | <b>72</b> | <b>47</b> | <b>65</b> | <b>64</b> | <b>57</b> | <b>62</b> | <b>59</b> | <b>61</b> | <b>63</b> | <b>67</b> | <b>53</b> | <b>58</b> | <b>63</b> | <b>61</b> | <b>56</b> | <b>65</b> |
| Don't know  | 6         | <b>5</b>  | 2         | 4         | 1         | 5         | 2         | 7         | 3         | 5         | 6         | 12        | 7         | 5         | 2         | 4         | 7         | 8         | 5         | 5         | 5         | 5         |

Fieldwork: 16th - 17th 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 |
| <b>Weighted Sample</b> | <b>1589</b>    | 417 | 399 | 91      | 191  | 480       | 375 | 348     | 771    | 818    | 189   | 402   | 543   | 454 | 906          | 683  | 203    | 516           | 340              | 391   | 138      |
| Unweighted Sample      | 1589           | 450 | 385 | 87      | 211  | 525       | 365 | 358     | 791    | 798    | 62    | 360   | 594   | 573 | 1118         | 471  | 263    | 508           | 295              | 364   | 159      |
|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

|  | Nov 2-3   | Nov 16-17 |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b> |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very worried   | 10        | 10        | 5         | 14        | 6         | 18        | 7         | 17        | 8         | 9         | 11        | 6         | 7         | 12        | 11        | 8         | 12        | 11        | 9         | 10        | 13        | 7         |
| Fairly worried   | 23        | 23        | 15        | 29        | 21        | 27        | 18        | 27        | 22        | 23        | 23        | 23        | 22        | 24        | 24        | 21        | 26        | 31        | 24        | 21        | 20        | 25        |
| <b>TOTAL WORRIED</b>   | <b>33</b> | <b>33</b> | <b>20</b> | <b>43</b> | <b>27</b> | <b>45</b> | <b>25</b> | <b>44</b> | <b>30</b> | <b>32</b> | <b>34</b> | <b>29</b> | <b>29</b> | <b>36</b> | <b>35</b> | <b>29</b> | <b>38</b> | <b>42</b> | <b>33</b> | <b>31</b> | <b>33</b> | <b>32</b> |
| Not very worried   | 37        | 34        | 40        | 31        | 42        | 31        | 38        | 26        | 39        | 33        | 36        | 29        | 38        | 33        | 35        | 35        | 33        | 25        | 35        | 35        | 37        | 35        |
| Not at all worried   | 23        | 25        | 37        | 20        | 31        | 19        | 32        | 21        | 28        | 29        | 22        | 24        | 27        | 24        | 26        | 30        | 20        | 19        | 27        | 28        | 24        | 28        |
| <b>TOTAL NOT WORRIED</b>   | <b>60</b> | <b>59</b> | <b>77</b> | <b>51</b> | <b>73</b> | <b>50</b> | <b>70</b> | <b>47</b> | <b>67</b> | <b>62</b> | <b>58</b> | <b>53</b> | <b>65</b> | <b>57</b> | <b>61</b> | <b>65</b> | <b>53</b> | <b>44</b> | <b>62</b> | <b>63</b> | <b>61</b> | <b>63</b> |
| Don't know   | 7         | 7         | 3         | 6         | 0         | 6         | 5         | 8         | 4         | 6         | 8         | 18        | 6         | 7         | 4         | 5         | 10        | 15        | 6         | 7         | 6         | 4         |
| <b>suffer ill-health</b>   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very worried   | 15        | 15        | 8         | 23        | 7         | 21        | 11        | 22        | 13        | 11        | 19        | 9         | 11        | 17        | 19        | 13        | 18        | 16        | 13        | 13        | 18        | 16        |
| Fairly worried   | 39        | 36        | 36        | 36        | 44        | 39        | 37        | 37        | 36        | 34        | 38        | 22        | 30        | 39        | 45        | 32        | 42        | 32        | 36        | 39        | 38        | 32        |
| <b>TOTAL WORRIED</b>   | <b>54</b> | <b>51</b> | <b>44</b> | <b>59</b> | <b>51</b> | <b>60</b> | <b>48</b> | <b>59</b> | <b>49</b> | <b>45</b> | <b>57</b> | <b>31</b> | <b>41</b> | <b>56</b> | <b>64</b> | <b>45</b> | <b>60</b> | <b>48</b> | <b>49</b> | <b>52</b> | <b>56</b> | <b>48</b> |
| Not very worried   | 33        | 34        | 40        | 28        | 41        | 33        | 37        | 27        | 39        | 36        | 32        | 33        | 39        | 33        | 30        | 39        | 26        | 32        | 37        | 31        | 32        | 34        |
| Not at all worried   | 7         | 8         | 10        | 7         | 7         | 4         | 10        | 8         | 7         | 12        | 5         | 19        | 12        | 6         | 4         | 10        | 7         | 7         | 8         | 11        | 6         | 13        |
| <b>TOTAL NOT WORRIED</b>   | <b>40</b> | <b>42</b> | <b>50</b> | <b>35</b> | <b>48</b> | <b>37</b> | <b>47</b> | <b>35</b> | <b>46</b> | <b>48</b> | <b>37</b> | <b>52</b> | <b>51</b> | <b>39</b> | <b>34</b> | <b>49</b> | <b>33</b> | <b>39</b> | <b>45</b> | <b>42</b> | <b>38</b> | <b>47</b> |
| Don't know   | 6         | 7         | 5         | 6         | 1         | 3         | 5         | 7         | 4         | 7         | 6         | 17        | 8         | 5         | 3         | 7         | 7         | 12        | 6         | 6         | 6         | 5         |

## 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                         | 23             | 95           |
| Male 25 to 39                         | 159            | 200          |
| Male 40 to 59                         | 302            | 269          |
| Male 60 +                             | 307            | 207          |
| Female 18 to 24                       | 39             | 94           |
| Female 25 to 39                       | 201            | 202          |
| Female 40 to 59                       | 292            | 275          |
| Female 60 +                           | 266            | 248          |
| <b>Region</b>                         |                |              |
| North England                         | 364            | 391          |
| Midlands                              | 217            | 261          |
| East                                  | 141            | 153          |
| London                                | 263            | 203          |
| South England                         | 367            | 364          |
| Wales                                 | 78             | 79           |
| Scotland                              | 159            | 138          |
| <b>Social Grade</b>                   |                |              |
| AB                                    | 675            | 445          |
| C1                                    | 443            | 461          |
| C2                                    | 211            | 334          |
| DE                                    | 260            | 350          |
| <b>Newspaper Type</b>                 |                |              |
| Express / Mail                        | 351            | 226          |
| Sun / Star                            | 129            | 319          |
| Mirror / Record                       | 81             | 140          |
| Guardian / Independent                | 134            | 70           |
| FT / Times / Telegraph                | 154            | 127          |
| Other Paper                           | 245            | 183          |
| No Paper                              | 495            | 524          |
| <b>Political Party Identification</b> |                |              |
| Labour                                | 457            | 502          |
| Conservative                          | 475            | 442          |
| Liberal Democrat                      | 126            | 151          |
| SNP/Plaid Cymru                       | 40             | 30           |
| Others                                | 131            | 78           |
| None/ DK                              | 360            | 386          |

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)