

YouGov / The Sun Survey Results

Sample Size: 1763 GB Adults

Fieldwork: 30th November - 1st December 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	1763	460	460	111	218	526	419	350	855	908	210	446	603	504	1005	758	226	573	377	434	153	
Unweighted Sample	1763	452	452	108	228	536	433	366	834	929	141	355	704	563	1213	550	308	537	342	393	183	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	7	13	34	30	21	31	30	39	38	24	35	39	34	28	13
Lab	32	0	100	0	0	2	72	26	29	36	47	40	33	20	30	35	37	24	32	44	22
Lib Dem	8	0	0	100	0	1	2	32	8	7	7	6	9	8	9	6	9	10	5	7	9
Other	28	0	0	0	100	22	19	29	28	27	25	22	28	33	23	34	18	28	28	21	57

Other Parties Voting Intention

UKIP	15	0	0	0	100	20	9	10	17	13	6	7	15	26	12	20	8	20	17	16	5
Green	6	0	0	0	0	2	2	12	4	8	13	6	7	3	5	7	9	6	8	4	3
SNP / PCY	5	0	0	0	0	0	6	6	6	4	5	8	6	2	5	5	0	1	2	0	47
BNP	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	0	1	0	0	1	0	0	0	1	1	1	1	0	0	0	2

Non Voters

Would Not Vote	5	0	0	0	0	2	1	3	4	6	10	10	4	1	4	7	4	5	8	6	3
Don't know	14	0	0	0	0	9	11	16	11	16	13	15	14	11	13	14	19	15	12	12	8

Nov 27-28
Nov 30 - Dec 1

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

Approve	30	33	88	10	38	12	67	12	23	38	28	30	27	32	41	38	26	36	38	32	29	20
Disapprove	55	53	5	83	44	76	22	83	60	52	54	47	55	55	51	50	57	48	45	52	59	71
Don't know	14	14	7	7	18	12	11	5	17	10	18	23	18	13	8	12	17	16	16	16	11	9

Nov 16-17
Nov 30 - Dec 1

If there was a referendum on Britain's membership of the European Union, how would you vote?

I would vote for Britain to remain a member of the European Union	39	42	36	60	67	6	26	52	56	45	39	51	47	41	34	49	32	46	37	42	40	58
I would vote for Britain to leave the European Union	39	39	48	24	15	90	58	32	29	38	40	23	26	42	54	34	46	35	42	37	41	30
I would not vote	4	4	1	3	4	0	1	3	3	3	5	6	6	3	2	2	5	3	5	3	3	3
Don't know	17	16	15	14	14	3	15	13	13	15	17	20	21	15	11	15	17	17	16	18	16	10

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

Nov 16-17
Nov 30 - Dec 1

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	58	55	67	61	77	21	54	55	69	58	52	56	57	54	54	63	44	60	53	56	51	61
Would vote for Britain to leave the European Union	24	25	22	20	10	74	31	25	18	27	23	15	16	27	34	20	31	22	24	22	31	20
Would not vote	4	4	0	2	3	1	1	3	2	3	4	9	5	3	2	2	6	2	6	3	3	3
Don't know	14	17	11	18	10	4	14	16	11	12	21	20	22	16	11	15	19	16	17	19	15	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?

Good for the economy	45	45	90	19	58	44	78	21	38	51	39	34	41	41	57	51	37	50	48	45	43	31
Bad for the economy	35	35	3	64	29	39	10	60	42	36	35	35	34	41	30	33	39	32	29	35	40	49
Don't know	20	20	7	17	13	17	11	18	19	14	26	32	25	18	13	17	24	18	23	21	16	20

Being done fairly or unfairly?

Fairly	29	29	73	6	25	25	60	11	18	33	25	21	26	27	36	34	22	32	32	30	26	16
Unfairly	53	53	12	82	54	64	24	75	65	53	52	54	49	57	50	50	57	49	45	51	60	70
Don't know	18	19	15	11	21	12	15	14	16	14	23	26	25	15	14	16	22	19	23	19	14	14

Necessary or unnecessary?

Necessary	58	59	97	34	71	69	90	35	59	65	54	45	57	59	69	66	51	62	64	58	57	48
Unnecessary	25	25	1	51	17	19	5	49	27	26	25	31	25	28	20	22	30	24	22	24	27	40
Don't know	17	15	2	15	12	12	5	16	13	9	21	25	18	13	11	12	19	14	14	18	16	12

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

Too deep	36	36	7	66	40	38	14	61	45	40	33	27	36	40	36	35	39	37	28	41	40	47
Too shallow	11	12	16	9	8	24	17	11	7	17	8	15	10	13	12	13	11	12	14	9	12	11
About the right level	31	31	67	11	36	24	58	12	29	32	30	26	26	28	41	35	25	31	35	28	31	22
Don't know	22	20	10	14	17	14	10	16	19	11	29	32	28	19	11	17	25	20	22	22	18	19

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

	Nov 16-17	Nov 30 - Dec 1																				
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	37	36	6	68	34	37	11	62	44	39	33	29	33	42	34	33	39	32	29	40	41	45
Too slowly	11	13	20	7	11	19	20	8	9	17	10	18	10	14	14	15	11	15	14	13	11	14
About the right pace	32	33	68	13	37	28	61	15	31	35	31	28	30	29	43	37	28	35	38	31	31	24
Don't know	20	18	6	11	18	16	8	15	16	9	26	26	27	15	9	15	21	17	19	17	17	16
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	52	49	33	65	48	60	42	63	52	47	52	38	45	60	46	47	53	45	44	54	54	51
Not having an impact on my life	33	37	60	23	42	32	51	22	39	43	30	36	36	29	46	43	29	40	40	34	32	37
Don't know	14	14	6	13	9	8	7	14	9	10	18	27	19	11	8	11	18	15	15	12	14	12
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	26	27	4	59	18	17	5	52	32	26	27	23	29	29	23	26	28	25	20	28	32	33
The last Labour government	34	36	83	3	36	46	76	8	23	41	31	26	30	33	48	39	31	34	42	37	32	25
Both	26	24	9	23	26	33	15	26	32	23	24	21	22	26	23	22	25	24	23	19	25	31
Neither	4	5	3	8	9	1	1	7	7	5	4	7	4	5	3	6	4	7	4	5	5	5
Don't know	10	9	2	8	11	3	3	7	7	5	14	22	15	6	3	7	12	10	11	11	7	6
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	19	18	7	24	9	32	12	22	15	15	21	13	23	19	16	13	25	12	16	18	25	16
Fairly worried	38	38	28	43	43	37	31	46	40	34	42	39	36	41	36	37	39	34	40	40	34	43
TOTAL WORRIED	57	56	35	67	52	69	43	68	55	49	63	52	59	60	52	50	64	46	56	58	59	59
Not very worried	32	31	48	22	29	21	41	23	35	35	28	28	31	30	34	36	24	37	32	30	29	30
Not at all worried	9	10	15	8	16	10	14	6	9	13	6	11	6	8	14	11	8	11	9	9	10	9
TOTAL NOT WORRIED	41	41	63	30	45	31	55	29	44	48	34	39	37	38	48	47	32	48	41	39	39	39
Don't know	4	3	2	2	2	1	1	2	2	3	3	8	4	2	1	2	4	5	3	2	3	3
be victims of burglary, robbery or mugging																						
Very worried	7	7	4	10	6	15	5	10	6	6	9	8	7	6	9	5	11	11	5	7	10	8
Fairly worried	28	29	26	31	17	35	29	34	24	24	33	30	29	28	28	29	29	32	30	25	33	17
TOTAL WORRIED	35	36	30	41	23	50	34	44	30	30	42	38	36	34	37	34	40	43	35	32	43	25
Not very worried	45	47	53	43	53	39	52	42	53	50	44	40	50	47	47	48	45	44	48	51	41	52
Not at all worried	14	13	14	12	22	10	12	11	15	16	10	13	10	14	14	14	11	8	13	13	12	20
TOTAL NOT WORRIED	59	60	67	55	75	49	64	53	68	66	54	53	60	61	61	62	56	52	61	64	53	72
Don't know	6	4	2	4	2	2	2	3	2	4	4	8	4	4	2	3	5	5	4	3	4	3

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

	Nov 16-17	Nov 30 - Dec 1																				
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	22	21	7	32	9	29	10	30	22	16	25	16	20	20	24	18	25	20	17	21	26	20
Fairly worried	41	41	32	46	50	45	39	47	44	39	44	41	38	44	41	41	42	35	47	41	39	39
TOTAL WORRIED	63	62	39	78	59	74	49	77	66	55	69	57	58	64	65	59	67	55	64	62	65	59
Not very worried	26	27	43	15	31	19	36	17	28	31	23	23	30	26	27	30	24	34	25	25	26	32
Not at all worried	7	8	16	5	9	6	13	3	5	11	4	12	7	7	7	9	6	6	8	9	8	6
TOTAL NOT WORRIED	33	35	59	20	40	25	49	20	33	42	27	35	37	33	34	39	30	40	33	34	34	38
Don't know	4	3	2	2	1	1	2	2	0	3	3	8	5	2	1	3	4	4	3	4	3	3
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	17	14	9	11	12	38	13	14	11	13	15	10	10	16	17	12	17	12	13	15	16	11
Fairly worried	27	27	29	27	18	33	32	29	25	24	30	16	23	30	32	24	31	20	31	26	29	23
TOTAL WORRIED	44	41	38	38	30	71	45	43	36	37	45	26	33	46	49	36	48	32	44	41	45	34
Not very worried	28	34	36	35	39	18	33	33	35	37	31	41	39	31	28	36	31	39	33	33	30	38
Not at all worried	22	20	23	22	31	9	18	18	27	23	17	22	23	19	18	24	14	24	17	21	20	25
TOTAL NOT WORRIED	50	54	59	57	70	27	51	51	62	60	48	63	62	50	46	60	45	63	50	54	50	63
Don't know	6	5	3	5	1	2	3	6	2	4	6	11	6	4	3	4	7	5	6	5	5	3
lose their job / have difficulty finding work																						
Very worried	17	15	6	16	11	28	10	18	15	14	16	15	19	15	12	13	18	13	14	14	18	16
Fairly worried	33	33	28	36	34	33	30	39	30	31	35	30	33	40	25	33	33	33	30	37	33	30
TOTAL WORRIED	50	48	34	52	45	61	40	57	45	45	51	45	52	55	37	46	51	46	44	51	51	46
Not very worried	29	32	39	32	28	24	34	26	37	32	32	33	34	30	32	34	29	35	35	28	29	34
Not at all worried	15	15	24	11	24	11	23	13	15	19	12	13	10	11	27	16	15	14	16	17	15	15
TOTAL NOT WORRIED	44	47	63	43	52	35	57	39	52	51	44	46	44	41	59	50	44	49	51	45	44	49
Don't know	6	5	3	4	3	3	3	4	3	4	5	8	4	4	5	4	6	5	4	5	5	5
lose their home																						
Very worried	11	10	3	13	5	19	6	13	10	9	11	7	10	9	11	7	13	9	8	7	14	9
Fairly worried	23	22	17	25	16	26	20	25	19	20	24	20	26	21	20	21	22	17	21	24	24	23
TOTAL WORRIED	34	32	20	38	21	45	26	38	29	29	35	27	36	30	31	28	35	26	29	31	38	32
Not very worried	37	41	46	41	39	34	42	40	43	39	42	41	43	41	38	42	38	45	42	40	37	40
Not at all worried	24	24	33	17	37	18	30	18	27	28	19	20	18	25	29	26	20	24	24	25	22	24
TOTAL NOT WORRIED	61	65	79	58	76	52	72	58	70	67	61	61	61	66	67	68	58	69	66	65	59	64
Don't know	5	4	1	5	3	2	2	4	2	4	5	12	4	4	2	3	6	6	5	4	3	4

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

	Nov 16-17	Nov 30 - Dec 1																				
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	10	9	3	11	4	19	6	11	9	9	9	8	8	9	10	7	12	10	7	9	11	11
Fairly worried	23	21	15	25	19	23	18	24	18	20	21	26	19	20	21	20	22	18	23	22	19	17
TOTAL WORRIED	33	30	18	36	23	42	24	35	27	29	30	34	27	29	31	27	34	28	30	31	30	28
Not very worried	34	39	41	40	36	35	41	38	39	36	41	40	39	39	36	39	38	45	37	38	37	42
Not at all worried	25	26	38	19	37	21	33	21	30	31	21	18	27	26	28	30	20	23	26	26	28	25
TOTAL NOT WORRIED	59	65	79	59	73	56	74	59	69	67	62	58	66	65	64	69	58	68	63	64	65	67
Don't know	7	6	3	5	4	2	3	6	3	4	8	8	7	5	4	4	8	5	7	6	5	4
suffer ill-health																						
Very worried	15	14	9	19	11	21	12	18	14	12	16	11	11	15	17	12	17	12	11	17	17	12
Fairly worried	36	37	31	39	35	44	35	41	41	35	39	31	32	36	45	36	37	35	41	36	32	38
TOTAL WORRIED	51	51	40	58	46	65	47	59	55	47	55	42	43	51	62	48	54	47	52	53	49	50
Not very worried	34	36	48	32	42	25	42	32	36	39	34	39	42	36	30	39	32	38	35	35	37	38
Not at all worried	8	8	9	6	8	7	8	5	7	10	6	9	10	8	6	8	8	7	7	7	9	9
TOTAL NOT WORRIED	42	44	57	38	50	32	50	37	43	49	40	48	52	44	36	47	40	45	42	42	46	47
Don't know	7	5	2	5	3	2	3	4	2	5	5	11	6	5	2	4	6	8	5	4	5	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	69	106
Male 25 to 39	163	222
Male 40 to 59	323	298
Male 60 +	279	229
Female 18 to 24	72	104
Female 25 to 39	192	224
Female 40 to 59	381	305
Female 60 +	284	275
Region		
North England	393	434
Midlands	243	289
East	165	169
London	308	226
South England	372	404
Wales	99	88
Scotland	183	153
Social Grade		
AB	711	494
C1	502	511
C2	235	370
DE	315	388
Newspaper Type		
Express / Mail	363	250
Sun / Star	188	354
Mirror / Record	124	155
Guardian / Independent	140	78
FT / Times / Telegraph	152	141
Other Paper	283	203
No Paper	513	582
Political Party Identification		
Labour	557	557
Conservative	474	490
Liberal Democrat	152	167
SNP/Plaid Cymru	50	33
Others	130	86
None/ DK	400	428

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