

YouGov / The Sun Survey Results

Sample Size: 1589 GB Adults
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
Weighted Sample	1589	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	7	13	33	33	28	32	28	40	37	28	27	44	30	31	13
Lab	32	0	100	0	0	4	76	29	35	28	34	34	33	27	28	36	41	19	32	44	28
Lib Dem	7	0	0	100	0	0	1	28	7	8	8	7	8	7	9	5	11	6	7	7	9
Other	28	0	0	0	100	21	16	30	25	31	29	27	31	26	26	32	21	31	31	18	49

Other Parties Voting Intention

UKIP	15	0	0	0	100	19	10	10	14	16	13	8	18	18	12	19	11	20	18	12	5
Green	8	0	0	0	0	1	4	16	6	9	16	11	7	3	8	7	9	9	9	6	3
SNP / PCY	4	0	0	0	0	0	2	4	4	4	0	5	6	3	4	4	0	0	2	0	41
BNP	1	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	1	2	0	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	0	0	0	1	0	2	0	1	1	0	2	1	1	0	1

Non Voters

Would Not Vote	8	0	0	0	0	3	4	4	5	11	26	10	5	3	7	10	10	7	12	8	3
Don't know	12	0	0	0	0	9	11	17	9	15	9	18	12	9	12	13	16	13	12	10	12

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

	Nov 13-14	Nov 16-17																				
Approve	29	33	87	7	40	14	66	10	26	38	28	25	33	29	40	38	25	27	39	27	32	34
Disapprove	56	51	4	83	40	78	22	78	57	52	49	38	48	58	50	48	55	52	45	55	52	58
Don't know	15	16	9	10	20	7	12	12	17	10	23	37	19	13	10	14	20	20	16	18	16	8

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

	Nov 2-3	Nov 16-17																				
I would vote for Britain to remain a member of the European Union	38	39	34	59	70	2	25	48	57	45	34	43	41	39	37	47	30	47	38	34	36	54
I would vote for Britain to leave the European Union	41	39	45	28	25	93	53	31	31	40	39	24	31	43	50	34	47	29	44	47	38	25
I would not vote	5	4	0	2	1	0	2	2	2	3	5	12	5	3	1	3	5	4	3	5	5	2
Don't know	16	17	21	11	5	5	20	19	11	13	21	21	23	15	12	16	19	19	15	15	21	18

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
Weighted Sample	1589	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	58	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	24	22	17	18	72	31	17	20	25	24	16	18	27	30	18	33	20	24	31	24	15
Would not vote	6	4	0	2	0	0	2	2	2	3	5	13	4	3	1	3	5	6	3	5	4	2
Don't know	15	14	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	45	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	35	4	63	29	39	13	59	42	37	33	26	33	41	34	34	37	33	29	44	36	40
Don't know	22	20	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	29	67	9	35	24	57	12	21	32	26	24	28	26	35	34	22	22	36	28	26	23
Unfairly	54	53	15	85	52	63	25	75	66	56	50	41	51	59	53	51	55	52	48	53	56	65
Don't know	19	18	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	58	94	37	74	58	86	38	55	60	55	49	56	58	62	62	52	48	67	53	56	53
Unnecessary	27	25	1	47	10	28	8	42	28	27	23	14	25	28	27	23	28	28	19	28	26	35
Don't know	18	17	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	36	8	69	29	33	15	60	45	41	32	16	35	43	39	34	40	40	32	41	35	40
Too shallow	12	11	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	31	69	8	42	22	56	13	27	30	31	27	28	29	37	34	26	24	37	26	28	31
Don't know	23	22	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
Weighted Sample	1589	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																				
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	36	37	7	73	30	34	13	64	44	41	33	19	35	44	36	34	40	39	29	42	38	43
Too slowly	12	11	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	32	66	10	45	27	56	15	32	32	32	26	30	30	39	36	27	24	40	28	30	31
Don't know	20	20	11	14	16	11	14	17	17	13	27	39	26	15	12	18	23	28	17	17	24	14
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	50	52	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	33	53	21	48	28	47	23	38	33	34	30	32	26	45	37	29	34	33	30	33	43
Don't know	15	14	9	7	10	7	12	10	13	10	18	34	19	11	6	13	16	18	13	14	16	10
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	24	26	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	34	79	3	33	43	75	4	24	36	32	16	30	33	46	38	29	25	47	31	28	23
Both	27	26	9	28	38	37	12	32	30	24	28	26	29	28	22	25	27	32	21	25	28	35
Neither	5	4	4	4	2	4	3	4	4	4	3	10	2	4	1	5	2	4	5	3	3	3
Don't know	11	10	6	3	4	3	5	9	8	6	15	29	16	7	1	9	11	14	7	11	13	5
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	19	6	25	15	34	14	28	14	18	20	16	19	26	12	15	24	19	18	20	21	14
Fairly worried	41	38	32	45	32	35	31	40	39	34	41	32	36	39	40	33	43	40	35	41	38	36
TOTAL WORRIED	60	57	38	70	47	69	45	68	53	52	61	48	55	65	52	48	67	59	53	61	59	50
Not very worried	28	32	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	9	13	4	10	9	13	5	6	12	6	9	10	6	10	12	4	5	11	8	6	13
TOTAL NOT WORRIED	36	41	60	27	52	30	54	27	46	46	35	40	41	34	47	49	29	36	46	36	36	46
Don't know	4	4	2	2	1	1	1	5	2	3	4	11	5	2	1	4	3	6	1	3	5	4
be victims of burglary, robbery or mugging																						
Very worried	7	7	5	9	5	14	7	10	2	5	8	5	6	7	7	5	9	10	6	5	8	5
Fairly worried	28	28	26	28	17	39	29	28	21	28	28	23	27	27	32	26	30	31	24	32	32	13
TOTAL WORRIED	35	35	31	37	22	53	36	38	23	33	36	28	33	34	39	31	39	41	30	37	40	18
Not very worried	48	45	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	14	14	15	20	6	13	15	14	18	11	24	17	12	11	16	12	8	15	17	10	27
TOTAL NOT WORRIED	60	59	67	57	78	43	62	54	75	62	58	56	61	61	59	64	54	48	66	58	54	77
Don't know	5	6	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
Weighted Sample	1589	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																				
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	22	22	8	32	15	33	13	33	20	19	25	17	20	26	21	20	24	23	18	26	23	22
Fairly worried	41	41	35	49	46	43	37	47	43	40	42	29	36	43	48	38	44	37	41	42	43	39
TOTAL WORRIED	63	63	43	81	61	76	50	80	63	59	67	46	56	69	69	58	68	60	59	68	66	61
Not very worried	26	26	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	7	12	2	6	4	11	3	6	10	4	11	10	4	6	8	5	4	8	8	4	12
TOTAL NOT WORRIED	32	33	55	15	39	24	48	14	35	38	28	37	40	28	30	38	25	30	39	28	29	34
Don't know	6	4	2	4	0	1	2	6	2	3	5	17	5	3	1	3	6	11	2	4	5	5
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	16	17	10	18	7	38	16	21	12	17	16	21	10	19	17	15	19	16	16	18	19	8
Fairly worried	28	27	26	28	28	33	27	27	25	27	28	17	26	28	31	22	34	26	27	27	27	28
TOTAL WORRIED	44	44	36	46	35	71	43	48	37	44	44	38	36	47	48	37	53	42	43	45	46	36
Not very worried	31	28	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	22	27	22	36	8	23	22	26	24	21	31	25	18	21	27	17	20	23	22	18	35
TOTAL NOT WORRIED	49	50	62	49	64	24	55	44	61	51	49	44	58	47	49	58	41	49	52	48	47	59
Don't know	6	6	2	6	0	5	3	8	3	5	7	18	6	5	2	5	7	9	5	6	6	5
lose their job / have difficulty finding work																						
Very worried	17	17	8	22	6	30	12	26	14	16	18	17	16	22	12	15	20	19	15	18	20	9
Fairly worried	34	33	26	39	47	38	25	36	38	32	33	20	34	39	30	31	35	30	30	34	36	38
TOTAL WORRIED	51	50	34	61	53	68	37	62	52	48	51	37	50	61	42	46	55	49	45	52	56	47
Not very worried	27	29	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	15	24	9	19	11	22	11	14	17	14	15	10	8	29	18	12	15	16	16	13	22
TOTAL NOT WORRIED	42	44	64	32	47	29	60	31	45	46	43	49	44	35	54	50	37	41	51	43	38	49
Don't know	6	6	3	7	0	3	3	8	4	6	6	14	6	4	4	5	7	11	4	6	6	4
lose their home																						
Very worried	10	11	4	15	5	23	8	18	6	10	12	11	11	13	9	9	14	14	9	10	15	7
Fairly worried	25	23	14	30	29	25	18	28	25	21	25	15	24	21	27	20	26	20	22	23	24	24
TOTAL WORRIED	35	34	18	45	34	48	26	46	31	31	37	26	35	34	36	29	40	34	31	33	39	31
Not very worried	36	37	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	24	38	19	26	16	32	18	23	27	20	27	18	24	28	27	19	18	24	27	20	30
TOTAL NOT WORRIED	59	61	80	50	66	47	72	47	65	64	57	62	59	61	63	67	53	58	63	61	56	65
Don't know	6	5	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
Weighted Sample	1589	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																				
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
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
TOTAL WORRIED	33	33	20	43	27	45	25	44	30	32	34	29	29	36	35	29	38	42	33	31	33	32
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
TOTAL NOT WORRIED	60	59	77	51	73	50	70	47	67	62	58	53	65	57	61	65	53	44	62	63	61	63
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
suffer ill-health																						
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
TOTAL WORRIED	54	51	44	59	51	60	48	59	49	45	57	31	41	56	64	45	60	48	49	52	56	48
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
TOTAL NOT WORRIED	40	42	50	35	48	37	47	35	46	48	37	52	51	39	34	49	33	39	45	42	38	47
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.
Age and Gender		
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
Region		
North England	364	391
Midlands	217	261
East	141	153
London	263	203
South England	367	364
Wales	78	79
Scotland	159	138
Social Grade		
AB	675	445
C1	443	461
C2	211	334
DE	260	350
Newspaper Type		
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
Political Party Identification		
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

Or visit our website: yougov.co.uk