

Fieldwork: 29th - 30th September 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	1717	433	508	142	165	546	413	355	833	884	204	434	587	491	979	738	220	558	367	422	149	
Unweighted Sample	1717	437	470	149	192	552	395	398	797	920	138	406	660	513	1170	547	317	523	306	405	166	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept 1-2

Sept 29-30

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	32	43	17	17	76	51	22	18	31	32	18	22	36	40	30	34	32	32	31	32	28
Worse off	33	32	23	49	60	9	17	45	48	37	27	34	34	30	32	38	25	34	28	29	35	44
Would make no difference	15	18	17	20	11	12	17	17	16	19	17	28	18	15	16	16	20	13	20	17	19	15
Don't know	18	18	17	14	12	4	16	16	18	13	24	20	27	18	11	16	21	20	20	23	14	13

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	9	14	23	7	2	31	21	9	5	15	12	7	15	14	14	12	16	14	15	12	13	14
Would have less influence	37	37	29	53	57	9	27	51	52	39	36	44	40	36	33	43	29	40	33	41	36	42
Would make no difference	40	38	41	29	31	59	45	31	31	41	36	30	29	40	48	35	42	32	41	36	41	36
Don't know	14	11	8	11	10	1	7	9	12	5	17	19	17	10	6	10	13	14	11	11	11	9

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	35	34	48	21	19	74	52	23	22	33	35	25	29	36	40	31	38	35	39	33	29	29
Would be bad for jobs and employment	30	28	19	44	53	3	14	43	41	35	22	30	34	25	26	34	20	29	26	22	33	38
Would make no difference	17	21	19	18	19	19	21	18	18	22	19	23	14	21	25	19	23	16	20	21	23	19
Don't know	18	17	14	16	9	4	14	16	19	10	24	21	23	19	9	16	19	20	15	23	15	15

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	22	21	27	13	11	58	32	16	11	23	19	17	18	24	23	20	23	25	24	16	22	20
Worse off	19	18	11	29	37	1	10	25	27	24	14	20	23	16	16	21	15	20	18	16	20	20
Would make no difference	41	42	48	42	40	36	47	43	42	41	43	41	34	40	52	43	41	34	43	43	43	48
Don't know	18	18	14	17	13	5	11	16	21	12	24	22	24	20	9	16	21	21	16	25	15	12

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

	Sep 26-27	Sept 29-30																					
How do you think the financial situation of your household will change over the next 12 months?																							
Get a lot better	2	2	5	1	1	2	3	2	1	2	2	4	1	1	2	2	4	2	1	2	0		
Get a little better	14	16	23	13	27	16	20	10	16	18	14	25	24	13	10	17	15	22	15	14	16	19	
TOTAL BETTER	16	18	28	14	28	18	23	12	17	20	16	27	28	14	11	19	17	26	17	15	18	19	
Stay about the same	37	41	48	37	38	36	48	34	42	39	43	54	36	37	45	43	39	31	46	45	36	43	
Get a little worse	32	28	20	34	27	33	23	36	30	28	27	8	26	31	34	29	26	25	25	30	32	25	
Get a lot worse	11	9	3	12	3	12	6	14	7	10	8	1	6	14	9	6	12	13	9	6	10	8	
TOTAL WORSE	43	37	23	46	30	45	29	50	37	38	35	9	32	45	43	35	38	38	34	36	42	33	
Don't know	4	4	1	3	4	1	1	4	5	3	5	10	5	4	1	3	5	4	4	4	4	5	

	Sep 15-16	Sept 29-30																					
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	41	84	16	44	46	72	20	29	45	37	34	41	39	46	43	38	42	43	42	40	34	
Bad for the economy	42	38	6	70	33	42	16	65	47	40	36	26	37	41	41	38	39	39	34	35	42	51	
Don't know	15	21	11	14	22	12	12	15	24	15	26	40	22	20	12	19	22	19	22	23	19	16	
Being done fairly or unfairly?																							
Fairly	31	30	71	7	35	29	58	11	23	33	27	20	32	27	35	32	26	26	34	28	29	23	
Unfairly	54	53	15	84	49	64	26	79	65	54	52	52	47	58	53	51	55	60	47	49	57	62	
Don't know	15	18	15	9	16	7	16	10	12	14	21	28	21	15	13	17	18	14	18	24	14	15	
Necessary or unnecessary?																							
Necessary	58	56	92	30	70	57	86	36	54	60	54	47	59	55	61	62	49	55	60	63	50	46	
Unnecessary	28	28	3	57	14	36	10	50	27	29	27	23	26	30	29	24	33	32	24	20	32	41	
Don't know	14	16	5	14	16	7	4	14	19	12	19	30	15	15	10	14	18	13	16	17	17	13	
Too deep, too shallow or at about the right level?																							
Too deep	40	37	9	67	30	45	18	63	45	40	34	22	34	44	37	36	38	39	30	36	41	48	
Too shallow	11	12	17	8	13	23	16	10	8	15	10	15	12	11	13	12	12	12	13	9	15	12	
About the right level	32	31	64	9	37	24	54	10	28	32	29	27	31	26	38	33	27	30	36	29	29	22	
Don't know	18	20	10	16	21	8	12	17	19	13	27	35	24	18	13	19	22	19	21	25	15	18	

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

	Sep 15-16	Sept 29-30																				
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	43	41	9	73	34	46	21	66	49	44	37	29	36	46	42	39	43	41	35	42	43	49
Too slowly	13	13	23	7	15	19	19	8	8	14	12	17	12	12	13	13	13	15	16	7	12	14
About the right pace	30	29	60	9	33	28	51	12	26	31	28	23	29	28	34	31	27	26	32	31	30	20
Don't know	15	17	8	11	18	7	9	14	17	11	23	31	23	14	10	17	17	18	17	20	15	17
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	57	51	32	67	41	68	44	65	49	55	48	38	49	59	49	49	54	54	48	51	56	46
Not having an impact on my life	31	34	57	24	44	28	47	27	36	33	36	34	33	27	44	38	30	32	34	33	34	43
Don't know	12	15	11	9	15	4	9	8	15	13	17	28	19	14	7	13	17	14	18	16	10	12
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	26	25	3	58	11	19	7	50	28	25	25	21	24	28	24	23	28	29	21	22	29	29
The last Labour government	35	37	81	5	45	51	74	7	28	40	34	27	33	36	46	39	34	31	41	40	35	26
Both	26	25	10	29	28	28	13	32	33	23	27	25	25	26	25	25	26	27	22	30	23	30
Neither	4	5	4	5	9	2	4	7	5	5	5	6	6	6	3	5	4	5	6	2	5	8
Don't know	8	8	1	3	7	0	2	4	6	8	9	21	13	5	2	8	8	7	11	5	8	8

	Sep 15-16	Sept 29-30																				
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	23	23	11	32	13	30	16	32	21	22	25	19	24	27	21	16	33	29	22	26	24	12
Fairly worried	42	41	34	42	43	44	36	39	43	41	42	47	41	43	36	44	38	38	41	42	40	48
TOTAL WORRIED	65	64	45	74	56	74	52	71	64	63	67	66	65	70	57	60	71	67	63	68	64	60
Not very worried	27	26	39	20	35	22	34	22	31	28	25	26	24	22	33	30	21	24	28	22	26	30
Not at all worried	5	6	16	3	7	4	13	3	4	7	6	1	6	6	8	8	4	6	6	8	5	6
TOTAL NOT WORRIED	32	32	55	23	42	26	47	25	35	35	31	27	30	28	41	38	25	30	34	30	31	36
Don't know	3	3	1	3	2	0	1	4	2	3	3	7	5	1	2	2	4	3	2	3	4	4
be victims of burglary, robbery or mugging																						
Very worried	10	9	7	10	5	14	8	10	5	7	11	8	10	10	9	7	12	12	8	8	12	5
Fairly worried	30	30	27	30	25	32	29	28	30	28	32	30	28	29	32	28	32	31	28	30	33	25
TOTAL WORRIED	40	39	34	40	30	46	37	38	35	35	43	38	38	39	41	35	44	43	36	38	45	30
Not very worried	46	46	50	47	49	49	50	48	48	50	42	45	46	47	45	49	43	43	47	48	42	55
Not at all worried	11	10	14	8	17	3	11	8	13	10	10	9	10	9	12	13	7	10	12	9	8	10
TOTAL NOT WORRIED	57	56	64	55	66	52	61	56	61	60	52	54	56	56	57	62	50	53	59	57	50	65
Don't know	3	5	2	5	4	2	3	7	4	5	5	8	6	4	3	4	6	4	5	5	4	6

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

	Sep 15-16	Sept 29-30																				
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	23	23	8	37	14	28	12	38	21	20	25	14	20	26	26	18	29	29	19	22	26	21
Fairly worried	42	42	31	41	48	50	40	37	44	42	43	55	41	40	40	43	41	31	46	41	42	43
TOTAL WORRIED	65	65	39	78	62	78	52	75	65	62	68	69	61	66	66	61	70	60	65	63	68	64
Not very worried	26	26	47	17	29	17	36	18	28	28	23	21	26	25	29	30	21	30	27	26	22	24
Not at all worried	5	5	11	2	7	4	9	2	5	7	4	3	7	6	4	6	4	6	4	6	4	7
TOTAL NOT WORRIED	31	31	58	19	36	21	45	20	33	35	27	24	33	31	33	36	25	36	31	32	26	31
Don't know	3	4	3	3	1	1	3	5	2	4	5	7	6	3	2	3	6	4	3	4	6	5
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	20	20	13	21	10	40	18	21	16	18	22	11	16	24	22	15	26	20	20	20	21	18
Fairly worried	30	31	30	31	26	38	34	31	28	33	30	39	26	29	35	30	33	26	32	30	36	25
TOTAL NOT WORRIED	50	51	43	52	36	78	52	52	44	51	52	50	42	53	57	45	59	46	52	50	57	43
Not very worried	31	31	37	32	37	18	30	30	35	29	32	30	35	32	25	34	25	33	33	28	28	32
Not at all worried	15	13	17	12	23	3	14	11	17	15	11	10	18	11	12	16	8	15	11	15	11	15
TOTAL NOT WORRIED	46	44	54	44	60	21	44	41	52	44	43	40	53	43	37	50	33	48	44	43	39	47
Don't know	4	5	2	4	4	1	3	6	5	5	5	9	6	4	5	4	7	6	4	6	5	10
lose their job / have difficulty finding work																						
Very worried	22	19	9	28	12	27	13	26	20	16	22	21	19	22	16	15	25	22	19	20	20	14
Fairly worried	36	37	31	37	29	41	34	37	35	38	37	45	38	39	32	37	37	35	39	33	41	32
TOTAL NOT WORRIED	58	56	40	65	41	68	47	63	55	54	59	66	57	61	48	52	62	57	58	53	61	46
Not very worried	26	27	38	22	42	21	33	24	29	28	26	25	30	28	25	32	21	31	25	29	25	33
Not at all worried	11	10	19	7	13	4	16	7	11	11	9	1	6	7	20	11	9	8	10	13	8	11
TOTAL NOT WORRIED	37	37	57	29	55	25	49	31	40	39	35	26	36	35	45	43	30	39	35	42	33	44
Don't know	4	6	3	6	4	6	4	7	5	6	6	7	7	3	8	5	8	5	6	5	7	10

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

	Sep 15-16	Sept 29-30																				
lose their home																						
Very worried	14	13	5	18	6	15	8	17	12	10	15	4	13	15	13	9	18	15	11	16	12	8
Fairly worried	26	27	18	29	22	33	23	30	23	27	27	32	28	25	26	24	30	25	29	22	29	23
TOTAL NOT WORRIED	40	40	23	47	28	48	31	47	35	37	42	36	41	40	39	33	48	40	40	38	41	31
Not very worried	37	36	43	34	44	35	40	30	41	36	36	41	37	39	30	41	29	36	35	39	35	39
Not at all worried	18	19	32	14	25	13	28	17	20	23	16	11	16	19	26	21	16	19	20	19	18	23
TOTAL NOT WORRIED	55	55	75	48	69	48	68	47	61	59	52	52	53	58	56	62	45	55	55	58	53	62
Don't know	4	6	2	5	3	3	2	6	4	5	6	13	7	3	4	5	7	6	5	4	6	7
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	14	12	6	15	8	20	8	14	11	11	13	7	12	14	12	8	17	16	11	10	13	10
Fairly worried	22	25	16	25	23	28	21	28	20	26	24	35	26	21	25	22	29	23	24	22	31	21
TOTAL NOT WORRIED	36	37	22	40	31	48	29	42	31	37	37	42	38	35	37	30	46	39	35	32	44	31
Not very worried	39	35	37	36	37	32	35	34	42	33	37	37	34	37	33	39	30	35	33	36	33	45
Not at all worried	20	21	35	17	27	17	30	17	21	24	17	9	20	23	24	24	16	19	23	23	17	18
TOTAL NOT WORRIED	59	56	72	53	64	49	65	51	63	57	54	46	54	60	57	63	46	54	56	59	50	63
Don't know	5	7	6	7	6	2	5	8	6	6	9	13	7	6	7	7	9	7	8	8	6	6
suffer ill-health																						
Very worried	17	17	10	23	11	24	14	21	15	15	19	9	13	21	20	11	26	21	17	19	17	9
Fairly worried	36	36	27	32	39	46	33	34	38	34	37	42	28	32	45	36	35	27	39	35	38	36
TOTAL NOT WORRIED	53	53	37	55	50	70	47	55	53	49	56	51	41	53	65	47	61	48	56	54	55	45
Not very worried	34	34	49	32	33	26	40	32	35	35	32	34	41	34	27	39	26	36	34	29	31	46
Not at all worried	8	6	8	8	11	3	7	7	8	7	5	8	10	7	2	7	5	11	5	6	7	3
TOTAL NOT WORRIED	42	40	57	40	44	29	47	39	43	42	37	42	51	41	29	46	31	47	39	35	38	49
Don't know	5	7	6	4	7	1	8	7	4	8	6	7	9	6	6	6	7	5	5	10	7	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	71	103
Male 25 to 39	176	216
Male 40 to 59	303	290
Male 60 +	247	223
Female 18 to 24	67	101
Female 25 to 39	230	218
Female 40 to 59	357	297
Female 60 +	266	268
Region		
North England	405	422
Midlands	231	282
East England	136	165
London	317	220
South England	387	393
Wales	75	86
Scotland	166	149
Social Grade		
AB	683	481
C1	487	498
C2	231	361
DE	316	378
Newspaper Type		
Express / Mail	371	275
Sun / Star	145	403
Mirror / Record	60	172
Guardian / Independent	114	77
FT / Times / Telegraph	103	163
Other Paper	275	197
No Paper	649	429
Political Party Identification		
Labour	509	549
Conservative	488	481
Liberal Democrat	189	189
SNP/Plaid Cymru	37	29
Others	103	39
None/ DK	391	429

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