

YouGov / The Sun Survey Results

Sample Size: 1857 GB Adults
Fieldwork: 13th - 14th October 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	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	1857	529	543	140	151	547	480	367	901	956	221	470	635	531	1058	799	238	604	397	457	162	
Unweighted Sample	1857	532	486	137	208	605	426	397	847	1010	90	475	711	581	1229	628	298	603	389	419	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	0	81	6	16	35	39	39	34	31	44	40	32	32	42	36	39	21
Lab	38	0	100	0	0	3	86	29	36	39	39	42	40	31	33	44	41	29	35	44	52
Lib Dem	10	0	0	100	0	1	1	39	10	9	14	11	10	7	12	6	11	15	8	5	5
Other	16	0	0	0	100	15	7	16	19	13	8	13	19	18	15	18	16	14	21	12	22

Other Parties Voting Intention

UKIP	10	0	0	0	100	14	4	8	12	8	0	6	14	14	10	11	11	10	17	8	3
SNP / PCY	2	0	0	0	0	0	1	3	3	1	2	4	2	1	2	3	0	1	3	0	15
Green	2	0	0	0	0	0	1	4	2	2	2	2	2	2	2	1	4	2	1	2	3
BNP	0	0	0	0	0	1	0	1	1	0	0	0	1	1	0	1	1	1	0	0	0
Respect	0	0	0	0	0	0	0	0	1	0	4	0	0	0	0	1	0	0	0	2	0
Other	1	0	0	0	0	0	1	0	0	1	0	1	1	1	0	1	0	1	1	1	0

Non Voters

Would Not Vote	8	0	0	0	0	3	5	2	6	10	13	14	6	2	7	9	6	10	7	10	2
Don't know	14	0	0	0	0	10	10	22	11	17	20	15	13	14	13	17	17	14	15	13	13

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

	Oct 10-11	Oct 13-14																				
Approve	31	33	83	6	42	16	67	9	27	35	31	33	30	30	40	40	24	37	36	37	29	18
Disapprove	54	53	7	88	39	75	23	83	61	54	53	48	49	59	53	48	61	53	48	52	55	74
Don't know	15	14	11	6	19	9	10	8	13	11	16	19	21	12	7	12	15	11	16	11	16	9

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

	Sep 15-16	Oct 13-14																				
I would vote for Britain to remain a member of the European Union	39	37	27	55	70	1	21	49	56	42	33	48	37	39	32	44	28	47	35	32	36	52
I would vote for Britain to leave the European Union	42	42	57	30	21	94	64	35	32	43	42	23	36	43	56	38	48	35	44	46	45	34
I would not vote	4	5	3	3	0	1	1	5	2	3	7	10	8	4	2	4	7	3	6	5	7	1
Don't know	16	15	13	12	9	4	13	12	10	11	18	20	19	14	10	14	16	15	15	17	13	13

Fieldwork: 13th - 14th October 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		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sep 15-16
Oct 13-14

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	50	52	56	61	76	21	48	55	66	55	49	62	49	52	49	59	43	61	51	49	48	62
Would vote for Britain to leave the European Union	29	28	30	22	13	70	37	27	21	29	26	16	21	29	37	23	34	23	27	30	31	21
Would not vote	4	4	1	3	1	0	1	3	1	4	5	8	7	4	1	4	5	1	6	4	5	1
Don't know	17	16	14	14	11	9	13	15	13	13	20	15	23	15	13	15	18	15	16	17	17	17

Sept 29-30
Oct 13-14

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	41	43	86	16	44	47	77	19	35	44	43	42	36	39	55	48	37	40	49	44	40	32
Bad for the economy	38	39	7	69	38	38	14	68	47	42	37	31	44	43	34	37	42	40	34	39	42	49
Don't know	21	18	7	15	18	15	9	13	18	15	20	28	21	18	11	15	21	20	17	16	18	19

Being done fairly or unfairly?

Fairly	30	32	74	8	33	29	61	10	26	34	31	37	27	30	37	37	26	26	38	34	32	18
Unfairly	53	54	15	86	57	58	27	83	62	56	53	48	55	58	52	50	60	59	46	55	57	70
Don't know	18	13	11	6	10	12	12	7	12	11	16	15	18	12	11	13	14	15	16	11	11	12

Necessary or unnecessary?

Necessary	56	60	94	37	71	67	88	38	62	59	61	63	53	60	65	66	51	55	66	63	56	46
Unnecessary	28	27	2	51	21	25	7	48	28	30	24	24	29	29	24	22	33	29	20	25	32	42
Don't know	16	13	4	12	9	7	5	15	10	11	15	14	18	11	11	11	15	16	14	12	11	12

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

Too deep	37	38	9	70	31	38	16	67	47	41	35	29	35	45	37	36	41	43	31	39	40	50
Too shallow	12	13	13	11	14	21	15	8	8	15	11	21	15	10	11	14	12	13	12	14	12	17
About the right level	31	31	66	8	44	24	57	13	30	31	31	28	28	27	40	36	26	28	38	30	30	19
Don't know	20	17	12	11	11	18	12	11	15	12	22	21	22	18	12	14	22	16	19	17	18	13

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	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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Sept 29-30	Oct 13-14																				
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	41	40	9	74	37	38	17	72	44	44	37	34	40	45	38	38	43	42	34	41	44	49
Too slowly	13	12	16	9	5	22	17	5	10	15	10	15	13	11	12	14	11	13	11	17	10	12
About the right pace	29	33	66	10	48	23	56	16	34	32	34	31	28	31	41	36	29	32	37	31	33	26
Don't know	17	14	9	7	11	16	10	7	13	9	19	20	19	13	10	12	17	14	18	11	13	14
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	51	57	43	75	58	61	48	74	59	57	57	45	50	64	60	54	61	60	51	60	59	66
Not having an impact on my life	34	33	48	21	35	31	45	21	33	34	31	39	36	27	33	37	27	28	36	34	33	22
Don't know	15	10	10	4	7	8	7	5	8	8	12	15	14	9	6	9	12	12	13	6	9	11
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	25	23	2	50	14	13	4	47	24	24	21	16	23	24	22	22	23	22	18	21	29	25
The last Labour government	37	38	84	6	39	45	81	7	28	38	37	32	32	35	48	43	30	36	42	39	36	24
Both	25	28	7	34	34	36	11	34	36	27	30	30	26	32	24	24	33	28	25	29	26	43
Neither	5	5	3	6	11	3	1	8	7	6	4	6	6	5	4	5	5	5	5	6	3	4
Don't know	8	7	4	4	2	3	3	4	5	6	8	16	13	4	1	6	9	8	9	5	7	4
	Sept 29-30	Oct 13-14																				
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	25	15	33	19	30	18	34	19	22	29	27	22	28	24	18	35	26	19	27	30	29
Fairly worried	41	40	36	48	36	45	40	43	43	41	39	33	42	39	43	39	41	43	43	39	34	46
TOTAL WORRIED	64	65	51	81	55	75	58	77	62	63	68	60	64	67	67	57	76	69	62	66	64	75
Not very worried	26	24	35	15	30	17	29	18	28	24	24	24	24	24	23	31	15	23	25	28	21	18
Not at all worried	6	8	14	4	14	8	12	4	9	10	6	9	7	7	10	10	5	5	9	5	11	5
TOTAL NOT WORRIED	32	32	49	19	44	25	41	22	37	34	30	33	31	31	33	41	20	28	34	33	32	23
Don't know	3	3	1	1	1	1	2	1	1	3	2	7	5	1	1	2	4	4	4	1	3	3

Fieldwork: 13th - 14th October 2013

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

	Sept 29-30	Oct 13-14																				
be victims of burglary, robbery or mugging																						
Very worried	9	9	8	10	6	14	8	12	3	7	12	9	10	10	8	8	11	15	7	7	11	9
Fairly worried	30	31	29	36	20	40	33	35	27	30	32	25	27	29	39	29	33	34	27	36	32	23
TOTAL WORRIED	39	40	37	46	26	54	41	47	30	37	44	34	37	39	47	37	44	49	34	43	43	32
Not very worried	46	44	43	43	51	40	44	42	52	45	43	42	47	45	42	48	39	38	47	46	40	48
Not at all worried	10	12	16	10	21	5	11	9	16	15	10	21	10	13	9	12	12	8	13	9	14	19
TOTAL NOT WORRIED	56	56	59	53	72	45	55	51	68	60	53	63	57	58	51	60	51	46	60	55	54	67
Don't know	5	4	3	2	2	1	4	2	2	3	4	3	7	3	2	2	5	5	6	2	3	1
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	23	23	9	35	13	32	15	36	21	21	26	19	21	26	25	19	29	30	17	22	26	31
Fairly worried	42	42	35	49	46	39	37	46	48	41	43	40	40	41	47	44	40	38	43	48	37	45
TOTAL WORRIED	65	65	44	84	59	71	52	82	69	62	69	59	61	67	72	63	69	68	60	70	63	76
Not very worried	26	26	44	12	33	24	37	15	25	28	25	32	28	26	23	29	24	21	31	23	28	19
Not at all worried	5	5	9	2	6	4	8	2	5	6	3	5	4	5	5	7	2	5	4	4	6	4
TOTAL NOT WORRIED	31	31	53	14	39	28	45	17	30	34	28	37	32	31	28	36	26	26	35	27	34	23
Don't know	4	3	3	1	3	1	3	1	1	3	3	5	7	2	1	2	5	5	4	2	2	1
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	20	19	16	19	7	37	21	22	8	18	20	17	12	21	24	14	26	19	15	20	21	29
Fairly worried	31	30	29	34	29	36	31	32	30	26	34	22	24	32	37	27	34	29	32	32	28	28
TOTAL WORRIED	51	49	45	53	36	73	52	54	38	44	54	39	36	53	61	41	60	48	47	52	49	57
Not very worried	31	32	34	32	40	20	31	30	40	35	30	37	39	31	25	38	24	34	34	33	30	29
Not at all worried	13	15	18	13	22	5	14	13	20	17	12	17	19	13	12	18	10	14	15	13	16	11
TOTAL NOT WORRIED	44	47	52	45	62	25	45	43	60	52	42	54	58	44	37	56	34	48	49	46	46	40
Don't know	5	4	4	2	1	1	3	3	2	3	5	7	7	2	2	3	5	5	5	2	4	2
lose their job / have difficulty finding work																						
Very worried	19	20	11	24	12	29	15	25	16	17	22	27	16	23	17	14	28	22	16	19	22	28
Fairly worried	37	37	33	43	41	36	37	38	38	36	37	33	39	39	34	38	35	39	37	39	33	33
TOTAL WORRIED	56	57	44	67	53	65	52	63	54	53	59	60	55	62	51	52	63	61	53	58	55	61
Not very worried	27	28	34	23	32	25	30	26	33	29	26	27	31	28	24	32	22	25	29	28	25	30
Not at all worried	10	11	19	8	11	8	15	9	11	13	10	6	8	7	21	13	10	6	12	11	16	5
TOTAL NOT WORRIED	37	39	53	31	43	33	45	35	44	42	36	33	39	35	45	45	32	31	41	39	41	35
Don't know	6	5	4	3	3	3	4	2	3	4	5	7	6	3	4	4	6	8	6	3	3	3

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

	Sept 29-30	Oct 13-14																				
lose their home																						
Very worried	13	15	7	20	5	21	11	23	8	13	16	13	10	17	16	9	23	14	10	17	18	19
Fairly worried	27	29	23	34	30	32	26	32	30	28	29	22	30	28	30	27	31	31	29	29	27	26
TOTAL WORRIED	40	44	30	54	35	53	37	55	38	41	45	35	40	45	46	36	54	45	39	46	45	45
Not very worried	36	35	40	33	39	31	36	29	43	35	35	42	43	33	28	41	28	37	37	37	30	34
Not at all worried	19	18	28	12	24	14	25	13	17	21	16	20	10	19	23	21	14	14	19	15	23	15
TOTAL NOT WORRIED	55	53	68	45	63	45	61	42	60	56	51	62	53	52	51	62	42	51	56	52	53	49
Don't know	6	3	2	2	1	1	3	2	1	3	3	3	7	2	3	2	5	4	5	2	2	5
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	12	13	5	19	7	20	9	19	9	14	12	16	10	17	11	8	20	14	9	15	15	20
Fairly worried	25	23	17	31	17	30	21	30	20	21	25	10	23	23	30	20	27	30	22	19	21	32
TOTAL WORRIED	37	36	22	50	24	50	30	49	29	35	37	26	33	40	41	28	47	44	31	34	36	52
Not very worried	35	39	46	34	46	32	38	34	47	37	41	55	42	36	33	44	33	38	40	46	36	32
Not at all worried	21	19	28	14	28	15	27	14	20	23	16	15	17	20	22	24	13	11	22	16	25	15
TOTAL NOT WORRIED	56	58	74	48	74	47	65	48	67	60	57	70	59	56	55	68	46	49	62	62	61	47
Don't know	7	5	4	3	2	3	5	3	3	5	5	4	8	4	4	3	8	6	8	4	4	2
suffer ill-health																						
Very worried	17	16	9	21	9	27	12	22	11	14	17	12	11	18	19	11	23	18	12	16	19	19
Fairly worried	36	37	35	43	34	34	38	43	37	37	38	23	31	37	49	36	39	38	37	40	37	33
TOTAL WORRIED	53	53	44	64	43	61	50	65	48	51	55	35	42	55	68	47	62	56	49	56	56	52
Not very worried	34	35	43	29	47	33	39	27	43	36	35	47	43	35	25	42	26	36	39	37	31	31
Not at all worried	6	7	10	6	10	4	7	6	6	9	6	14	9	7	4	8	7	4	7	5	10	13
TOTAL NOT WORRIED	40	42	53	35	57	37	46	33	49	45	41	61	52	42	29	50	33	40	46	42	41	44
Don't know	7	4	4	2	0	2	4	2	2	3	5	3	7	3	3	3	5	4	5	2	4	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	32	111
Male 25 to 39	194	234
Male 40 to 59	334	314
Male 60 +	287	241
Female 18 to 24	58	110
Female 25 to 39	281	236
Female 40 to 59	377	321
Female 60 +	294	290
Region		
North England	419	457
Midlands	304	305
East England	167	178
London	298	238
South England	436	425
Wales	85	93
Scotland	148	162
Social Grade		
AB	700	520
C1	529	539
C2	249	390
DE	379	409
Newspaper Type		
Express / Mail	387	297
Sun / Star	147	436
Mirror / Record	92	186
Guardian / Independent	103	84
FT / Times / Telegraph	153	176
Other Paper	273	214
No Paper	702	464
Political Party Identification		
Labour	532	594
Conservative	552	520
Liberal Democrat	173	204
SNP/Plaid Cymru	28	32
Others	121	43
None/ DK	451	464

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