

YouGov / The Sun Survey Results

Sample Size: 1712 GB Adults Fieldwork: 3rd - 4th February 2013

Fieldwork: 3rd - 4th February 2013																					
			Vot	ing inte	ention	2010 Vote			Ge	ender		Ag	je		Social	grade	Region				
		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted				580	145	516	411		832	880	207	437	586	483	976	736	219	556	366	421	149
Unweighte	d Sample		408	564	117	555	420	358	766	946	114	464	637	497	1159	553	311	555	322	444	80
Headline Voting Intention [Excluding Don't knows and Wouldn't votes] Con Lab Lib Dem Other		% 30 45 11 14	% 100 0 0 0	% 0 100 0	% 0 0 100 0	% 74 9 2 16	% 2 93 1 4	% 5 39 42 14	% 30 41 13 16	% 30 49 9 13	% 27 51 8 14	% 29 48 16 7	% 30 45 12 13	% 31 40 7 21	% 32 39 14 14	% 26 54 6 14	% 29 50 13 8	% 36 33 14 17	% 36 45 6 12	% 24 55 11	% 10 51 11 28
Other Parties Voting Intention		• • •	1 -	Ū	Ü	1 .0	•	• •		10		•		,		• •				• • •	20
UKIP SNP / PCY Green BNP Respect Other		9 3 2 0 0	0 0 0 0 0	0 0 0 0 0	0 0 0 0 0	15 0 0 0 0 0	1 2 1 0 0	7 2 5 0 0	10 4 2 0 0	8 2 2 1 0	6 4 4 1 0	3 2 2 1 0	8 3 1 0 0	17 3 1 0 0	9 2 2 0 0	9 4 1 0 0	5 0 2 1 0	11 2 3 0 0	10 1 1 0 0	9 0 1 1 0	2 26 1 0 1
Would Not Vote		8	0	0	0	5	1	3	8	9	19	10	6	5	7	10	7	8	10	7	15
Don't know		16	0	0	0	14	7	23	11	21	17	17	16	16		19	21	17	17	12	15
	Jan 31 - Feb 1	Feb 3-4																			
Approve	29	24	74	6	26	47	7	14	28	20	29	25	22	23	28	19	30	26	24	21	16
Disapprove	57	62	13	89	52	38	87	68	61	62	47	60	63	68	59	66	50	58	63	67	75
Don't know	14	14	14	5	22	15	6	18	10	18	24	16	14	9	13	16	21	16	13	13	8
	10-11 Jan	Feb 3-4																			
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	29	30	41	19	16	45	21	16	29	31	15	24	31	41	27	35	32	30	34	29	21
Worse off Would make no difference Don't know	34 19 18	36 15 18	25 17 17	49 16 16	62 14 7	23 17 15	45 16 18	54 14 16	42 16 13	31 15 23	38 15 31	40 15 21	37 13 18	31 18 10	41 17 15	29 14 23	38 11 19	38 16 16	27 19 21	37 16 18	46 11 22



			Voti	ng inte	ention	20	010 Vo	te	Ge	nder		Ag	е		Social	grade			Region		
		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted	d Sample	1712	386	580	145	516	411	377	832	880	207	437	586	483	976	736	219	556	366	421	149
Unweighte	d Sample	1712	408	564	117	555	420	358	766	946	114	464	637	497	1159	553	311	555	322	444	80
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	10-11 Jan	Feb 3-4																			
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 Would have less influence Would make no difference Don't know	9 40 38 14	12 39 35 14	15 32 43 9	9 49 31 12	11 61 21 7	15 28 45 11	7 48 34 11	7 53 27 14	12 45 36 7	12 33 35 20	17 42 22 20	11 46 24 19	9 42 38 11	14 28 48 10	13 44 34 10	11 32 38 19	16 37 33 14	13 42 34 11	12 34 40 15	10 36 38 16	8 52 25 15
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 Would be bad for jobs and employment Would make no difference Don't know	27 30 24 19	32 31 22 16	39 22 23 15	26 42 19 13	16 54 22 7	42 20 25 14	26 43 17 14	21 44 22 12	30 37 22 10	34 25 21 20	27 33 17 24	26 34 20 20	30 32 22 16	42 26 25 8	28 36 22 13	37 24 21 19	34 34 17 16	32 30 24 15	34 27 20 19	34 31 20 15	21 37 29 12
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 Worse off Would make no difference	18 20 40	21 20 42	27 9 51	15 29 40	12 36 44	29 10 47	15 26 40	12 30 43	21 24 43	22 15 41	19 23 36	18 25 37	22 18 41	25 15 50	19 24 42	25 14 41	23 25 33	19 20 46	24 14 40	23 18 43	17 30 39
Don't know		17	13	17	8	15	19	15	11	23	22	20	19	10	15	20	19	15	22	17	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?	Jan 20- 21	Feb 3-4																			
Good for the economy Bad for the economy Don't know	36 49 14	35 48 17	73 13 14	13 77 10	34 52 15	57 26 17	14 75 11	28 58 15	38 51 11	32 46 22	40 37 23	34 45 21	29 56 15	41 47 13	38 46 16	30 51 18	36 43 21	38 47 15	34 47 19	32 51 17	30 56 14
Being done fairly or unfairly? Fairly Unfairly Don't know	28 60 12	25 61 14	68 19 12	7 87 6	25 59 17	49 37 14	8 86 7	17 70 13	29 59 12	22 63 16	21 53 26	28 54 18	24 66 10	26 65 9	30 57 13	18 67 15	26 58 16	27 59 13	26 61 13	24 62 14	14 71 15



Fieldwork: 3rd - 4th February 2013

Fieldwork: 3rd - 4th February 2013																						
	<u> </u>			ing inte	ention	2	010 Vc	te	Ge	ender		Ag	je		Social	grade	Region					
		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted	d Sample	1712	386	580	145	516	411	377	832	880	207	437	586	483	976	736	219	556	366	421	149	
Unweighte	d Sample	1712	408	564	117	555	420	358	766	946	114	464	637	497	1159	553	311	555	322	444	80	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Jan 20- 21	Feb 3-4																				
Necessary or unnecessary?																						
Necessary	59	55	92	31	66	79	32	53	57	54	54	54	52	61	61	48	58	61	53	52	46	
Unnecessary	29	29	3	56	17	11	55	28	32	26	21	27	31	31	26	33	23	25	31	33	36	
Don't know	12	16	5	13	16	9	13	19	11	20	25	19	17	8	13	20	19	14	16	15	18	
Too deep, too shallow or at about the right level?																						
Too deep	42	48	16	75	46	24	73	58	50	47	42	41	55	50	45	53	44	45	46	53	60	
Too shallow	12	9	17	6	7	15	6	6	10	8	6	12	9	8	10	8	9	11	11	8	4	
About the right level	28	24	54	8	30	44	9	19	27	20	23	23	20	29	27	19	27	25	25	21	19	
Don't know	17	19	13	12	16	17	12	18	13	24	29	24	16	13	17	20	20	19	19	18	17	
Being done too quickly, too slowly, or at about the right pace?			•			•					•			•								
Too quickly	45	51	18	79	51	27	78	58	52	50	45	45	56	53	45	60	47	47	51	55	62	
Too slowly	16	10	16	6	9	15	7	8	11	9	10	12	11	9	13	7	9	13	10	8	9	
About the right pace	26	24	54	7	29	45	7	21	26	23	22	24	21	29	29	18	27	26	25	24	16	
Don't know	14	14	11	9	11	12	9	13	11	18	24	19	12	9	13	15	17	14	14	14	12	
Having an impact on your own life, or not having			•			•			•		•			•			<u>-</u>					
an impact on your own life?						1								1								
Having an impact on my life	65	60	51	72	54	54	73	58	60	60	53	52	71	58	56	66	55	58	62	63	65	
Not having an impact on my life	27	29	41	20	34	36	20	32	29	28	28	32	20	37	34	21	31	33	26	24	29	
Don't know	8	11	7	8	13	10	7	10	11	12	19	16	10	6	10	13	14	10	13	13	6	
And who do you think is most to blame for the																						
current spending cuts?	0.0			0.4	40			00	I 00	00	I 00	00	00	o- I	00	0.4	I 00	00	07	0.4	00	
The Conservative-Liberal Democrat coalition	26	29	2	61	19	7	59	32	29	28	32	28	29	27	26	31	26	26	27	34	29	
The last Labour government	38	34	82	4	39	70	5	24	38	30	20	31	33	43	39	27	32	40	35	29	22	
Both	25	26	9	26	30	17	27	32	24	28	20	25	30	25	24	28	30	24	26	24	33	
Neither	4	4 7	4	4	6	3	5	5	5	4	4	5	4	4	5	4	4	4	3 9	6	6 9	
Don't know	6	1	2	5	6	3	5	7	5	10	23	11	4	2	6	10	9	6	9	6	9	



rieldwork. Std - 4th residary 2015			Voting intention		2010 Vote		Gender		Age				Social	grade	Region						
				Ĭ I	Lib	_		Lib			40.04	25.00	10.50			2225		Rest of	Midlands /		
		Total	Con	Lab	Dem	Con	Lab	Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	South	Wales	North	Scotland
Weighted	Sample	1712	386	580	145	516	411	377	832	880	207	437	586	483	976	736	219	556	366	421	149
Unweighted	d Sample	1712	408	564	117	555	420	358	766	946	114	464	637	497	1159	553	311	555	322	444	80
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Jan 20- 21	Feb 3-4																			
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	24	25	14	34	16	19	30	20	21	28	27	26	28	20	20	32	21	20	25	30	32
Fairly worried	44	44	37	45	45	41	45	46	43	45	43	42	43	46	43	44	43	44	46	39	51
TOTAL WORRIED	68	69	51	79	61	60	75	66	64	73	70	68	71	66	63	76	64	64	71	69	83
Not very worried	23	24	36	17	31	30	20	27	29	20	22	22	25	27	28	19	26	29	21	25	12
Not at all worried	7	4	9	3	5	7	3	5	5	4	2	5	3	6	6	2	6	4	5	4	3
TOTAL NOT WORRIED	30	28	45	20	36	37	23	32	34	24	24	27	28	33	34	21	32	33	26	29	15
Don't know	2	3	3	1	2	3	2	2	3	3	5	6	1	1	3	3	4	3	4	2	1
be victims of burglary, robbery or mugging											1										
Very worried	12	10	4	13	9	8	12	8	9	11	11	10	9	11	9	12	13	8	9	13	7
Fairly worried	34	34	30	39	30	34	37	29	30	37	30	31	35	36	31	37	35	34	34	32	37
TOTAL WORRIED	46	44	34	52	39	42	49	37	39	48	41	41	44	47	40	49	48	42	43	45	44
Not very worried	41	44	49	40	53	45	40	51	48	41	48	45	44	42	47	41	39	46	43	44	46
Not at all worried	10	8	12	6	5	9	7	9	9	7	5	8	8	9	9	6	7	8	7	9	8
TOTAL NOT WORRIED	51	52	61	46	58	54	47	60	57	48	53	53	52	51	56	47	46	54	50	53	54
Don't know	3	4	4	3	3	4	3	3	4	5	6	7	4	2	4	5	5	4	7	3	1
suffer directly from cuts in spending on public services such as health, education and welfare																					
Very worried	25	26	12	36	23	16	36	26	25	28	23	24	29	27	23	31	24	23	26	29	35
Fairly worried	44	44	34	48	49	41	46	45	41	46	39	39	45	48	42	46	42	45	42	45	42
TOTAL WORRIED	69	70	46	84	72	57	82	71	66	74	62	63	74	75	65	77	66	68	68	74	77
Not very worried	24	21	40	12	21	32	14	20	25	18	26	23	20	19	26	16	24	23	24	17	17
Not at all worried	4	5	11	2	4	8	3	5	6	4	4	7	4	5	6	4	5	4	4	7	5
TOTAL NOT WORRIED	28	26	51	14	25	40	17	25	31	22	30	30	24	24	32	20	29	27	28	24	22
Don't know lose out because foreign factories and/or workers from abroad can do the same job more cheaply	3	3	4	1	3	4	2	4	4	3	9	6	2	1	3	3	4	4	4	2	1
Very worried	23	22	19	21	13	24	22	15	18	25	14	15	24	29	18	27	18	23	23	22	22
Fairly worried	32	32	28	38	29	30	39	30	34	29	34	29	31	34	29	35	36	31	32	31	31
TOTAL WORRIED	55	54	47	59	42	54	61	45	52	54	48	44	55	63	47	62	54	54	55	53	53
Not very worried	28	29	33	28	34	29	26	35	30	29	34	33	31	22	33	24	25	31	29	30	31
Not at all worried	12	12	18	8	20	13	9	15	13	10	9	16	10	11	15	7	15	11	9	12	15
TOTAL NOT WORRIED	40	41	51	36	54	42	35	50	43	39	43	49	41	33	48	31	40	42	38	42	46
Don't know	4	5	3	4	4	4	5	5	4	6	9	8	4	3	4	7	6	5	7	6	1



Fieldwork: 3rd - 4th February 2013																				W	hat the
·			Vot	ing int	ention	2010 Vote			Gender			Ag	je		Socia	grade	Region				
		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted	d Sample	1712	386	580	145	516	411	377	832	880	207	437	586	483	976	736	219	556	366	421	149
Unweighte	-	1712	408	564	117	555	420	358	766	946	114	464	637	497	1159	553	311	555	322	444	80
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Jan 20- 21	Feb 3-4																			
lose their job / have difficulty finding work																					
Very worried	24	23	12	32	15	18	32	17	21	26	22	21	27	22	20	28	21	24	18	28	26
Fairly worried	36	38	36	41	41	36	39	41	37	38	42	39	39	33	38	37	38	34	43	39	35
TOTAL WORRIED	60	61	48	73	56	54	71	58	58	64	64	60	66	55	58	65	59	58	61	67	61
Not very worried	26	25	36	20	27	30	20	28	28	23	21	27	27	24	29	20	25	27	27	22	23
Not at all worried	11	9	12	6	8	12	6	9	9	8	6	7	5	16	10	7	10	10	6	9	9
TOTAL NOT WORRIED	37	34	48	26	35	42	26	37	37	31	27	34	32	40	39	27	35	37	33	31	32
Don't know	4	5	4	1	9	5	3	5	5	5	9	6	3	4	4	6	6	4	6	3	7
lose their home					_	1			1					1							
Very worried	16	17	6	23	8	13	22	11	14	20	14	16	16	19	13	22	14	17	14	20	21
Fairly worried	27	28	22	35	26	26	36	26	28	29	19	28	30	30	25	33	26	28	30	28	30
TOTAL WORRIED	43	45	28	58	34	39	58	37	42	49	33	44	46	49	38	55	40	45	44	48	51
Not very worried	37	35	46	31	41	37	28	42	37	33	45	37	35	29	41	27	35	37	33	35	32
Not at all worried	17	16	23	10	21	21	11	18	17	14	11	11	17	20	17	13	20	14	18	15	10
TOTAL NOT WORRIED	54 3	51 4	69	41	62	58	39 2	60	54	47 5	56	48 7	52	49	58	40 5	55 I c	51	51 5	50	42 7
Don't know suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities			4	2	3	4		3	4		•		2	2	4		6				
Very worried	14	15	5	22	9	11	21	11	13	17	14	14	13	19	12	19	16	14	14	18	12
Fairly worried	25	26	19	31	25	24	31	24	28	25	23	22	26	32	22	31	23	27	24	26	32
TOTAL WORRIED	39	41	24	53	34	35	52	35	41	42	37	36	39	51	34	50	39	41	38	44	44
Not very worried	36	35	39	34	38	35	32	40	35	35	40	36	40	26	38	30	36	34	38	34	29
Not at all worried	19	18	31	11	22	24	13	18	20	17	16	21	17	19	22	14	17	18	16	19	25
TOTAL NOT WORRIED	55	53	70	45	60	59	45	58	55	52	56	57	57	45	60	44	53	52	54	53	54
Don't know	6	6	6	2	6	6	3	7	5	6	8	8	4	4	6	6	7	7	8	3	1
suffer ill-health	16	16	I 7	24	12	1 12	22	12	1 12	10	l o	11	16	24	10	20	1 12	16	12	10	17
Very worried Fairly worried	16 38	16 35	7 31	21 38	13 34	12 36	22 39	13 31	13 32	18 38	8 28	11 27	16 36	24 44	12 32	20 39	13 41	16 34	13 36	19 35	17 31
TOTAL WORRIED	58 54	35 51	38	59	47	48	61	44	45	56	36	38	52	68	32 44	59	54	50	49	54	48
Not very worried	34 34	37	43	35	40	35	32	44	43	31	47	43	39	23	42	30	32	39	36	35	48 45
Not at all worried	34 8	7	13	4	10	10	32 4	45 8	9	اد 6	11	43 11	5 5	6	9	30 6	8	39 7	9	35 8	45 6
TOTAL NOT WORRIED	42	44	56	39	50	45	36	53	52	37	58	54	44	29	51	36	40	46	4 5	43	51
Don't know	42	5	6	2	4	6	3	3	4	6	6	8	3	4	5	5	6	40	45 7	43	2
DOIT KNOW	4	J	ı	2	4	I	3	3	I 4	O	U	o	3	4	3	3	. 0	5	,	4	۷



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.

	Unweighted no.	vveigntea i
Age and Gender		
Male 18 to 24	53	106
Male 25 to 39	193	219
Male 40 to 59	272	289
Male 60 +	248	217
Female 18 to 24	61	101
Female 25 to 39	271	217
Female 40 to 59	365	296
Female 60 +	249	265
Region		
North England	444	421
Midlands	260	281
East England	164	164
Londor	311	219
South England	391	392
Wales	62	86
Scotland	80	149
Social Grade		
AE	648	479
C1	511	496
C2	2 248	360
DE	305	377
Newspaper Type		
Express / Mai	325	274
Sun / Sta	219	402
Mirror / Record	91	171
Guardian / Independen	t 91	77
FT / Times / Telegraph	115	163
Other Pape	223	197
No Pape	648	428
Political Party Identification		
Labou	558	556
Conservative	501	488
Liberal Democra	t 154	205
SNP/Plaid Cymru	27	29
Others	110	22
None/ Dk	362	411

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