

YouGov / The Sun Survey Results

Sample Size: 1577 GB Adults
Fieldwork: 7th - 8th July 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	1577	419	491	128	130	493	390	323	766	811	191	402	539	445	899	678	202	513	337	388	137	
Unweighted Sample	1577	415	441	112	149	498	366	344	754	823	95	459	598	425	1027	550	308	494	284	361	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	6	13	34	34	35	36	34	32	36	31	33	38	41	26	22
Lab	40	0	100	0	0	6	88	35	39	40	40	39	41	38	36	45	47	27	39	51	46
Lib Dem	10	0	0	100	0	1	0	36	8	13	10	12	8	11	14	5	9	17	6	8	6
Other	16	0	0	0	100	15	6	15	19	14	14	13	16	19	15	19	11	18	14	15	26

Other Parties Voting Intention

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

Non Voters

Would Not Vote	7	0	0	0	0	2	4	4	8	7	11	14	7	1	6	9	10	7	9	6	6
Don't know	14	0	0	0	0	12	9	17	9	19	12	15	14	13	14	14	12	16	11	14	14

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

	July 4-5	July 7-8																				
Approve	26	29	80	5	26	11	60	8	23	33	25	26	28	32	28	33	24	30	32	35	23	23
Disapprove	58	54	8	88	42	80	24	84	62	55	54	46	49	57	60	50	60	50	50	48	64	64
Don't know	16	17	12	7	32	8	16	8	15	12	21	28	24	11	12	17	16	20	18	17	13	14

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

	June 23-24	July 7-8																				
I would vote for Britain to remain a member of the European Union	31	36	31	50	68	7	25	44	53	40	33	44	41	35	30	44	27	44	32	29	40	46
I would vote for Britain to leave the European Union	45	43	52	33	19	83	58	36	29	45	41	26	31	46	57	37	51	33	45	49	41	35
I would not vote	6	5	1	4	2	0	2	5	1	5	4	8	7	4	1	4	6	6	3	5	6	4
Don't know	18	16	16	13	11	9	15	16	16	10	22	22	21	15	12	16	17	16	20	17	12	15

Fieldwork: 7th - 8th July 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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Unweighted Sample	1577	415	441	112	149	498	366	344	754	823	95	459	598	425	1027	550	308	494	284	361	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 9-10	July 7-8																				
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	48	58	53	76	16	46	50	62	50	46	52	50	46	46	56	37	55	45	45	49	54
Would vote for Britain to leave the European Union	28	31	31	26	14	71	37	27	23	34	28	19	22	33	40	26	37	25	35	31	30	24
Would not vote	5	4	1	4	2	0	1	3	3	4	5	7	5	5	1	3	6	5	3	6	4	5
Don't know	17	17	11	17	8	13	16	20	12	12	22	22	23	15	12	15	20	15	17	17	18	17

	June 23-24	July 7-8																				
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	37	38	76	12	49	41	67	15	31	40	36	36	37	38	41	44	31	38	42	43	29	37
Bad for the economy	45	45	10	77	39	53	18	73	55	47	44	40	37	50	50	41	50	41	39	41	58	50
Don't know	18	17	14	11	12	7	15	12	14	13	20	24	27	13	10	15	19	21	19	16	13	14
Being done fairly or unfairly?																						
Fairly	27	29	71	4	30	25	55	8	20	33	24	28	31	29	26	32	24	31	32	32	23	21
Unfairly	58	54	15	87	53	64	27	83	63	53	55	45	46	58	61	52	56	52	52	51	60	58
Don't know	15	17	14	9	17	11	17	9	17	14	20	27	23	13	13	16	19	17	16	17	17	21
Necessary or unnecessary?																						
Necessary	59	58	92	31	76	63	84	34	52	62	54	54	58	59	57	63	51	57	62	59	54	50
Unnecessary	27	27	3	52	16	31	7	51	32	28	27	22	22	29	32	24	31	26	23	26	34	32
Don't know	14	15	5	16	8	6	9	15	16	10	19	23	19	12	11	13	18	17	15	15	12	18

Fieldwork: 7th - 8th July 2013

	Total	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	1577	419	491	128	130	493	390	323	766	811	191	402	539	445	899	678	202	513	337	388	137	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	June 23-24	July 7-8																				
Too deep, too shallow or at about the right level?																						
Too deep	39	41	8	70	40	47	18	65	52	44	37	29	30	45	50	37	45	39	35	37	50	44
Too shallow	15	14	21	8	15	21	19	10	12	15	12	14	16	13	12	15	12	15	16	13	11	14
About the right level	28	28	60	9	37	20	49	10	22	30	26	27	29	30	25	31	23	26	31	31	24	21
Don't know	18	18	12	12	9	12	14	15	14	11	25	29	25	12	13	17	19	20	18	19	15	21
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	42	41	9	69	39	46	19	66	51	43	39	34	33	44	47	39	44	42	37	36	49	42
Too slowly	15	15	22	9	20	25	20	11	13	18	13	17	16	15	15	16	15	13	16	15	17	14
About the right pace	28	27	59	10	32	20	50	11	23	29	26	24	28	29	26	31	22	24	30	32	22	26
Don't know	14	16	9	12	10	9	12	12	14	11	22	25	23	12	12	14	19	21	16	17	12	18
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	53	57	48	68	52	69	53	66	62	57	57	51	43	66	61	54	61	53	53	58	61	61
Not having an impact on my life	35	31	43	24	42	25	37	24	31	32	29	29	38	24	33	35	25	32	34	28	29	28
Don't know	13	12	8	8	6	6	10	10	7	11	14	20	20	10	6	11	15	15	13	14	9	11
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	24	26	3	55	16	23	5	53	34	25	27	30	22	25	28	24	28	26	22	21	34	33
The last Labour government	37	37	83	4	45	51	73	7	31	41	33	31	35	37	42	41	32	35	44	40	29	31
Both	27	23	7	27	28	25	15	28	26	21	26	19	21	27	24	23	24	22	21	22	27	28
Neither	5	5	3	7	6	0	2	5	6	6	4	6	4	6	4	5	5	6	5	6	3	4
Don't know	7	9	4	6	5	1	5	6	3	7	11	14	18	5	2	7	11	12	8	11	8	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	22	21	12	30	16	25	14	28	17	19	24	19	19	24	23	16	28	19	24	20	22	17
Fairly worried	43	43	40	45	48	45	44	42	50	40	46	45	43	42	42	43	43	46	40	43	43	47
TOTAL WORRIED	65	64	52	75	64	70	58	70	67	59	70	64	62	66	65	59	71	65	64	63	65	64
Not very worried	26	26	34	21	22	25	30	23	26	28	23	21	27	24	28	30	20	25	23	24	29	31
Not at all worried	6	7	11	3	13	5	9	4	7	9	4	7	8	7	5	8	4	7	8	7	4	5
TOTAL NOT WORRIED	32	33	45	24	35	30	39	27	33	37	27	28	35	31	33	38	24	32	31	31	33	36
Don't know	3	3	2	1	1	0	4	4	1	4	3	8	4	3	2	3	4	4	4	5	2	1
	June 23-24	July 7-8																				

Fieldwork: 7th - 8th July 2013

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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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Unweighted Sample	1577	415	441	112	149	498	366	344	754	823	95	459	598	425	1027	550	308	494	284	361	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

be victims of burglary, robbery or mugging

Very worried	9	10	8	11	6	21	12	10	5	10	10	10	9	12	7	14	9	13	9	9	4	
Fairly worried	31	29	27	33	22	31	28	34	24	28	31	20	28	30	28	30	30	27	32	30	28	
TOTAL WORRIED	40	39	35	44	28	52	40	44	29	38	41	30	37	39	46	35	44	39	40	41	39	32
Not very worried	44	45	49	44	49	41	46	41	53	44	45	47	45	46	42	48	41	47	44	41	45	51
Not at all worried	11	11	12	11	19	5	9	11	15	13	8	14	13	11	7	12	9	9	12	8	12	14
TOTAL NOT WORRIED	55	56	61	55	68	46	55	52	68	57	53	61	58	57	49	60	50	56	56	49	57	65
Don't know	4	5	4	2	5	2	5	4	3	5	6	10	7	4	4	5	6	5	6	8	3	2

suffer directly from cuts in spending on public services such as health, education and welfare

Very worried	23	24	12	34	20	34	17	33	27	22	26	18	16	26	30	21	28	19	24	23	27	21
Fairly worried	43	40	33	43	45	44	38	42	39	34	46	30	41	41	43	39	41	40	40	39	38	48
TOTAL WORRIED	66	64	45	77	65	78	55	75	66	56	72	48	57	67	73	60	69	59	64	62	65	69
Not very worried	26	26	44	20	20	15	35	18	25	32	21	37	31	24	21	30	22	31	25	25	28	22
Not at all worried	5	6	10	2	11	5	7	3	6	9	3	5	7	7	4	6	5	5	6	7	4	5
TOTAL NOT WORRIED	31	32	54	22	31	20	42	21	31	41	24	42	38	31	25	36	27	36	31	32	32	27
Don't know	4	4	2	1	5	2	4	4	2	4	5	10	6	2	3	4	5	4	5	6	2	3

lose out because foreign factories and/or workers from abroad can do the same job more cheaply

Very worried	22	19	15	23	12	39	19	24	16	18	21	16	11	21	27	13	27	13	19	23	17	24
Fairly worried	31	31	32	31	33	36	33	31	28	29	32	19	30	33	34	28	35	27	30	34	32	28
TOTAL WORRIED	53	50	47	54	45	75	52	55	44	47	53	35	41	54	61	41	62	40	49	57	49	52
Not very worried	30	32	35	31	34	16	30	27	41	33	30	45	34	32	23	37	24	36	31	22	38	32
Not at all worried	14	12	15	11	20	5	14	11	12	14	10	10	18	11	10	16	7	17	13	13	9	10
TOTAL NOT WORRIED	44	44	50	42	54	21	44	38	53	47	40	55	52	43	33	53	31	53	44	35	47	42
Don't know	4	6	3	5	2	4	4	7	3	6	6	10	7	4	6	6	7	6	7	8	4	5

lose their job / have difficulty finding work

Very worried	23	22	13	32	19	32	14	31	23	22	22	30	17	22	24	19	26	24	21	23	22	23
Fairly worried	37	37	37	36	35	41	38	37	36	36	38	36	36	40	34	36	38	34	37	40	35	39
TOTAL WORRIED	60	59	50	68	54	73	52	68	59	58	60	66	53	62	58	55	64	58	58	63	57	62
Not very worried	26	24	33	19	24	20	31	18	23	24	25	21	31	27	17	27	20	24	26	17	30	22
Not at all worried	11	10	13	9	21	6	11	8	14	12	9	2	9	8	18	12	9	12	10	12	9	11
TOTAL NOT WORRIED	37	34	46	28	45	26	42	26	37	36	34	23	40	35	35	39	29	36	36	29	39	33
Don't know	4	6	4	4	2	2	6	5	3	6	6	11	7	4	6	5	7	7	7	8	4	5

June 23-24
July 7-8

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Unweighted Sample	1577	415	441	112	149	498	366	344	754	823	95	459	598	425	1027	550	308	494	284	361	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

lose their home

Very worried	14	15	7	20	10	27	10	21	14	15	14	10	11	15	20	12	19	15	15	16	15	10
Fairly worried	27	27	22	29	29	30	24	31	24	23	30	23	27	26	29	27	27	22	29	27	25	27
TOTAL WORRIED	41	42	29	49	39	57	34	52	38	38	44	33	38	41	49	39	46	37	44	43	40	37
Not very worried	37	36	46	30	37	28	42	29	37	36	35	45	41	37	25	38	32	40	33	33	39	38
Not at all worried	17	18	23	18	24	12	20	13	23	21	16	12	14	19	22	19	16	17	18	18	18	21
TOTAL NOT WORRIED	54	54	69	48	61	40	62	42	60	57	51	57	55	56	47	57	48	57	51	51	57	59
Don't know	4	5	2	3	1	3	4	5	2	5	5	10	7	3	4	4	6	6	5	7	3	3

suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities

Very worried	12	13	5	17	13	26	8	19	12	14	12	11	8	15	16	9	19	15	15	14	12	8
Fairly worried	26	24	20	31	24	20	21	29	23	23	25	28	24	21	27	26	22	18	22	23	26	37
TOTAL WORRIED	38	37	25	48	37	46	29	48	35	37	37	39	32	36	43	35	41	33	37	37	38	45
Not very worried	38	38	45	36	32	40	40	34	40	37	39	44	42	38	30	40	35	41	35	37	41	36
Not at all worried	18	19	26	13	27	11	25	11	23	20	18	7	20	22	20	21	16	20	22	19	15	16
TOTAL NOT WORRIED	56	57	71	49	59	51	65	45	63	57	57	51	62	60	50	61	51	61	57	56	56	52
Don't know	5	6	3	4	4	3	5	7	3	5	6	10	6	4	6	5	7	6	6	8	6	3

suffer ill-health

Very worried	15	15	8	19	15	22	12	20	12	13	17	10	7	17	23	12	20	15	16	15	15	12
Fairly worried	37	34	28	42	34	40	30	38	36	31	37	22	30	32	45	35	33	31	34	37	31	39
TOTAL WORRIED	52	49	36	61	49	62	42	58	48	44	54	32	37	49	68	47	53	46	50	52	46	51
Not very worried	35	36	48	30	35	27	42	30	39	37	35	45	43	40	21	37	34	41	36	31	39	32
Not at all worried	7	9	10	6	15	9	8	6	10	11	6	13	12	8	4	10	6	8	9	7	8	12
TOTAL NOT WORRIED	42	45	58	36	50	36	50	36	49	48	41	58	55	48	25	47	40	49	45	38	47	44
Don't know	5	6	6	3	2	3	7	6	3	7	6	10	8	4	6	6	8	6	5	10	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	28	98
Male 25 to 39	220	202
Male 40 to 59	302	267
Male 60 +	204	200
Female 18 to 24	67	93
Female 25 to 39	239	200
Female 40 to 59	296	273
Female 60 +	221	244
Region		
North England	361	388
Midlands	218	259
East England	138	151
London	308	202
South England	356	361
Wales	66	79
Scotland	130	137
Social Grade		
AB	576	442
C1	451	457
C2	245	331
DE	305	347
Newspaper Type		
Express / Mail	278	252
Sun / Star	155	371
Mirror / Record	91	158
Guardian / Independent	96	71
FT / Times / Telegraph	109	150
Other Paper	224	181
No Paper	624	394
Political Party Identification		
Labour	464	513
Conservative	458	449
Liberal Democrat	147	189
SNP/Plaid Cymru	32	27
Others	82	21
None/ DK	394	378

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