



Sample Size: 1552 GB Adults  
Fieldwork: 8th - 9th February 2015

	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
<b>Weighted Sample</b>	<b>1552</b>	<b>413</b>	<b>402</b>	<b>90</b>	<b>170</b>	<b>466</b>	<b>387</b>	<b>291</b>	<b>753</b>	<b>799</b>	<b>185</b>	<b>393</b>	<b>531</b>	<b>444</b>	<b>885</b>	<b>667</b>	<b>199</b>	<b>504</b>	<b>332</b>	<b>382</b>	<b>135</b>
Unweighted Sample	1552	399	405	75	205	466	389	294	789	763	155	306	621	470	1020	532	206	515	316	379	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 11-12	Feb 8-9																				
<b>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?</b>																						
Would have more influence	12	<b>10</b>	10	5	8	27	16	7	6	11	9	11	7	11	12	9	11	10	12	11	8	7
Would have less influence	41	<b>43</b>	37	58	67	6	26	54	59	44	41	50	46	41	38	47	37	44	41	41	43	51
Would make no difference	34	<b>33</b>	42	24	17	62	49	25	23	35	31	18	25	38	43	32	35	29	33	38	35	25
Don't know	13	<b>14</b>	10	13	8	6	9	14	12	9	19	21	22	11	7	12	16	17	14	10	14	17

	Jan 11-12	Feb 8-9																				
<b>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?</b>																						
Would be good for jobs and employment	24	<b>26</b>	34	15	12	60	40	16	14	25	26	21	19	26	32	23	29	23	27	30	24	17
Would be bad for jobs and employment	37	<b>37</b>	28	52	72	4	21	52	55	42	33	44	38	38	33	42	30	43	36	33	36	49
Would make no difference	21	<b>21</b>	24	18	13	27	26	15	17	22	21	15	19	22	24	20	23	18	20	24	23	16
Don't know	18	<b>16</b>	14	15	3	8	13	17	14	11	20	19	23	13	12	15	18	16	17	13	17	18

	Jan 11-12	Feb 8-9																				
<b>And do you think you personally would be better or worse off if we left the European Union, or would it make no difference?</b>																						
Better off	20	<b>17</b>	22	11	3	47	29	10	8	19	15	13	13	19	20	16	19	17	20	19	14	11
Worse off	24	<b>23</b>	15	35	36	3	9	35	30	26	21	33	29	22	15	26	19	27	25	21	20	28
Would make no difference	37	<b>42</b>	50	37	47	44	48	39	44	42	42	24	36	45	52	41	44	36	40	44	46	45
Don't know	20	<b>17</b>	13	16	14	6	14	17	18	12	22	29	21	13	13	17	18	20	16	15	19	16

	Jan 25-26	Feb 8-9																				
<b>Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...</b>																						
<b>Good or bad for the economy?</b>																						
Good for the economy	45	<b>43</b>	84	16	40	51	77	19	34	47	40	32	41	42	50	47	38	50	46	42	38	37
Bad for the economy	35	<b>38</b>	7	67	38	33	12	61	43	40	35	41	33	41	35	35	40	30	34	40	40	48
Don't know	19	<b>19</b>	10	17	22	16	11	20	23	13	26	27	26	16	14	18	22	19	20	18	22	16
<b>Being done fairly or unfairly?</b>																						
Fairly	27	<b>28</b>	71	6	20	29	61	9	15	32	25	16	28	27	35	31	25	31	32	30	23	25
Unfairly	54	<b>54</b>	13	83	66	58	24	79	69	55	54	54	50	59	52	53	55	52	50	54	58	62
Don't know	19	<b>17</b>	16	11	13	13	15	13	16	13	21	30	22	14	13	16	20	17	18	16	20	13
<b>Necessary or unnecessary?</b>																						
Necessary	57	<b>57</b>	93	29	61	64	87	32	51	59	55	49	54	55	64	61	50	59	64	57	50	46
Unnecessary	27	<b>28</b>	2	54	27	26	7	51	32	30	26	26	24	33	26	26	30	26	23	27	33	38
Don't know	16	<b>15</b>	5	17	11	10	6	17	17	11	19	25	22	12	10	12	20	15	14	16	17	15

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	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	
<b>Weighted Sample</b>	<b>1552</b>	<b>413</b>	<b>402</b>	<b>90</b>	<b>170</b>	<b>466</b>	<b>387</b>	<b>291</b>	<b>753</b>	<b>799</b>	<b>185</b>	<b>393</b>	<b>531</b>	<b>444</b>	<b>885</b>	<b>667</b>	<b>199</b>	<b>504</b>	<b>332</b>	<b>382</b>	<b>135</b>	
<b>Unweighted Sample</b>	<b>1552</b>	<b>399</b>	<b>405</b>	<b>75</b>	<b>205</b>	<b>466</b>	<b>389</b>	<b>294</b>	<b>789</b>	<b>763</b>	<b>155</b>	<b>306</b>	<b>621</b>	<b>470</b>	<b>1020</b>	<b>532</b>	<b>206</b>	<b>515</b>	<b>316</b>	<b>379</b>	<b>136</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	<b>Jan</b>	<b>Feb</b>																				
	<b>25-26</b>	<b>8-9</b>																				
<b>Too deep, too shallow or at about the right level?</b>																						
Too deep	38	38	7	70	38	36	14	64	49	42	34	29	33	47	36	37	39	37	32	39	43	46
Too shallow	11	10	11	6	11	16	11	8	7	10	9	15	9	8	10	10	9	11	8	11	8	13
About the right level	31	33	73	7	39	33	63	9	28	35	31	20	30	31	42	37	27	34	39	31	29	23
Don't know	21	20	10	18	12	16	11	19	16	12	26	36	28	14	13	16	25	19	21	19	20	18
<b>Being done too quickly, too slowly, or at about the right pace?</b>																						
Too quickly	40	39	8	69	36	39	15	63	48	42	36	36	34	45	37	38	40	40	35	39	42	44
Too slowly	11	11	16	7	9	17	15	7	7	14	9	13	9	11	13	13	9	8	10	14	10	11
About the right pace	31	32	69	8	41	31	59	13	29	33	31	20	31	32	38	34	30	34	35	31	29	30
Don't know	18	18	7	16	14	13	10	17	16	11	24	31	26	12	12	16	21	18	20	16	19	15
<b>Having an impact on your own life, or not having an impact on your own life?</b>																						
Having an impact on my life	50	47	34	62	49	54	40	58	53	47	48	38	42	57	44	45	51	49	46	53	48	39
Not having an impact on my life	36	38	56	26	42	36	49	29	37	42	35	34	39	32	48	42	33	38	40	35	37	46
Don't know	15	14	10	12	9	10	11	13	10	11	17	28	19	11	8	13	15	13	14	13	15	15
<b>And who do you think is most to blame for the current spending cuts?</b>																						
The Conservative-Liberal Democrat coalition	27	30	3	65	25	16	6	59	37	30	30	28	26	36	28	30	30	29	22	35	35	36
The last Labour government	35	33	79	4	36	45	73	7	22	37	30	22	30	33	41	38	27	36	39	33	26	29
Both	23	22	11	16	25	30	14	17	27	21	23	25	23	19	23	20	25	18	25	20	21	23
Neither	4	5	2	6	11	2	2	7	7	5	5	6	4	5	4	4	6	4	5	5	5	3
Don't know	9	10	4	8	2	8	5	9	6	7	13	19	16	7	4	8	12	13	9	7	12	9
	<b>Jan</b>	<b>Feb</b>																				
	<b>25-26</b>	<b>8-9</b>																				
<b>Thinking about the next two or three years, how worried are you that people like you will... not have enough money to live comfortably</b>																						
Very worried	16	17	7	25	13	22	8	26	15	16	19	22	17	21	10	13	23	20	17	20	16	12
Fairly worried	42	40	35	45	36	39	36	42	41	34	45	34	39	46	37	38	43	33	37	42	48	35
<b>TOTAL WORRIED</b>	<b>58</b>	<b>57</b>	<b>42</b>	<b>70</b>	<b>49</b>	<b>61</b>	<b>44</b>	<b>68</b>	<b>56</b>	<b>50</b>	<b>64</b>	<b>56</b>	<b>56</b>	<b>67</b>	<b>47</b>	<b>51</b>	<b>66</b>	<b>53</b>	<b>54</b>	<b>62</b>	<b>64</b>	<b>47</b>
Not very worried	30	30	40	21	42	30	39	22	33	33	27	26	29	24	39	36	22	30	33	25	27	39
Not at all worried	8	9	15	6	7	7	12	8	8	13	5	6	9	7	12	11	6	10	9	11	6	10
<b>TOTAL NOT WORRIED</b>	<b>38</b>	<b>39</b>	<b>55</b>	<b>27</b>	<b>49</b>	<b>37</b>	<b>51</b>	<b>30</b>	<b>41</b>	<b>46</b>	<b>32</b>	<b>32</b>	<b>38</b>	<b>31</b>	<b>51</b>	<b>47</b>	<b>28</b>	<b>40</b>	<b>42</b>	<b>36</b>	<b>33</b>	<b>49</b>
Don't know	3	4	3	3	2	2	4	3	2	4	4	11	5	2	2	3	6	8	4	2	4	3

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

	Jan 25-26	Feb 8-9																				
<b>be victims of burglary, robbery or mugging</b>																						
Very worried	8	7	5	8	2	12	6	8	3	6	7	6	6	7	8	5	8	8	7	5	9	4
Fairly worried	25	27	24	28	19	40	27	29	21	22	32	26	27	28	26	26	28	29	23	30	28	27
<b>TOTAL WORRIED</b>	<b>33</b>	<b>34</b>	<b>29</b>	<b>36</b>	<b>21</b>	<b>52</b>	<b>33</b>	<b>37</b>	<b>24</b>	<b>28</b>	<b>39</b>	<b>32</b>	<b>33</b>	<b>35</b>	<b>34</b>	<b>31</b>	<b>36</b>	<b>37</b>	<b>30</b>	<b>35</b>	<b>37</b>	<b>31</b>
Not very worried	48	48	54	47	53	38	50	47	54	51	46	41	50	50	48	50	47	47	51	43	49	52
Not at all worried	13	12	12	13	25	5	11	12	19	15	10	16	12	12	12	15	9	8	14	15	10	14
<b>TOTAL NOT WORRIED</b>	<b>61</b>	<b>60</b>	<b>66</b>	<b>60</b>	<b>78</b>	<b>43</b>	<b>61</b>	<b>59</b>	<b>73</b>	<b>66</b>	<b>56</b>	<b>57</b>	<b>62</b>	<b>62</b>	<b>60</b>	<b>65</b>	<b>56</b>	<b>55</b>	<b>65</b>	<b>58</b>	<b>59</b>	<b>66</b>
Don't know	6	6	5	4	2	4	6	5	3	5	6	11	6	4	5	4	8	8	5	6	5	3
<b>suffer directly from cuts in spending on public services such as health, education and welfare</b>																						
Very worried	23	22	6	33	14	30	12	33	21	19	24	20	20	24	20	19	25	22	22	21	23	18
Fairly worried	41	40	34	45	42	39	33	42	44	36	44	33	39	40	43	40	39	33	37	44	43	43
<b>TOTAL WORRIED</b>	<b>64</b>	<b>62</b>	<b>40</b>	<b>78</b>	<b>56</b>	<b>69</b>	<b>45</b>	<b>75</b>	<b>65</b>	<b>55</b>	<b>68</b>	<b>53</b>	<b>59</b>	<b>64</b>	<b>63</b>	<b>59</b>	<b>64</b>	<b>55</b>	<b>59</b>	<b>65</b>	<b>66</b>	<b>61</b>
Not very worried	27	27	46	15	34	22	41	16	27	30	25	29	26	27	28	30	24	30	27	26	26	30
Not at all worried	5	7	11	3	6	7	10	4	6	11	3	8	8	6	6	8	5	6	8	6	5	6
<b>TOTAL NOT WORRIED</b>	<b>32</b>	<b>34</b>	<b>57</b>	<b>18</b>	<b>40</b>	<b>29</b>	<b>51</b>	<b>20</b>	<b>33</b>	<b>41</b>	<b>28</b>	<b>37</b>	<b>34</b>	<b>33</b>	<b>34</b>	<b>38</b>	<b>29</b>	<b>36</b>	<b>35</b>	<b>32</b>	<b>31</b>	<b>36</b>
Don't know	5	5	2	4	4	3	4	4	3	5	5	11	6	3	3	3	6	9	5	3	4	3
<b>lose out because foreign factories and/or workers from abroad can do the same job more cheaply</b>																						
Very worried	15	15	9	17	2	35	14	16	9	13	16	13	9	17	18	11	19	13	12	20	15	10
Fairly worried	26	25	25	27	24	28	26	28	22	24	26	20	19	28	29	22	29	21	25	26	28	20
<b>TOTAL WORRIED</b>	<b>41</b>	<b>40</b>	<b>34</b>	<b>44</b>	<b>26</b>	<b>63</b>	<b>40</b>	<b>44</b>	<b>31</b>	<b>37</b>	<b>42</b>	<b>33</b>	<b>28</b>	<b>45</b>	<b>47</b>	<b>33</b>	<b>48</b>	<b>34</b>	<b>37</b>	<b>46</b>	<b>43</b>	<b>30</b>
Not very worried	33	34	40	35	34	21	36	36	34	32	36	36	37	36	29	38	30	34	37	29	32	43
Not at all worried	20	20	21	17	32	13	19	15	30	25	15	20	27	15	19	25	13	24	18	20	19	24
<b>TOTAL NOT WORRIED</b>	<b>53</b>	<b>54</b>	<b>61</b>	<b>52</b>	<b>66</b>	<b>34</b>	<b>55</b>	<b>51</b>	<b>64</b>	<b>57</b>	<b>51</b>	<b>56</b>	<b>64</b>	<b>51</b>	<b>48</b>	<b>63</b>	<b>43</b>	<b>58</b>	<b>55</b>	<b>49</b>	<b>51</b>	<b>67</b>
Don't know	6	6	4	5	7	3	5	5	6	5	7	10	8	3	6	4	8	7	7	5	6	3
<b>lose their job / have difficulty finding work</b>																						
Very worried	16	16	7	22	10	25	8	20	15	14	17	22	14	19	11	13	20	18	14	19	16	14
Fairly worried	34	32	28	38	25	28	27	35	36	29	35	33	38	34	23	33	30	35	30	33	34	30
<b>TOTAL WORRIED</b>	<b>50</b>	<b>48</b>	<b>35</b>	<b>60</b>	<b>35</b>	<b>53</b>	<b>35</b>	<b>55</b>	<b>51</b>	<b>43</b>	<b>52</b>	<b>55</b>	<b>52</b>	<b>53</b>	<b>34</b>	<b>46</b>	<b>50</b>	<b>53</b>	<b>44</b>	<b>52</b>	<b>50</b>	<b>44</b>
Not very worried	29	32	42	25	39	28	39	26	29	33	30	28	30	33	32	34	28	28	35	28	30	40
Not at all worried	15	14	19	11	21	15	18	13	16	18	11	9	9	10	27	16	13	11	15	15	14	13
<b>TOTAL NOT WORRIED</b>	<b>44</b>	<b>46</b>	<b>61</b>	<b>36</b>	<b>60</b>	<b>43</b>	<b>57</b>	<b>39</b>	<b>45</b>	<b>51</b>	<b>41</b>	<b>37</b>	<b>39</b>	<b>43</b>	<b>59</b>	<b>50</b>	<b>41</b>	<b>39</b>	<b>50</b>	<b>43</b>	<b>44</b>	<b>53</b>
Don't know	6	6	5	5	4	5	7	6	4	6	6	7	8	4	7	4	8	8	7	5	6	3
<b>lose their home</b>																						
Very worried	10	10	3	14	1	16	6	12	9	9	11	12	7	11	11	7	14	11	9	12	9	9
Fairly worried	22	22	17	25	26	24	18	24	19	18	26	19	24	22	20	19	25	22	17	26	24	21
<b>TOTAL WORRIED</b>	<b>32</b>	<b>32</b>	<b>20</b>	<b>39</b>	<b>27</b>	<b>40</b>	<b>24</b>	<b>36</b>	<b>28</b>	<b>27</b>	<b>37</b>	<b>31</b>	<b>31</b>	<b>33</b>	<b>31</b>	<b>26</b>	<b>39</b>	<b>33</b>	<b>26</b>	<b>38</b>	<b>33</b>	<b>30</b>
Not very worried	40	40	47	38	35	36	45	37	42	41	39	37	46	42	34	44	35	38	44	33	40	47
Not at all worried	22	22	29	19	36	20	25	22	27	27	18	18	16	21	31	26	18	21	23	24	23	18
<b>TOTAL NOT WORRIED</b>	<b>62</b>	<b>62</b>	<b>76</b>	<b>57</b>	<b>71</b>	<b>56</b>	<b>70</b>	<b>59</b>	<b>69</b>	<b>68</b>	<b>57</b>	<b>55</b>	<b>62</b>	<b>63</b>	<b>65</b>	<b>70</b>	<b>53</b>	<b>59</b>	<b>67</b>	<b>57</b>	<b>63</b>	<b>65</b>
Don't know	5	6	5	4	3	4	6	4	3	5	6	14	6	3	4	4	8	8	6	6	4	5

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Unweighted Sample	1552	399	405	75	205	466	389	294	789	763	155	306	621	470	1020	532	206	515	316	379	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 25-26	Feb 8-9																				
<b>suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																						
Very worried	10	10	4	13	12	17	6	12	7	11	9	14	10	10	9	8	13	12	11	9	9	9
Fairly worried	22	19	12	27	12	23	13	23	19	17	21	22	20	19	19	19	20	20	17	20	23	15
<b>TOTAL WORRIED</b>	<b>32</b>	<b>29</b>	<b>16</b>	<b>40</b>	<b>24</b>	<b>40</b>	<b>19</b>	<b>35</b>	<b>26</b>	<b>28</b>	<b>30</b>	<b>36</b>	<b>30</b>	<b>29</b>	<b>28</b>	<b>27</b>	<b>33</b>	<b>32</b>	<b>28</b>	<b>29</b>	<b>32</b>	<b>24</b>
Not very worried	38	40	48	35	39	31	46	38	36	38	42	37	41	43	38	41	39	35	42	37	42	45
Not at all worried	23	23	30	20	36	20	27	20	33	27	20	16	22	24	27	27	18	22	22	29	21	25
<b>TOTAL NOT WORRIED</b>	<b>61</b>	<b>63</b>	<b>78</b>	<b>55</b>	<b>75</b>	<b>51</b>	<b>73</b>	<b>58</b>	<b>69</b>	<b>65</b>	<b>62</b>	<b>53</b>	<b>63</b>	<b>67</b>	<b>65</b>	<b>68</b>	<b>57</b>	<b>57</b>	<b>64</b>	<b>66</b>	<b>63</b>	<b>70</b>
Don't know	7	7	6	6	2	9	7	7	5	6	8	11	7	4	7	5	10	11	8	6	4	6
<b>suffer ill-health</b>																						
Very worried	16	14	9	20	8	21	11	21	11	12	17	10	7	17	20	12	18	13	16	14	16	7
Fairly worried	35	36	37	38	34	35	37	37	37	31	40	27	30	37	44	34	38	36	35	35	37	38
<b>TOTAL WORRIED</b>	<b>51</b>	<b>50</b>	<b>46</b>	<b>58</b>	<b>42</b>	<b>56</b>	<b>48</b>	<b>58</b>	<b>48</b>	<b>43</b>	<b>57</b>	<b>37</b>	<b>37</b>	<b>54</b>	<b>64</b>	<b>46</b>	<b>56</b>	<b>49</b>	<b>51</b>	<b>49</b>	<b>53</b>	<b>45</b>
Not very worried	34	36	39	31	42	33	36	32	40	38	34	40	45	35	27	40	30	30	35	37	37	43
Not at all worried	9	8	10	6	12	7	9	6	9	12	4	10	10	6	6	9	6	10	8	8	6	8
<b>TOTAL NOT WORRIED</b>	<b>43</b>	<b>44</b>	<b>49</b>	<b>37</b>	<b>54</b>	<b>40</b>	<b>45</b>	<b>38</b>	<b>49</b>	<b>50</b>	<b>38</b>	<b>50</b>	<b>55</b>	<b>41</b>	<b>33</b>	<b>49</b>	<b>36</b>	<b>40</b>	<b>43</b>	<b>45</b>	<b>43</b>	<b>51</b>
Don't know	6	6	5	4	3	5	7	4	4	7	6	14	8	5	3	5	8	11	7	6	4	4

## 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.
<b>Age and Gender</b>		
Male 18 to 24	70	93
Male 25 to 39	121	196
Male 40 to 59	345	262
Male 60 +	253	202
Female 18 to 24	85	92
Female 25 to 39	185	197
Female 40 to 59	276	268
Female 60 +	217	242
<b>Region</b>		
North England	379	382
Midlands	217	255
East	163	149
London	206	199
South England	352	355
Wales	99	78
Scotland	136	135
<b>Social Grade</b>		
AB	618	435
C1	402	450
C2	244	326
DE	288	341
<b>Newspaper Type</b>		
Express / Mail	245	220
Sun / Star	217	312
Mirror / Record	129	137
Guardian / Independent	126	68
FT / Times / Telegraph	142	124
Other Paper	204	178
No Paper	489	512
<b>Political Party Identification</b>		
Labour	480	490
Conservative	417	431
Liberal Democrat	112	147
SNP/Plaid Cymru	44	29
Others	147	76
None/ DK	352	377

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)