

YouGov / The Sun Survey Results

Sample Size: 1685 GB Adults
Fieldwork: 9th - 10th February 2014

	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	1685	412	488	122	152	508	415	353	817	868	201	426	576	482	960	725	216	548	361	415	147	
Unweighted Sample	1685	414	467	112	176	539	403	367	741	944	117	415	666	487	1078	607	318	571	332	351	113	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	7	6	32	34	27	36	27	39	38	26	26	43	34	28	19
Lab	39	0	100	0	0	5	84	39	39	38	41	43	44	29	35	44	51	25	41	48	40
Lib Dem	10	0	0	100	0	1	3	36	9	10	16	10	8	9	11	8	14	10	9	7	9
Other	19	0	0	0	100	19	6	19	20	17	16	11	21	23	16	23	10	22	17	17	32

Other Parties Voting Intention

UKIP	12	0	0	0	100	17	3	11	14	10	4	6	13	17	11	14	5	17	10	14	5
SNP / PCY	3	0	0	0	0	0	2	2	3	3	5	1	4	3	2	4	1	0	3	0	24
Green	2	0	0	0	0	0	1	6	2	2	5	2	2	2	3	2	3	3	2	2	2
BNP	1	0	0	0	0	0	0	0	0	1	2	2	0	0	0	1	0	1	0	1	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	0	1	0	1	1	0	1	1	0	1	1	1	1	0	0

Non Voters

Would Not Vote	10	0	0	0	0	3	4	4	8	11	18	16	7	5	8	12	7	10	12	9	10
Don't know	15	0	0	0	0	12	12	18	10	20	22	19	14	11	17	14	17	17	15	13	14

Feb
6-7
**Feb
9-10**

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

Approve	29	28	83	5	35	12	59	9	17	31	26	18	28	26	35	33	22	32	34	25	25	21
Disapprove	56	55	10	88	41	72	26	80	67	56	54	49	52	59	55	50	62	50	49	57	62	61
Don't know	15	17	7	7	24	16	14	11	15	14	20	33	20	14	10	17	16	18	17	18	13	18

Jan
12-13
**Feb
9-10**

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

I would vote for Britain to remain a member of the European Union	33	36	32	51	71	7	22	49	57	41	32	40	36	39	32	44	26	46	34	33	34	44
I would vote for Britain to leave the European Union	43	39	50	29	16	87	60	28	23	40	37	19	25	41	56	34	45	29	42	40	40	31
I would not vote	5	7	1	4	0	1	2	6	3	6	8	12	12	5	2	5	9	8	7	7	6	7
Don't know	19	18	17	16	13	5	16	17	17	14	22	29	27	15	10	17	20	17	17	20	20	19

Fieldwork: 9th - 10th February 2014

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

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	48	47	63	52	72	17	48	51	61	50	45	50	45	45	51	57	35	52	47	47	45	49
Would vote for Britain to leave the European Union	29	27	26	24	13	72	37	24	16	29	25	19	17	30	36	20	36	21	28	30	29	25
Would not vote	6	7	2	5	1	2	2	6	5	7	7	10	10	7	4	6	9	8	7	8	6	6
Don't know	18	18	9	19	14	9	12	19	18	14	23	21	27	18	10	17	20	19	18	15	21	20

Jan 26-27
Feb 9-10

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	42	41	89	14	52	46	74	19	34	44	39	23	38	42	52	47	35	37	50	43	35	29
Bad for the economy	38	40	5	70	28	44	14	67	46	42	39	45	38	43	37	36	46	41	32	39	47	54
Don't know	20	18	6	16	20	10	12	14	20	14	22	31	24	15	11	17	19	22	18	18	18	17

Being done fairly or unfairly?

Fairly	28	27	71	6	30	21	56	10	17	29	26	21	24	27	34	32	21	29	32	28	21	22
Unfairly	56	55	13	86	57	71	26	78	72	58	53	54	51	58	56	52	59	54	49	56	59	67
Don't know	17	18	16	8	13	8	18	12	11	14	22	26	25	15	11	16	20	17	19	17	20	11

Necessary or unnecessary?

Necessary	56	54	94	26	73	64	85	30	54	55	53	36	52	54	64	61	45	50	62	55	48	46
Unnecessary	27	30	2	57	16	30	8	55	31	33	26	36	25	34	27	25	36	31	23	29	36	40
Don't know	17	16	4	17	11	6	8	15	15	11	21	28	23	13	9	14	19	20	15	16	16	14

Fieldwork: 9th - 10th February 2014

	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	
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Unweighted Sample	1685	414	467	112	176	539	403	367	741	944	117	415	666	487	1078	607	318	571	332	351	113	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Too deep, too shallow or at about the right level?																						
Too deep	37	40	8	73	39	49	18	61	56	45	36	35	32	46	43	38	43	39	32	39	51	49
Too shallow	12	10	15	5	8	18	14	7	7	10	10	9	11	8	12	11	9	12	11	10	8	7
About the right level	29	29	68	7	38	24	54	14	21	31	26	18	25	30	35	33	22	27	36	26	23	24
Don't know	21	21	10	14	16	10	14	18	16	14	28	38	31	16	11	18	26	21	21	24	19	20
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	39	42	9	75	42	45	17	68	55	45	38	34	34	47	45	37	47	39	32	45	50	50
Too slowly	13	11	16	5	9	17	16	7	8	12	10	15	11	9	12	12	10	13	15	11	6	9
About the right pace	32	31	69	8	38	32	57	13	23	33	28	25	28	30	37	35	25	26	39	29	27	23
Don't know	16	17	6	12	10	6	11	12	14	9	24	25	27	14	6	16	18	21	15	15	17	19
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	51	57	44	71	63	71	48	68	63	61	54	42	54	68	55	55	60	54	54	60	61	62
Not having an impact on my life	35	30	48	23	29	24	41	25	30	31	30	31	30	24	38	34	24	34	32	30	26	30
Don't know	14	12	8	7	8	6	11	8	7	8	16	27	16	9	8	10	15	12	15	10	14	8
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	28	26	2	60	13	21	6	49	34	27	26	25	23	30	26	24	29	29	20	26	32	34
The last Labour government	34	34	81	7	38	45	71	11	19	38	30	20	30	34	42	38	28	27	40	34	32	22
Both	24	25	10	21	31	31	14	25	35	23	27	25	25	25	24	23	27	26	26	29	17	28
Neither	4	5	3	8	9	2	2	10	5	6	5	5	5	6	5	5	6	2	5	5	7	10
Don't know	10	10	4	5	9	1	6	6	7	7	13	26	16	5	3	10	10	16	9	7	12	7
Jan 26-27		Feb 9-10																				
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	23	11	31	15	24	14	29	22	20	26	26	28	24	17	18	30	20	21	24	26	22
Fairly worried	42	44	38	48	45	49	41	48	49	43	45	38	40	48	45	42	46	42	40	49	45	47
TOTAL WORRIED	64	67	49	79	60	73	55	77	71	63	71	64	68	72	62	60	76	62	61	73	71	69
Not very worried	25	25	40	14	32	20	34	18	23	28	22	20	23	22	31	30	17	26	29	22	20	26
Not at all worried	7	5	9	3	5	6	7	3	3	6	4	6	4	4	5	6	3	8	6	2	6	1
TOTAL NOT WORRIED	32	30	49	17	37	26	41	21	26	34	26	26	27	26	36	36	20	34	35	24	26	27
Don't know	4	3	2	3	3	1	3	2	2	3	4	10	5	2	1	3	4	4	4	3	3	3

Fieldwork: 9th - 10th February 2014

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

be victims of burglary, robbery or mugging

Very worried	12	11	6	12	8	14	8	15	8	10	12	16	11	12	8	9	14	13	10	11	12	11
Fairly worried	29	31	30	30	24	47	35	30	27	29	33	28	31	31	31	31	31	35	26	35	36	18
TOTAL WORRIED	41	42	36	42	32	61	43	45	35	39	45	44	42	43	39	40	45	48	36	46	48	29
Not very worried	42	43	47	44	50	30	43	41	52	45	41	38	40	46	43	44	41	38	49	39	37	52
Not at all worried	11	10	15	8	16	7	12	10	10	12	8	5	11	9	14	12	8	10	10	9	11	13
TOTAL NOT WORRIED	53	53	62	52	66	37	55	51	62	57	49	43	51	55	57	56	49	48	59	48	48	65
Don't know	6	5	2	6	3	3	2	5	4	5	5	12	7	2	4	4	6	4	5	6	4	6

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

Very worried	25	26	11	37	24	34	13	36	32	25	27	30	22	27	27	20	34	22	24	27	31	24
Fairly worried	39	43	34	45	48	46	42	43	46	41	44	35	41	44	46	45	40	44	41	49	40	40
TOTAL WORRIED	64	69	45	82	72	80	55	79	78	66	71	65	63	71	73	65	74	66	65	76	71	64
Not very worried	25	22	41	14	22	15	33	16	18	25	19	18	23	23	21	25	18	24	24	18	20	24
Not at all worried	6	5	12	1	4	5	8	2	2	6	4	6	6	4	5	6	3	5	6	3	5	4
TOTAL NOT WORRIED	31	27	53	15	26	20	41	18	20	31	23	24	29	27	26	31	21	29	30	21	25	28
Don't know	5	4	3	3	2	0	4	3	2	3	6	12	7	2	2	4	5	4	5	4	3	7

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

Very worried	19	22	14	22	15	43	19	24	19	23	21	26	20	21	24	15	32	14	22	26	25	18
Fairly worried	27	27	23	30	29	27	26	29	31	23	31	22	22	32	29	28	27	29	25	31	27	28
TOTAL WORRIED	46	49	37	52	44	70	45	53	50	46	52	48	42	53	53	43	59	43	47	57	52	46
Not very worried	33	31	39	33	27	14	35	31	31	33	30	29	34	33	28	35	27	35	32	28	30	37
Not at all worried	16	14	21	11	21	11	17	11	15	16	12	11	17	10	16	18	8	16	17	10	13	12
TOTAL NOT WORRIED	49	45	60	44	48	25	52	42	46	49	42	40	51	43	44	53	35	51	49	38	43	49
Don't know	6	5	3	5	8	5	3	4	5	4	7	12	7	4	3	5	6	6	6	5	5	6

lose their job / have difficulty finding work

Very worried	21	23	11	27	14	33	15	28	21	22	23	25	25	25	17	18	30	19	23	22	26	22
Fairly worried	35	35	30	39	40	37	33	34	43	33	37	31	37	39	30	36	34	34	29	42	36	38
TOTAL WORRIED	56	58	41	66	54	70	48	62	64	55	60	56	62	64	47	54	64	53	52	64	62	60
Not very worried	26	26	38	22	21	16	33	25	22	28	24	27	26	25	26	31	19	32	31	21	20	26
Not at all worried	13	11	18	6	19	10	16	8	10	12	11	7	6	8	23	12	11	10	12	11	12	7
TOTAL NOT WORRIED	39	37	56	28	40	26	49	33	32	40	35	34	32	33	49	43	30	42	43	32	32	33
Don't know	6	5	3	5	6	4	3	4	5	5	5	11	6	3	5	4	6	6	5	4	6	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their home																						
Very worried	14	16	7	19	7	24	11	21	12	15	16	17	17	15	15	11	22	13	15	18	17	16
Fairly worried	28	28	18	32	33	31	22	29	34	23	32	29	26	29	28	26	30	24	24	29	35	22
TOTAL WORRIED	42	44	25	51	40	55	33	50	46	38	48	46	43	44	43	37	52	37	39	47	52	38
Not very worried	31	33	44	29	28	28	42	31	29	34	32	25	37	35	30	37	27	34	36	32	28	33
Not at all worried	20	18	28	15	26	13	22	14	21	22	15	14	14	18	25	21	15	24	19	16	16	22
TOTAL NOT WORRIED	51	51	72	44	54	41	64	45	50	56	47	39	51	53	55	58	42	58	55	48	44	55
Don't know	6	5	3	5	6	4	3	4	4	5	5	14	6	3	3	5	5	5	5	5	4	7
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	13	15	4	20	11	23	9	20	13	16	14	19	16	13	16	10	22	17	16	11	16	17
Fairly worried	27	24	17	29	26	30	16	28	28	24	24	33	23	24	22	22	27	20	21	33	23	23
TOTAL WORRIED	40	39	21	49	37	53	25	48	41	40	38	52	39	37	38	32	49	37	37	44	39	40
Not very worried	32	34	42	30	33	24	41	32	33	32	36	26	34	38	33	36	31	33	35	30	37	28
Not at all worried	20	21	34	16	25	20	28	17	22	25	18	11	21	22	25	26	15	24	22	20	18	27
TOTAL NOT WORRIED	52	55	76	46	58	44	69	49	55	57	54	37	55	60	58	62	46	57	57	50	55	55
Don't know	8	5	4	4	6	3	6	3	4	3	7	11	7	4	4	5	6	5	6	5	6	5
suffer ill-health																						
Very worried	19	18	10	25	12	18	14	28	15	16	20	17	15	19	22	14	25	13	18	19	21	18
Fairly worried	32	38	37	39	49	51	40	36	45	35	41	32	27	39	48	38	38	37	36	40	41	34
TOTAL WORRIED	51	56	47	64	61	69	54	64	60	51	61	49	42	58	70	52	63	50	54	59	62	52
Not very worried	34	32	41	25	27	24	36	25	31	35	29	33	43	32	21	36	26	34	35	29	28	34
Not at all worried	8	6	9	6	9	1	7	7	5	8	5	6	8	6	5	7	5	8	7	6	5	9
TOTAL NOT WORRIED	42	38	50	31	36	25	43	32	36	43	34	39	51	38	26	43	31	42	42	35	33	43
Don't know	7	6	3	6	5	5	5	4	3	6	5	12	7	4	4	5	6	8	4	7	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	51	101
Male 25 to 39	162	212
Male 40 to 59	291	285
Male 60 +	237	219
Female 18 to 24	66	99
Female 25 to 39	253	214
Female 40 to 59	375	292
Female 60 +	250	263
Region		
North England	351	415
Midlands	246	276
1	170	162
London	318	216
South England	401	386
Wales	86	84
Scotland	113	147
Social Grade		
AB	611	472
C1	467	489
C2	244	354
DE	363	371
Newspaper Type		
Express / Mail	340	270
Sun / Star	167	396
Mirror / Record	89	169
Guardian / Independent	104	76
FT / Times / Telegraph	108	160
Other Paper	251	194
No Paper	626	421
Political Party Identification		
Labour	514	539
Conservative	493	472
Liberal Democrat	151	185
SNP/Plaid Cymru	26	29
Others	93	39
None/ DK	408	421

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