

YouGov / The Sun Survey Results

Sample Size: 3195 GB Adults
Fieldwork: 9th - 10th March 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	
Weighted Sample	3195	807	963	202	335	951	797	656	1550	1645	380	808	1093	914	1821	1374	409	1038	684	786	278	
Unweighted Sample	3195	808	892	189	409	993	774	655	1545	1650	175	674	1181	1165	2141	1054	489	1090	600	711	305	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	76	4	14	32	32	30	27	31	39	35	28	33	42	32	25	20
Lab	39	0	100	0	0	5	85	31	38	39	49	44	41	28	37	40	43	26	39	50	42
Lib Dem	8	0	0	100	0	1	2	32	7	9	5	9	7	9	10	6	11	10	7	7	5
Other	21	0	0	0	100	18	10	23	23	19	16	19	21	24	18	26	13	23	21	18	33

Other Parties Voting Intention

UKIP	13	0	0	0	100	17	6	12	15	12	7	8	13	20	10	18	8	18	15	14	1
SNP / PCY	3	0	0	0	0	1	2	3	4	3	4	5	4	2	3	3	1	0	4	0	26
Green	3	0	0	0	0	0	1	7	3	3	5	5	2	1	3	3	3	4	1	2	3
BNP	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	1	0	0	1	1	2
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	1	1	1	0	1	1	1	1	1	1	1	1	1	0

Non Voters

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

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

		Mar 6-7	Mar 9-10
Approve	32	31	83
Disapprove	52	55	8
Don't know	15	15	9

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

		Feb 9-10	Mar 9-10
I would vote for Britain to remain a member of the European Union	36	41	35
I would vote for Britain to leave the European Union	39	39	51
I would not vote	7	5	1
Don't know	18	15	13

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Unweighted Sample	3195	808	892	189	409	993	774	655	1545	1650	175	674	1181	1165	2141	1054	489	1090	600	711	305	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

	Feb 9-10	Mar 9-10	Con	Lab	Lib Dem	UKIP	Other	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Would vote for Britain to remain in the European Union on the new terms	47	52	62	65	76	20	52	58	61	57	48	56	50	51	55	59	43	54	50	51	52	62
Would vote for Britain to leave the European Union	27	27	26	17	12	71	36	19	20	27	26	16	19	30	33	22	33	23	30	31	25	16
Would not vote	7	5	1	2	3	3	2	4	3	4	5	10	8	3	2	4	6	4	4	4	7	3
Don't know	18	16	10	17	9	6	11	20	16	12	21	18	24	16	10	15	19	19	16	14	17	19

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?

	Feb 23-24	Mar 9-10	Con	Lab	Lib Dem	UKIP	Other	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Good for the economy	43	42	84	20	50	41	71	21	40	46	39	38	36	41	51	47	35	45	47	43	36	32
Bad for the economy	39	40	7	67	36	44	18	64	42	43	38	34	41	45	37	36	45	34	34	39	49	52
Don't know	19	18	9	13	13	15	11	15	18	12	23	28	23	15	12	16	19	21	19	17	15	16

Being done fairly or unfairly?

	Feb 23-24	Mar 9-10	Con	Lab	Lib Dem	UKIP	Other	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Fairly	28	29	69	9	35	25	57	12	24	34	25	29	27	27	32	33	24	31	33	30	25	20
Unfairly	55	56	16	84	55	66	27	79	63	56	56	49	53	60	56	53	60	51	50	56	62	67
Don't know	16	15	15	8	10	10	16	10	13	11	19	22	19	13	12	14	17	19	17	14	12	13

Necessary or unnecessary?

	Feb 23-24	Mar 9-10	Con	Lab	Lib Dem	UKIP	Other	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Necessary	56	57	94	35	72	58	85	36	56	59	54	51	52	57	62	62	50	61	62	58	50	46
Unnecessary	27	29	3	51	18	33	9	50	29	32	26	27	30	31	27	26	33	24	23	28	38	38
Don't know	16	14	3	14	9	9	6	15	14	9	20	21	18	12	11	13	16	16	15	14	13	16

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

	Feb 23-24	Mar 9-10	Con	Lab	Lib Dem	UKIP	Other	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Too deep	39	39	10	66	31	42	17	63	44	42	35	27	36	43	40	38	40	37	29	41	46	50
Too shallow	12	12	16	8	14	20	18	8	11	14	11	14	12	12	12	12	13	10	15	12	11	11
About the right level	30	30	64	13	38	25	52	15	28	33	27	28	26	29	36	34	25	32	34	30	26	22
Don't know	20	19	11	14	17	13	14	15	17	10	28	31	26	16	12	17	23	21	22	17	17	17

Being done too quickly, too slowly, or at about the right pace?

	Feb 23-24	Mar 9-10	Con	Lab	Lib Dem	UKIP	Other	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Too quickly	40	41	9	71	32	42	16	67	43	42	39	29	39	46	40	39	43	35	32	43	48	52
Too slowly	12	13	17	8	15	21	19	9	12	16	11	19	13	12	13	13	14	13	16	10	13	12
About the right pace	33	31	66	12	40	29	55	14	30	34	29	27	28	31	38	35	27	34	35	33	26	23
Don't know	16	15	8	9	13	8	10	10	14	8	21	25	20	12	9	13	17	17	17	14	12	13

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

	Feb 23-24	Mar 9-10																				
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	51	53	41	65	44	61	49	62	55	55	52	42	51	60	52	52	55	50	50	55	57	56
Not having an impact on my life	33	34	51	26	44	30	42	30	35	36	32	33	34	30	41	37	30	36	36	33	32	33
Don't know	16	12	8	9	12	9	9	8	10	9	16	25	15	10	7	10	15	14	14	12	11	11
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	29	24	1	56	12	20	4	49	24	26	23	20	23	27	24	23	26	23	18	25	31	29
The last Labour government	33	37	86	6	48	43	77	10	29	41	33	27	32	36	46	39	33	36	43	38	33	23
Both	25	26	8	25	28	34	13	28	34	23	28	20	29	28	22	24	28	26	24	26	23	35
Neither	4	5	2	6	9	2	2	7	5	5	4	10	3	4	4	6	3	5	4	4	6	4
Don't know	9	9	2	7	3	2	3	6	7	5	12	22	13	6	3	8	10	10	10	7	7	8
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	22	9	29	11	26	13	30	19	18	25	17	23	27	15	17	27	22	20	19	26	21
Fairly worried	41	42	37	46	39	45	41	41	45	40	45	43	44	42	41	41	44	39	42	45	42	46
TOTAL WORRIED	63	64	46	75	50	71	54	71	64	58	70	60	67	69	56	58	71	61	62	64	68	67
Not very worried	25	25	39	19	35	19	32	21	27	29	22	24	22	23	31	29	20	25	27	27	22	21
Not at all worried	8	8	13	5	14	7	11	6	7	10	6	9	6	6	11	10	5	10	8	7	7	8
TOTAL NOT WORRIED	33	33	52	24	49	26	43	27	34	39	28	33	28	29	42	39	25	35	35	34	29	29
Don't know	4	3	1	2	0	3	2	3	2	3	3	8	5	2	2	2	4	4	3	3	3	4
Be victims of burglary, robbery or mugging																						
Very worried	8	10	6	11	4	16	8	13	6	9	11	8	10	11	9	7	13	10	8	10	12	8
Fairly worried	31	31	25	35	24	34	29	33	28	26	35	27	29	31	33	30	32	35	28	31	34	23
TOTAL WORRIED	39	41	31	46	28	50	37	46	34	35	46	35	39	42	42	37	45	45	36	41	46	31
Not very worried	44	43	50	40	52	39	46	38	50	45	40	41	41	44	43	46	38	38	45	43	41	45
Not at all worried	12	12	15	10	19	6	13	11	12	15	9	16	13	10	12	14	10	11	13	13	9	17
TOTAL NOT WORRIED	56	55	65	50	71	45	59	49	62	60	49	57	54	54	55	60	48	49	58	56	50	62
Don't know	5	5	4	4	0	6	4	5	4	6	5	9	7	4	3	4	7	6	6	3	4	7
Suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	21	24	6	35	17	31	13	37	21	21	26	14	22	28	24	20	28	21	21	23	30	23
Fairly worried	44	41	37	45	40	42	39	41	43	39	43	40	39	40	44	41	41	39	40	42	41	41
TOTAL WORRIED	65	65	43	80	57	73	52	78	64	60	69	54	61	68	68	61	69	60	61	65	71	64
Not very worried	25	25	40	16	33	22	35	17	26	28	23	31	25	25	24	29	20	27	28	27	21	22
Not at all worried	5	6	14	2	10	3	11	3	6	8	4	5	7	6	7	7	5	8	6	5	5	9
TOTAL NOT WORRIED	30	31	54	18	43	25	46	20	32	36	27	36	32	31	31	36	25	35	34	32	26	31
Don't know	4	4	2	2	0	2	3	3	3	5	3	10	6	2	2	3	6	5	5	3	3	5

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

	Feb 23-24	Mar 9-10																				
Lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	15	18	9	18	8	37	15	21	12	15	21	12	15	20	21	13	25	13	16	19	23	15
Fairly worried	31	28	32	28	25	38	31	28	28	27	30	24	26	30	30	27	30	21	30	29	31	27
TOTAL WORRIED	46	46	41	46	33	75	46	49	40	42	51	36	41	50	51	40	55	34	46	48	54	42
Not very worried	31	32	36	35	34	13	33	33	36	33	31	38	34	33	27	36	27	38	33	28	30	33
Not at all worried	18	16	20	15	31	7	16	14	22	19	13	15	19	13	18	20	11	21	15	18	12	18
TOTAL NOT WORRIED	49	48	56	50	65	20	49	47	58	52	44	53	53	46	45	56	38	59	48	46	42	51
Don't know	5	5	3	4	2	4	4	4	4	5	5	11	6	4	4	4	7	6	5	5	4	7
Lose their job / have difficulty finding work																						
Very worried	17	19	9	24	8	26	13	25	15	17	22	20	19	23	16	17	23	16	18	19	24	17
Fairly worried	36	35	31	36	32	36	33	34	38	32	37	36	36	38	29	35	34	36	34	36	33	35
TOTAL WORRIED	53	54	40	60	40	62	46	59	53	49	59	56	55	61	45	52	57	52	52	55	57	52
Not very worried	29	27	35	26	40	19	32	24	30	30	25	30	29	28	25	30	23	31	28	26	25	27
Not at all worried	13	14	21	10	18	15	17	12	13	16	11	7	10	9	26	15	12	11	14	14	13	15
TOTAL NOT WORRIED	42	41	56	36	58	34	49	36	43	46	36	37	39	37	51	45	35	42	42	40	38	42
Don't know	5	5	4	4	3	3	5	4	3	5	5	8	7	3	5	3	7	5	5	5	4	5
Lose their home																						
Very worried	12	14	5	18	7	18	9	20	9	12	15	10	13	15	14	9	19	12	12	12	19	11
Fairly worried	26	26	20	28	18	29	22	27	26	22	29	28	25	26	25	25	26	24	26	25	26	25
TOTAL WORRIED	38	40	25	46	25	47	31	47	35	34	44	38	38	41	39	34	45	36	38	37	45	36
Not very worried	37	36	43	34	44	26	39	32	41	37	35	36	40	37	32	39	32	40	35	38	32	39
Not at all worried	21	20	29	16	28	20	26	17	20	24	16	17	14	18	27	22	16	20	20	21	18	22
TOTAL NOT WORRIED	58	56	72	50	72	46	65	49	61	61	51	53	54	55	59	61	48	60	55	59	50	61
Don't know	5	5	2	4	2	7	4	4	4	6	4	10	8	4	2	4	7	3	7	4	5	4

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

	Feb 23-24	Mar 9-10																				
Suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	12	13	5	17	4	19	8	20	10	13	13	10	12	14	13	10	17	12	12	12	15	15
Fairly worried	24	23	18	28	19	29	20	27	23	22	24	27	23	23	23	22	25	23	20	24	28	21
TOTAL WORRIED	36	36	23	45	23	48	28	47	33	35	37	37	35	37	36	32	42	35	32	36	43	36
Not very worried	37	37	41	37	46	29	39	32	41	36	39	40	39	38	33	39	34	42	38	40	31	38
Not at all worried	21	21	32	13	30	19	29	16	23	23	19	13	19	20	27	24	17	17	23	19	21	21
TOTAL NOT WORRIED	58	58	73	50	76	48	68	48	64	59	58	53	58	58	60	63	51	59	61	59	52	59
Don't know	7	5	4	4	2	4	5	5	3	5	5	10	7	4	4	4	7	6	7	4	4	6
Suffer ill-health																						
Very worried	14	17	7	22	9	21	12	25	14	15	19	13	11	20	20	13	22	16	16	18	19	14
Fairly worried	35	36	36	37	34	45	37	36	38	34	38	25	31	36	46	36	37	33	36	37	38	37
TOTAL WORRIED	49	53	43	59	43	66	49	61	52	49	57	38	42	56	66	49	59	49	52	55	57	51
Not very worried	37	34	43	32	39	26	39	29	37	36	33	43	39	35	25	38	29	38	35	35	31	35
Not at all worried	8	7	9	5	14	4	8	5	7	9	5	9	11	5	5	9	5	9	6	7	7	9
TOTAL NOT WORRIED	45	41	52	37	53	30	47	34	44	45	38	52	50	40	30	47	34	47	41	42	38	44
Don't know	6	6	4	4	4	4	4	5	4	5	6	10	8	4	3	5	7	5	7	4	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	76	192
Male 25 to 39	290	403
Male 40 to 59	541	540
Male 60 +	638	415
Female 18 to 24	99	189
Female 25 to 39	384	406
Female 40 to 59	640	553
Female 60 +	527	498
Region		
North England	711	786
Midlands	416	524
1	307	307
London	489	409
South England	783	732
Wales	184	160
Scotland	305	278
Social Grade		
AB	1258	895
C1	883	927
C2	439	671
DE	615	703
Newspaper Type		
Express / Mail	608	511
Sun / Star	315	751
Mirror / Record	212	320
Guardian / Independent	272	144
FT / Times / Telegraph	298	304
Other Paper	463	367
No Paper	1027	799
Political Party Identification		
Labour	941	1022
Conservative	891	895
Liberal Democrat	240	351
SNP/Plaid Cymru	86	54
Others	256	73
None/ DK	781	799

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