

YouGov / The Sun Survey Results

Sample Size: 1762 GB Adults
Fieldwork: 12th - 13th January 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	1762	446	508	143	161	542	432	361	855	907	210	446	603	504	1004	758	226	573	377	433	153
Unweighted Sample	1762	420	483	135	192	542	425	395	828	934	100	498	679	485	1171	591	323	560	319	402	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	4	11	35	31	28	32	31	38	39	25	32	42	38	24	20
Lab	38	0	100	0	0	6	88	32	36	41	44	39	38	35	32	47	45	26	36	50	41
Lib Dem	11	0	0	100	0	2	3	41	11	10	15	13	10	8	13	7	11	13	10	9	10
Other	18	0	0	0	100	17	5	16	18	18	13	16	20	19	16	21	12	20	15	16	30

Other Parties Voting Intention

UKIP	12	0	0	0	100	16	4	8	13	11	9	8	13	15	9	16	7	16	11	13	5
SNP / PCY	3	0	0	0	0	0	1	2	2	3	2	1	4	2	3	2	0	0	2	0	20
Green	2	0	0	0	0	1	0	5	2	2	1	4	2	1	2	1	3	2	1	1	3
BNP	1	0	0	0	0	0	0	0	1	1	0	1	1	0	0	1	0	1	1	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	1	1	0	1	0	1	1	1	1	0	1	1	1

Non Voters

Would Not Vote	8	0	0	0	0	3	4	4	6	11	15	13	7	3	7	10	8	9	9	9	4
Don't know	16	0	0	0	0	12	12	20	11	20	14	20	16	13	13	19	16	18	15	15	12

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

	Jan 9-10	Jan 12-13	Jan 9-10		Jan 12-13		Jan 9-10		Jan 12-13		Jan 9-10		Jan 12-13		Jan 9-10		Jan 12-13		Jan 9-10		Jan 12-13	
Approve	28	29	79	4	43	16	57	9	26	35	24	22	29	27	35	34	23	27	34	30	24	30
Disapprove	58	55	10	89	44	77	29	81	60	53	56	45	48	62	56	51	59	58	48	53	61	62
Don't know	14	16	11	7	12	7	14	10	14	12	20	33	23	11	10	15	18	15	18	18	15	9

Fieldwork: 12th - 13th January 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 1-9 2013	Jan 12-13 2014																				
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	37	33	25	47	66	5	21	45	51	38	29	37	36	34	30	42	23	37	32	31	32	47
I would vote for Britain to leave the European Union	43	43	56	33	22	88	64	30	32	45	41	16	35	47	56	36	52	42	45	41	44	37
I would not vote	4	5	2	2	1	0	2	3	3	4	7	6	10	4	2	3	8	5	6	4	6	3
Don't know	16	19	17	18	11	7	14	22	14	13	23	40	20	15	12	19	18	16	17	25	18	13
	Nov 10-11 2013	Jan 12-13 2014																				
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	51	48	56	53	75	21	47	54	61	53	43	41	47	49	50	58	35	47	46	49	44	62
Would vote for Britain to leave the European Union	25	29	29	28	13	69	40	23	19	30	28	9	23	31	39	22	38	27	31	27	29	25
Would not vote	5	6	2	1	0	2	2	3	3	4	7	11	10	4	2	4	7	6	6	6	6	1
Don't know	19	18	13	18	12	8	11	21	17	13	22	38	20	16	9	16	20	20	16	18	21	12

Fieldwork: 12th - 13th January 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
	Dec 15-16 2013	Jan 12-13 2014																					
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	45	83	20	62	52	73	25	40	53	37	34	43	45	51	52	36	40	50	48	39	41
	Bad for the economy	37	36	7	66	25	35	13	61	45	33	39	29	31	41	38	32	41	41	29	34	43	41
	Don't know	21	19	10	14	13	13	14	14	16	14	24	38	26	14	11	16	23	19	21	18	18	18
Being done fairly or unfairly?																							
	Fairly	30	28	70	6	29	31	58	9	22	34	22	16	28	28	32	33	21	26	32	27	23	28
	Unfairly	55	54	16	85	59	58	26	81	66	52	57	48	48	60	56	50	60	57	47	55	60	61
	Don't know	15	18	14	9	12	11	16	10	12	14	21	36	24	12	12	17	19	16	21	18	17	11
Necessary or unnecessary?																							
	Necessary	56	56	91	29	76	68	85	33	52	60	53	43	53	57	64	64	46	52	60	57	53	55
	Unnecessary	29	27	5	57	15	21	7	53	33	27	28	21	25	32	27	22	34	34	23	26	29	34
	Don't know	15	16	4	14	9	11	8	15	15	13	19	37	22	11	9	14	20	14	17	17	17	11
Too deep, too shallow or at about the right level?																							
	Too deep	36	37	8	69	39	37	16	67	48	39	35	19	32	45	40	35	41	40	32	36	44	40
	Too shallow	13	12	19	6	8	25	16	4	10	13	10	11	14	12	10	12	11	12	13	11	11	10
	About the right level	30	30	64	8	38	30	54	13	25	33	26	22	25	28	38	34	24	27	33	32	24	30
	Don't know	21	22	9	17	15	8	14	16	17	15	28	49	29	15	12	19	24	21	23	20	22	20
Being done too quickly, too slowly, or at about the right pace?																							
	Too quickly	41	39	11	75	33	32	17	69	48	40	39	26	35	46	41	35	45	42	35	40	43	42
	Too slowly	12	12	21	4	13	26	19	5	12	14	11	9	15	12	12	14	11	12	14	13	13	7
	About the right pace	30	30	62	7	42	30	52	12	25	34	26	24	26	29	36	34	24	28	34	32	21	36
	Don't know	17	18	7	14	13	12	12	14	15	12	24	42	24	13	10	16	21	18	18	15	24	15
Having an impact on your own life, or not having an impact on your own life?																							
	Having an impact on my life	52	54	49	68	45	56	51	67	54	53	54	33	48	60	59	51	57	48	50	60	56	50
	Not having an impact on my life	34	31	41	21	46	34	38	23	35	33	30	26	31	31	35	36	25	32	33	28	28	42
	Don't know	15	15	9	10	9	10	11	11	10	14	16	41	21	10	6	13	18	20	16	12	16	8
And who do you think is most to blame for the current spending cuts?																							
	The Conservative-Liberal Democrat coalition	27	26	3	65	14	15	5	54	30	26	26	23	21	29	27	23	30	25	20	26	32	32
	The last Labour government	35	34	82	3	39	50	73	5	27	42	27	20	29	35	44	40	27	32	42	35	27	27
	Both	26	26	9	23	28	30	15	29	30	20	31	22	28	27	23	24	27	29	26	24	21	33
	Neither	3	4	3	3	11	2	3	6	7	5	3	3	4	5	4	5	3	4	4	4	5	5
	Don't know	9	10	3	6	7	2	4	7	7	7	13	31	17	4	2	8	12	10	9	10	14	4

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

Dec 15-16 2013
Jan 12-13 2014

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	24	15	31	13	27	19	27	22	22	25	28	24	24	20	18	31	21	19	34	24	17
Fairly worried	42	40	33	47	37	38	36	47	40	34	46	28	42	44	40	42	39	41	42	30	46	42
TOTAL WORRIED	66	64	48	78	50	65	55	74	62	56	71	56	66	68	60	60	70	62	61	64	70	59
Not very worried	23	26	39	18	40	27	34	19	28	30	22	22	24	25	31	28	23	29	29	25	19	32
Not at all worried	7	6	10	2	9	6	9	2	7	9	3	6	5	6	8	8	3	6	8	5	5	6
TOTAL NOT WORRIED	30	32	49	20	49	33	43	21	35	39	25	28	29	31	39	26	35	26	35	37	30	24
Don't know	3	4	3	2	1	1	2	4	3	5	3	16	5	2	1	4	4	4	2	6	6	3

be victims of burglary, robbery or mugging

Very worried	12	10	8	12	7	11	9	13	7	9	11	8	14	9	7	9	10	12	9	8	13	5
Fairly worried	31	34	33	41	18	34	32	35	31	33	36	30	31	32	41	34	35	33	31	37	37	31
TOTAL WORRIED	43	44	41	53	25	45	41	48	38	42	47	38	45	41	48	43	45	45	40	45	50	36
Not very worried	42	42	44	38	57	45	46	36	49	43	42	40	39	45	43	43	41	40	48	39	36	48
Not at all worried	10	9	10	7	15	7	10	12	10	11	8	12	9	11	8	10	8	9	9	10	9	12
TOTAL NOT WORRIED	52	51	54	45	72	52	56	48	59	54	50	52	48	56	51	53	49	49	57	49	45	60
Don't know	4	4	4	3	2	4	4	4	3	5	4	10	7	3	2	4	5	5	3	6	5	4

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

Very worried	24	26	8	42	19	23	13	37	26	23	28	24	24	26	27	22	30	23	21	31	29	24
Fairly worried	36	39	37	42	41	41	39	40	39	33	43	32	39	40	39	39	38	32	41	32	41	47
TOTAL WORRIED	60	65	45	84	60	64	52	77	65	56	71	56	63	66	66	61	68	55	62	63	70	71
Not very worried	29	28	43	13	36	31	39	15	29	33	22	24	28	28	29	30	24	34	31	27	21	24
Not at all worried	7	5	7	2	4	4	7	5	3	7	3	10	4	4	4	5	4	7	4	4	5	3
TOTAL NOT WORRIED	36	33	50	15	40	35	46	20	32	40	25	34	32	32	33	35	28	41	35	31	26	27
Don't know	4	3	4	2	0	1	2	3	2	4	3	10	5	2	1	3	4	4	3	4	4	2

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

Very worried	20	20	16	20	9	40	21	20	11	18	22	13	16	23	22	15	27	15	20	22	22	17
Fairly worried	27	29	27	31	24	27	29	33	27	27	32	24	29	31	30	26	33	27	27	30	30	35
TOTAL WORRIED	47	49	43	51	33	67	50	53	38	45	54	37	45	54	52	41	60	42	47	52	52	52
Not very worried	31	30	35	29	37	21	32	25	37	32	28	32	35	29	26	35	24	34	32	28	26	32
Not at all worried	17	15	15	15	29	8	15	15	22	18	12	16	14	14	16	20	9	19	16	15	12	13
TOTAL NOT WORRIED	48	45	50	44	66	29	47	40	59	50	40	48	49	43	42	55	33	53	48	43	38	45
Don't know	5	6	6	4	1	4	4	7	3	5	6	16	6	3	4	5	7	5	4	5	9	3

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		Dec 15-16 2013	Jan 12-13 2014																			
lose their job / have difficulty finding work																						
Very worried	20	20	10	29	13	29	15	25	18	19	21	22	21	23	16	16	26	21	16	23	25	17
Fairly worried	34	37	35	36	33	31	37	36	33	32	41	36	40	39	31	38	35	32	36	38	38	40
TOTAL WORRIED	54	57	45	65	46	60	52	61	51	51	62	58	61	62	47	54	61	53	52	61	63	57
Not very worried	28	26	33	22	37	23	30	22	31	30	22	22	30	28	23	29	22	31	30	24	19	29
Not at all worried	12	12	16	9	15	11	15	11	13	12	11	4	4	8	25	13	10	11	14	10	11	10
TOTAL NOT WORRIED	40	38	49	31	52	34	45	33	44	42	33	26	34	36	48	42	32	42	44	34	30	39
Don't know	5	6	5	4	2	6	3	6	5	6	5	16	6	3	5	4	7	6	5	6	7	4
lose their home																						
Very worried	14	15	6	23	5	17	9	19	10	13	17	16	15	14	14	10	21	14	10	20	18	10
Fairly worried	26	25	22	26	30	26	27	27	24	21	29	25	24	25	27	24	27	20	26	26	28	24
TOTAL WORRIED	40	40	28	49	35	43	36	46	34	34	46	41	39	39	41	34	48	34	36	46	46	34
Not very worried	34	37	43	33	46	33	40	31	43	39	35	36	42	39	29	40	32	44	39	30	33	44
Not at all worried	20	18	24	15	18	16	21	17	20	21	15	7	11	18	27	21	13	19	21	18	13	18
TOTAL NOT WORRIED	54	55	67	48	64	49	61	48	63	60	50	43	53	57	56	61	45	63	60	48	46	62
Don't know	6	6	4	3	1	8	3	6	3	6	5	15	7	3	2	4	7	4	5	7	8	3
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	14	14	7	18	7	19	9	17	9	13	14	12	15	13	14	10	19	12	11	19	15	11
Fairly worried	23	23	20	28	26	21	21	28	24	21	25	18	24	23	23	21	25	22	23	21	26	20
TOTAL WORRIED	37	37	27	46	33	40	30	45	33	34	39	30	39	36	37	31	44	34	34	40	41	31
Not very worried	35	37	43	31	41	36	42	30	36	39	36	43	38	39	33	41	33	38	41	34	31	49
Not at all worried	23	19	26	18	23	16	23	18	25	21	17	11	16	20	24	23	14	21	21	19	18	14
TOTAL NOT WORRIED	58	56	69	49	64	52	65	48	61	60	53	54	54	59	57	64	47	59	62	53	49	63
Don't know	5	7	5	5	2	8	5	7	5	6	8	16	8	4	6	5	9	7	4	7	11	6
suffer ill-health																						
Very worried	18	18	11	24	9	28	16	23	13	17	18	11	17	17	22	14	23	18	14	21	19	19
Fairly worried	35	35	33	39	29	30	32	36	39	29	41	23	30	37	43	34	37	29	38	34	36	36
TOTAL WORRIED	53	53	44	63	38	58	48	59	52	46	59	34	47	54	65	48	60	47	52	55	55	55
Not very worried	36	35	44	27	54	32	41	28	38	40	30	43	36	36	29	39	29	39	38	33	31	34
Not at all worried	6	6	7	7	5	4	7	7	7	7	5	8	9	6	4	8	4	9	7	6	5	8
TOTAL NOT WORRIED	42	41	51	34	59	36	48	35	45	47	35	51	45	42	33	47	33	48	45	39	36	42
Don't know	6	6	6	3	3	5	4	6	3	6	5	16	7	4	2	5	6	6	3	7	8	3

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	42	106
Male 25 to 39	222	222
Male 40 to 59	323	298
Male 60 +	241	229
Female 18 to 24	58	104
Female 25 to 39	276	224
Female 40 to 59	356	305
Female 60 +	244	275
Region		
North England	402	433
Midlands	247	289
1	174	169
London	323	226
South England	386	403
Wales	72	88
Scotland	158	153
Social Grade		
AB	684	493
C1	487	511
C2	243	370
DE	348	388
Newspaper Type		
Express / Mail	365	282
Sun / Star	156	414
Mirror / Record	84	176
Guardian / Independent	108	79
FT / Times / Telegraph	111	167
Other Paper	240	203
No Paper	698	441
Political Party Identification		
Labour	550	564
Conservative	488	493
Liberal Democrat	163	194
SNP/Plaid Cymru	40	30
Others	119	41
None/ DK	402	441

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