

YouGov / The Sun Survey Results

Sample Size: 1381 GB Adults
Fieldwork: 26th - 27th 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	1381	357	381	89	129	428	344	258	669	711	164	349	472	395	787	594	177	448	296	340	120	
Unweighted Sample	1380	407	328	72	146	511	269	264	663	717	39	321	512	508	930	450	200	450	267	324	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	76	5	17	36	34	12	40	37	34	38	31	38	42	35	27	24
Lab	37	0	100	0	0	7	84	29	36	38	53	36	33	37	36	39	38	24	41	50	31
Lib Dem	9	0	0	100	0	1	1	42	7	11	17	5	9	9	10	6	6	11	7	6	16
Other	20	0	0	0	100	16	11	13	22	18	18	19	21	20	16	25	18	23	17	17	30

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	4	6	13	12	8	8	13	17	10	16	6	18	10	14	3
SNP / PCY	3	0	0	0	0	0	2	1	3	2	1	5	3	1	3	3	2	0	2	0	24
Green	2	0	0	0	0	0	3	4	2	2	0	5	2	1	2	3	3	3	2	1	2
Respect	1	0	0	0	0	0	0	1	2	0	9	0	0	0	2	0	7	0	1	0	0
BNP	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	0	0	1	0	0
Other	1	0	0	0	0	0	1	1	1	0	0	1	2	0	1	1	0	1	0	1	1

Non Voters

Would Not Vote	8	0	0	0	0	3	3	4	6	10	14	11	9	3	7	10	8	10	8	7	7
Don't know	17	0	0	0	0	11	18	21	15	19	32	17	15	13	17	17	22	16	15	15	24

Jan 23-24
Jan 26-27

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

Approve	33	30	83	5	46	16	65	5	30	32	28	15	34	31	33	33	26	30	35	31	28	21
Disapprove	54	53	10	86	34	75	25	87	54	54	52	52	46	55	58	50	58	50	48	52	58	71
Don't know	14	16	7	9	20	10	9	7	16	13	19	33	19	14	10	17	16	20	17	17	15	9

Fieldwork: 26th - 27th 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	1381	357	381	89	129	428	344	258	669	711	164	349	472	395	787	594	177	448	296	340	120	
Unweighted Sample	1380	407	328	72	146	511	269	264	663	717	39	321	512	508	930	450	200	450	267	324	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec
15-16

Jan 26-
27

Do you think Britain would be better or worse off economically if we left the European Union, or would it make no difference?

Better off	33	32	47	19	9	79	57	19	18	33	31	5	26	36	43	28	37	22	36	32	34	22
Worse off	34	38	27	55	79	8	20	54	58	44	33	58	40	33	34	44	30	48	32	35	37	58
Would make no difference	15	12	13	11	6	12	10	11	11	12	13	12	11	10	15	13	11	16	11	14	12	10
Don't know	18	18	13	15	7	1	12	16	13	12	24	24	23	20	9	15	22	13	22	19	17	9

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?

Would have more influence	13	11	18	7	3	31	19	8	3	13	10	8	10	12	13	10	13	10	12	10	13	8
Would have less influence	38	38	31	55	69	7	25	51	60	38	38	42	44	36	34	43	32	38	37	35	33	61
Would make no difference	35	33	42	26	23	52	48	24	29	35	32	14	24	37	45	33	33	28	33	39	35	26
Don't know	14	17	10	12	5	9	9	18	9	13	21	36	22	15	8	14	22	24	17	16	19	5

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?

Would be good for jobs and employment	34	28	35	19	7	71	42	23	15	27	29	7	24	33	34	24	33	20	30	30	28	26
Would be bad for jobs and employment	30	32	24	50	75	6	18	37	59	33	31	38	33	29	33	37	25	34	32	33	30	34
Would make no difference	20	23	29	21	13	20	30	25	13	27	18	22	20	22	25	23	22	26	17	22	24	34
Don't know	16	18	12	10	6	3	10	16	14	13	22	32	23	17	8	15	20	21	21	14	18	6

And do you think you personally would be better or worse off if we left the European Union, or would it make no difference?

Better off	23	19	27	12	5	53	28	15	11	20	18	7	14	26	21	17	21	16	21	17	22	14
Worse off	20	22	15	33	52	4	11	28	36	26	18	38	22	21	15	26	16	38	19	22	17	22
Would make no difference	38	43	48	39	36	34	50	41	40	44	41	36	43	38	51	43	42	32	40	47	43	55
Don't know	18	17	10	15	7	8	12	15	13	9	24	19	21	16	13	14	21	14	20	14	18	9

Fieldwork: 26th - 27th January 2014

	Total	Voting intention				2010 Vote			Gender		Age			Social Grade		Region						
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Weighted Sample	1381	357	381	89	129	428	344	258	669	711	164	349	472	395	787	594	177	448	296	340	120	
Unweighted Sample	1380	407	328	72	146	511	269	264	663	717	39	321	512	508	930	450	200	450	267	324	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Jan 12-13	Jan 26-27																				
Good or bad for the economy?																						
Good for the economy	45	42	81	19	60	40	75	22	39	46	38	30	36	46	46	47	35	54	47	40	34	31
Bad for the economy	36	38	11	66	30	37	12	61	46	42	35	45	39	34	41	37	41	29	28	43	46	57
Don't know	19	20	8	15	10	22	13	16	15	12	28	26	25	20	13	17	24	16	25	17	21	12
Being done fairly or unfairly?																						
Fairly	28	28	68	3	32	23	56	12	21	31	24	19	29	28	29	32	22	41	29	28	22	17
Unfairly	54	56	19	89	55	66	28	79	68	57	55	58	51	55	59	54	57	49	49	54	63	74
Don't know	18	17	13	7	13	12	15	10	11	12	21	24	20	16	12	14	21	11	22	18	16	8
Necessary or unnecessary?																						
Necessary	56	56	87	34	82	60	84	42	61	57	55	37	53	59	63	61	50	53	63	52	50	62
Unnecessary	27	27	8	48	12	28	8	37	28	31	23	35	25	25	27	25	30	27	15	32	37	28
Don't know	16	17	5	18	6	12	8	21	11	12	22	28	22	16	10	14	21	20	22	16	13	11
Too deep, too shallow or at about the right level?																						
Too deep	37	37	7	67	36	43	17	65	44	42	33	39	30	37	43	36	39	33	30	40	40	58
Too shallow	12	12	17	8	8	19	17	6	8	13	11	14	14	11	11	15	8	15	14	7	12	12
About the right level	30	29	66	7	41	23	54	10	29	31	28	11	31	31	33	31	27	26	31	34	29	15
Don't know	22	21	10	18	15	15	12	19	19	14	28	36	25	21	13	18	26	25	25	19	18	15
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	39	39	9	69	31	37	16	67	42	43	35	38	33	41	42	38	41	35	29	45	42	60
Too slowly	12	13	21	9	10	28	18	7	12	13	13	13	13	13	14	14	12	11	16	9	15	13
About the right pace	30	32	65	8	51	26	58	14	35	35	29	24	34	31	35	36	28	38	35	33	29	18
Don't know	18	16	5	14	8	8	8	13	11	8	22	25	19	15	8	13	19	15	20	13	14	9
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	54	51	36	68	42	51	42	67	51	54	47	64	41	54	50	51	50	61	44	52	50	57
Not having an impact on my life	31	35	53	25	47	37	45	24	39	37	33	21	40	32	41	38	30	28	38	33	36	36
Don't know	15	14	11	8	11	11	12	9	10	8	20	15	19	14	10	10	20	11	18	15	13	7
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	26	28	7	63	17	22	10	50	32	27	29	29	24	27	33	27	30	27	19	32	36	30
The last Labour government	34	34	78	2	53	44	70	4	33	38	30	14	35	34	40	37	30	33	39	30	33	28
Both	26	24	9	28	18	28	14	31	25	24	25	34	25	25	19	25	24	20	25	22	23	36
Neither	4	4	2	4	6	5	1	6	4	5	4	0	4	5	5	3	5	4	4	6	3	4
Don't know	10	10	4	3	6	1	4	9	5	6	13	23	12	8	4	9	11	16	13	10	5	2

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

	Jan 12-13	Jan 26-27																				
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	22	6	32	11	36	15	29	14	19	25	14	24	26	19	16	29	21	21	22	26	18
Fairly worried	40	42	37	47	39	37	37	48	44	43	41	61	37	43	36	45	38	48	37	40	42	51
TOTAL WORRIED	64	64	43	79	50	73	52	77	58	62	66	75	61	69	55	61	67	69	58	62	68	69
Not very worried	26	25	40	15	35	20	34	17	30	25	25	12	29	21	33	28	21	16	30	28	22	21
Not at all worried	6	7	13	4	14	6	9	6	10	9	6	0	8	8	10	9	5	9	7	8	6	10
TOTAL NOT WORRIED	32	32	53	19	49	26	43	23	40	34	31	12	37	29	43	37	26	25	37	36	28	31
Don't know	4	4	4	1	0	1	4	0	3	4	4	14	3	3	2	2	7	6	6	2	4	0
be victims of burglary, robbery or mugging																						
Very worried	10	12	7	16	4	14	7	24	3	11	14	17	9	13	13	10	15	23	10	11	12	11
Fairly worried	34	29	24	33	23	49	26	26	31	28	31	21	31	30	31	30	29	32	26	33	31	22
TOTAL WORRIED	44	41	31	49	27	63	33	50	34	39	45	38	40	43	44	40	44	55	36	44	43	33
Not very worried	42	42	51	40	56	23	49	40	52	45	39	44	43	41	40	46	36	34	44	39	42	49
Not at all worried	9	11	11	10	16	11	14	8	11	11	11	4	11	12	13	11	11	6	12	13	10	17
TOTAL NOT WORRIED	51	53	62	50	72	34	63	48	63	56	50	48	54	53	53	57	47	40	56	52	52	66
Don't know	4	6	6	3	2	3	5	3	3	5	6	14	5	5	3	3	9	6	8	4	5	1
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	26	25	6	44	23	36	13	40	26	24	26	29	19	26	29	21	32	31	21	26	30	20
Fairly worried	39	39	34	40	43	32	35	42	46	38	40	42	43	37	37	44	32	39	36	41	37	53
TOTAL WORRIED	65	64	40	84	66	68	48	82	72	62	66	71	62	63	66	65	64	70	57	67	67	73
Not very worried	28	25	44	12	28	17	38	13	22	25	24	13	24	28	26	26	23	15	28	25	26	19
Not at all worried	5	6	12	2	5	10	10	2	4	7	4	1	9	5	5	7	5	10	6	5	3	6
TOTAL NOT WORRIED	33	31	56	14	33	27	48	15	26	32	28	14	33	33	31	33	28	25	34	30	29	25
Don't know	3	5	4	3	1	4	4	2	3	4	6	15	6	4	2	2	9	5	8	3	4	2
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	20	19	12	21	13	34	20	22	11	15	22	9	12	23	23	12	27	14	17	20	23	14
Fairly worried	29	27	27	27	18	34	27	28	28	28	26	17	24	33	27	24	30	26	26	33	24	23
TOTAL WORRIED	49	46	39	48	31	68	47	50	39	43	48	26	36	56	50	36	57	40	43	53	47	37
Not very worried	30	33	34	35	39	14	31	36	33	35	30	53	38	25	28	42	21	36	31	30	33	38
Not at all worried	15	16	22	14	28	12	18	12	23	17	15	6	19	15	18	18	12	19	16	13	14	22
TOTAL NOT WORRIED	45	49	56	49	67	26	49	48	56	52	45	59	57	40	46	60	33	55	47	43	47	60
Don't know	6	6	5	4	1	5	5	1	5	5	7	15	7	4	4	3	10	6	10	4	5	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Jan 12-13	Jan 26-27																				
lose their job / have difficulty finding work																						
Very worried	20	21	7	28	10	30	12	35	13	21	20	27	20	23	16	18	25	23	15	18	23	37
Fairly worried	37	35	32	43	36	35	32	32	40	31	39	37	37	36	32	34	37	29	38	36	38	25
TOTAL WORRIED	57	56	39	71	46	65	44	67	53	52	59	64	57	59	48	52	62	52	53	54	61	62
Not very worried	26	26	37	17	29	15	33	20	28	28	23	21	30	25	25	31	19	30	27	28	21	22
Not at all worried	12	13	19	9	22	15	17	10	15	14	11	0	9	11	22	14	10	13	12	13	12	15
TOTAL NOT WORRIED	38	39	56	26	51	30	50	30	43	42	34	21	39	36	47	45	29	43	39	41	33	37
Don't know	6	6	5	3	4	6	5	3	4	5	6	14	5	5	5	3	10	6	8	5	6	1
lose their home																						
Very worried	15	14	5	18	6	22	8	25	7	13	16	21	11	15	15	11	20	25	11	14	15	12
Fairly worried	25	28	18	40	28	27	22	37	25	28	29	42	29	23	28	28	29	21	26	26	34	37
TOTAL WORRIED	40	42	23	58	34	49	30	62	32	41	45	63	40	38	43	39	49	46	37	40	49	49
Not very worried	37	31	43	22	30	29	40	20	38	30	32	17	39	33	27	36	25	25	36	32	28	25
Not at all worried	18	20	30	15	33	20	26	15	27	23	17	1	16	24	27	23	17	19	19	24	18	23
TOTAL NOT WORRIED	55	51	73	37	63	49	66	35	65	53	49	18	55	57	54	59	42	44	55	56	46	48
Don't know	6	6	5	5	3	1	5	2	3	6	6	19	5	5	3	3	9	10	7	4	5	3
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	14	13	5	20	2	21	8	22	7	11	14	6	11	13	16	7	20	12	11	12	14	17
Fairly worried	23	27	15	33	32	24	18	37	30	29	25	54	24	22	25	28	26	31	24	29	25	38
TOTAL WORRIED	37	40	20	53	34	45	26	59	37	40	39	60	35	35	41	35	46	43	35	41	39	55
Not very worried	37	32	41	25	36	32	38	25	34	29	35	18	37	35	30	35	28	25	38	29	34	23
Not at all worried	19	20	31	14	27	19	28	12	26	23	18	3	20	23	22	25	14	20	19	22	20	19
TOTAL NOT WORRIED	56	52	72	39	63	51	66	37	60	52	53	21	57	58	52	60	42	45	57	51	54	42
Don't know	7	8	8	7	3	5	8	4	4	8	8	19	7	6	7	5	13	13	8	7	8	3
suffer ill-health																						
Very worried	18	19	6	24	15	31	12	31	14	17	21	23	13	18	26	14	27	27	20	14	20	16
Fairly worried	35	32	31	37	39	38	28	36	42	31	32	14	28	34	39	32	31	29	30	38	30	29
TOTAL WORRIED	53	51	37	61	54	69	40	67	56	48	53	37	41	52	65	46	58	56	50	52	50	45
Not very worried	35	34	43	29	33	20	42	26	33	36	32	37	40	35	24	40	25	21	34	33	36	43
Not at all worried	6	8	13	5	8	7	10	5	7	8	7	7	12	6	7	10	6	11	7	10	6	10
TOTAL NOT WORRIED	41	42	56	34	41	27	52	31	40	44	39	44	52	41	31	50	31	32	41	43	42	53
Don't know	6	7	7	5	5	3	7	2	4	7	8	19	7	6	4	5	11	13	9	5	7	1

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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	9	83
Male 25 to 39	124	174
Male 40 to 59	254	233
Male 60 +	277	180
Female 18 to 24	30	81
Female 25 to 39	197	175
Female 40 to 59	259	239
Female 60 +	231	215
Region		
North England	324	340
Midlands	189	226
1	151	133
London	200	177
South England	300	316
Wales	78	69
Scotland	139	120
Social Grade		
AB	530	387
C1	401	400
C2	171	290
DE	279	304
Newspaper Type		
Express / Mail	289	221
Sun / Star	114	325
Mirror / Record	65	138
Guardian / Independent	96	62
FT / Times / Telegraph	123	131
Other Paper	189	159
No Paper	505	345
Political Party Identification		
Labour	335	442
Conservative	456	387
Liberal Democrat	106	152
SNP/Plaid Cymru	35	23
Others	88	32
None/ DK	361	345

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