

YouGov / The Sun Survey Results

Sample Size: 1684 GB Adults
Fieldwork: 4th - 5th August 2013

	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	1684	429	480	137	153	504	449	378	818	866	204	429	576	475	960	724	216	547	360	414	147
Unweighted Sample	1684	414	488	107	177	510	451	378	758	926	107	464	666	447	1081	603	312	511	348	388	125
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	3	13	31	36	36	34	28	38	37	29	33	41	36	28	18
Lab	38	0	100	0	0	2	89	31	39	36	43	40	40	31	35	41	39	26	41	46	45
Lib Dem	11	0	0	100	0	2	1	40	11	11	12	10	11	11	13	7	10	13	8	12	8
Other	18	0	0	0	100	19	7	17	19	17	9	16	20	21	15	23	18	20	16	14	29

Other Parties Voting Intention

UKIP	12	0	0	0	100	17	4	8	12	12	4	8	13	17	9	16	13	15	12	12	3
SNP / PCY	3	0	0	0	0	0	1	1	3	2	3	4	4	1	3	3	0	1	1	0	24
Green	2	0	0	0	0	0	1	5	2	2	0	2	2	1	2	1	3	2	2	1	0
BNP	1	0	0	0	0	1	0	0	1	0	2	1	0	0	1	1	2	0	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	1	2	1	1	0	2	1	1	1	2	0	1	2	1	2

Non Voters

Would Not Vote	6	0	0	0	0	1	2	6	4	8	11	9	5	2	5	7	4	8	5	6	2
Don't know	18	0	0	0	0	14	14	23	11	25	19	22	17	15	16	20	16	19	16	19	18

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

	Aug 1 - 2	Aug 4-5																				
Approve	28	31	79	5	45	11	58	7	26	35	26	33	29	30	31	33	27	32	37	29	26	20
Disapprove	57	53	11	87	43	73	26	79	63	54	52	43	48	57	57	52	54	54	45	56	57	61
Don't know	14	16	11	8	12	16	16	13	11	11	21	24	23	13	12	14	19	14	18	15	16	19

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

	July 7-8	Aug 4-5																				
I would vote for Britain to remain a member of the European Union	36	35	24	57	67	2	20	49	49	43	28	33	35	36	35	43	25	43	34	37	31	38
I would vote for Britain to leave the European Union	43	43	60	24	26	90	61	28	36	42	43	37	36	42	52	38	50	40	46	44	40	41
I would not vote	5	5	1	4	0	1	2	5	1	3	6	10	7	3	2	3	6	3	2	4	9	3
Don't know	16	17	14	15	7	6	17	18	14	12	23	20	22	19	11	16	19	14	18	15	20	17

Fieldwork: 4th - 5th August 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
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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?

	July 7-8	Aug 4-5																				
Would vote for Britain to remain in the European Union on the new terms	48	50	55	62	79	19	46	58	59	55	46	49	46	49	57	58	40	54	51	51	42	62
Would vote for Britain to leave the European Union	31	28	33	18	16	69	36	19	25	30	26	27	25	30	28	23	34	28	30	27	27	22
Would not vote	4	5	1	4	0	3	2	5	2	5	5	13	7	4	2	5	6	4	4	3	10	2
Don't know	17	17	12	16	5	9	15	18	15	10	23	12	22	18	13	14	20	14	15	19	20	14

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?

	July 21-22	Aug 4-5																				
Good for the economy	39	41	80	16	55	41	70	19	33	44	37	44	39	38	45	45	35	42	46	40	37	30
Bad for the economy	44	41	10	74	34	39	17	67	51	43	40	30	38	48	41	40	43	41	36	43	41	56
Don't know	17	18	10	9	11	20	14	14	16	13	23	26	24	15	14	15	22	17	18	17	22	14

Being done fairly or unfairly?

Fairly	30	30	71	7	40	29	58	11	22	32	29	30	29	29	34	35	24	35	36	30	25	17
Unfairly	55	54	17	86	50	60	27	79	63	57	51	43	53	58	54	50	59	51	46	59	58	66
Don't know	15	16	12	8	10	10	15	10	15	11	20	28	17	14	12	15	17	14	18	12	17	17

Necessary or unnecessary?

Necessary	57	58	92	32	77	71	84	35	55	60	56	55	56	56	62	64	50	61	64	57	52	48
Unnecessary	29	28	5	54	17	23	10	48	31	30	25	21	25	31	28	23	33	25	21	30	31	38
Don't know	14	15	4	14	6	6	6	16	14	10	19	24	19	13	9	13	17	14	15	13	16	15

Fieldwork: 4th - 5th August 2013

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

July 21-22

Aug 4-5

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

Too deep	42	39	12	72	31	33	17	63	47	43	35	26	36	42	42	38	40	41	29	43	43	49
Too shallow	13	16	21	10	17	25	22	11	12	17	14	15	19	14	15	17	14	17	18	16	11	15
About the right level	28	27	58	6	37	23	50	9	22	28	26	28	21	29	31	30	23	26	33	25	24	18
Don't know	17	19	9	12	14	19	12	17	18	12	25	31	23	15	13	15	23	16	19	16	22	18

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

Too quickly	43	39	10	73	36	32	14	69	47	42	36	29	35	45	40	37	41	43	31	43	43	45
Too slowly	13	15	24	6	16	21	26	7	11	15	15	14	15	14	17	17	13	16	18	15	12	12
About the right pace	29	30	59	10	40	32	50	12	28	31	28	30	26	30	33	32	27	29	34	28	27	27
Don't know	14	16	7	10	8	15	10	11	14	11	21	27	25	11	10	14	19	13	17	15	18	16

Having an impact on your own life, or not having an impact on your own life?

Having an impact on my life	55	57	51	69	52	67	50	66	58	61	53	50	52	64	56	54	61	58	52	61	60	56
Not having an impact on my life	32	31	41	24	39	29	39	25	34	29	32	25	33	26	37	35	25	31	33	29	27	35
Don't know	13	12	8	7	9	4	11	9	8	9	15	25	15	10	7	11	14	11	15	10	13	9

And who do you think is most to blame for the current spending cuts?

The Conservative-Liberal Democrat coalition	25	24	2	60	14	13	3	52	28	28	21	26	22	25	24	23	25	27	17	25	27	36
The last Labour government	36	36	80	6	42	47	73	7	27	39	34	32	34	36	42	39	33	35	43	36	32	30
Both	28	27	13	24	37	35	17	28	35	24	31	19	28	30	26	27	27	26	27	29	26	27
Neither	4	4	3	5	5	2	2	5	5	5	3	2	2	4	5	4	3	3	4	3	5	2
Don't know	7	9	3	4	2	2	5	8	5	5	13	20	14	5	4	7	12	9	10	7	11	5

Fieldwork: 4th - 5th August 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 21-22

Aug 4-5

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	21	22	10	28	11	33	13	30	22	19	25	26	21	27	15	18	28	24	21	22	25	19
Fairly worried	43	43	42	46	40	48	43	45	44	43	44	44	41	44	45	43	44	39	42	48	43	46
TOTAL WORRIED	64	65	52	74	51	81	56	75	66	62	69	70	62	71	60	61	72	63	63	70	68	65
Not very worried	25	25	36	20	35	16	32	20	26	28	23	18	28	21	32	29	21	28	29	24	23	21
Not at all worried	7	6	9	4	14	4	8	4	7	8	5	6	6	6	7	8	4	6	6	6	6	12
TOTAL NOT WORRIED	32	31	45	24	49	20	40	24	33	36	28	24	34	27	39	37	25	34	35	30	29	33
Don't know	4	3	2	2	0	0	4	2	1	2	3	6	4	1	2	2	3	3	3	1	4	1

be victims of burglary, robbery or mugging

Very worried	9	9	8	11	3	12	7	10	8	8	10	10	10	9	8	7	12	11	9	9	10	6
Fairly worried	33	31	25	35	29	42	29	35	33	29	34	23	32	34	32	31	32	38	27	34	35	22
TOTAL WORRIED	42	40	33	46	32	54	36	45	41	37	44	33	42	43	40	38	44	49	36	43	45	28
Not very worried	40	43	47	41	46	32	45	42	44	48	39	41	43	43	46	46	40	42	46	44	37	51
Not at all worried	13	12	17	11	21	12	15	8	13	13	11	17	12	12	10	13	10	6	15	10	11	19
TOTAL NOT WORRIED	53	55	64	52	67	44	60	50	57	61	50	58	55	55	56	59	50	48	61	54	48	70
Don't know	5	4	3	3	1	1	4	5	2	3	6	9	4	3	4	3	6	3	4	3	8	2

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

Very worried	23	24	11	36	13	28	13	33	28	22	25	22	20	27	24	20	28	26	21	24	25	22
Fairly worried	42	43	36	45	46	48	40	44	44	38	47	36	41	43	46	43	43	41	41	47	41	44
TOTAL WORRIED	65	67	47	81	59	76	53	77	72	60	72	58	61	70	70	63	71	67	62	71	66	66
Not very worried	25	26	43	14	32	18	36	17	22	30	21	30	28	23	24	29	21	27	28	22	24	26
Not at all worried	5	5	8	3	8	4	8	2	4	8	2	4	7	5	3	6	3	3	6	5	3	7
TOTAL NOT WORRIED	30	31	51	17	40	22	44	19	26	38	23	34	35	28	27	35	24	30	34	27	27	33
Don't know	5	3	2	2	2	1	3	4	1	2	5	8	5	2	2	2	5	2	4	1	6	1

Fieldwork: 4th - 5th August 2013

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

July 21-22

Aug 4-5

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

Very worried	18	21	17	20	5	43	21	22	15	19	22	20	15	23	23	15	28	20	21	19	23	18
Fairly worried	31	29	28	27	32	35	29	25	33	26	32	16	29	33	31	27	32	22	29	32	32	28
TOTAL WORRIED	49	50	45	47	37	78	50	47	48	45	54	36	44	56	54	42	60	42	50	51	55	46
Not very worried	32	32	34	36	33	13	32	35	30	36	27	34	37	30	28	37	25	36	30	34	27	35
Not at all worried	13	14	18	12	29	7	14	11	19	16	12	19	15	11	13	17	9	16	17	12	9	15
TOTAL NOT WORRIED	45	46	52	48	62	20	46	46	49	52	39	53	52	41	41	54	34	52	47	46	36	50
Don't know	7	5	4	5	2	2	5	6	3	3	7	10	4	3	5	4	6	5	3	3	8	4

lose their job / have difficulty finding work

Very worried	19	21	14	24	15	27	14	27	17	17	24	28	17	25	16	17	25	19	20	24	23	14
Fairly worried	38	36	34	39	34	42	34	37	44	35	38	30	42	40	30	37	35	39	36	36	36	38
TOTAL WORRIED	57	57	48	63	49	69	48	64	61	52	62	58	59	65	46	54	60	58	56	60	59	52
Not very worried	26	26	33	24	28	15	32	22	22	30	23	27	31	25	23	28	23	25	27	26	25	28
Not at all worried	10	12	16	9	20	16	16	8	14	15	9	3	7	8	25	13	11	12	13	11	10	17
TOTAL NOT WORRIED	36	38	49	33	48	31	48	30	36	45	32	30	38	33	48	41	34	37	40	37	35	45
Don't know	7	5	3	4	3	0	5	6	3	3	6	11	3	2	6	4	6	4	4	3	7	3

lose their home

Very worried	13	15	10	17	8	22	11	20	13	13	16	13	13	17	13	11	19	14	12	17	15	16
Fairly worried	28	27	21	29	25	33	21	27	31	25	29	33	25	28	25	26	28	28	26	30	29	14
TOTAL WORRIED	41	42	31	46	33	55	32	47	44	38	45	46	38	45	38	37	47	42	38	47	44	30
Not very worried	35	36	39	35	38	27	41	34	33	36	35	34	43	36	30	39	31	35	37	33	33	44
Not at all worried	17	19	28	15	30	16	25	14	23	23	16	10	15	17	29	21	17	19	21	18	16	25
TOTAL NOT WORRIED	52	55	67	50	68	43	66	48	56	59	51	44	58	53	59	60	48	54	58	51	49	69
Don't know	6	4	2	4	0	2	2	6	1	2	5	11	4	2	2	3	4	2	3	3	7	2

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

July 21-22
Aug 4-5

suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities

Very worried	12	14	7	18	8	19	8	20	15	13	15	13	16	12	10	19	15	13	16	14	11	
Fairly worried	25	25	18	27	29	35	19	25	30	24	25	27	23	25	23	27	29	24	26	23	20	
TOTAL WORRIED	37	39	25	45	37	54	27	45	45	37	40	42	36	41	33	46	44	37	42	37	31	
Not very worried	36	36	39	37	29	30	40	35	31	36	36	33	40	38	32	39	33	36	32	38	36	44
Not at all worried	20	20	31	14	32	16	28	15	21	23	18	16	20	18	24	23	16	16	25	17	18	24
TOTAL NOT WORRIED	56	56	70	51	61	46	68	50	52	59	54	49	60	56	56	62	49	52	57	55	54	68
Don't know	7	5	5	4	3	0	5	6	3	3	7	10	4	3	7	4	6	4	5	3	8	2

suffer ill-health

Very worried	13	16	10	22	11	22	12	24	13	15	17	15	13	18	17	14	19	20	13	17	18	10
Fairly worried	38	38	29	41	41	51	35	37	44	36	40	31	30	39	45	38	37	34	40	37	36	39
TOTAL WORRIED	51	54	39	63	52	73	47	61	57	51	57	46	43	57	62	52	56	54	53	54	54	49
Not very worried	36	36	48	29	39	20	42	30	33	38	33	39	41	36	29	39	31	38	33	38	35	40
Not at all worried	7	7	9	5	9	5	8	4	8	8	5	7	10	5	5	6	8	4	10	6	4	7
TOTAL NOT WORRIED	43	43	57	34	48	25	50	34	41	46	38	46	51	41	34	45	39	42	43	44	39	47
Don't know	6	4	3	3	1	2	5	5	1	3	5	7	5	3	4	4	5	4	4	2	6	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.
Age and Gender			
	Male 18 to 24	56	104
	Male 25 to 39	177	216
	Male 40 to 59	299	285
	Male 60 +	226	214
	Female 18 to 24	51	99
	Female 25 to 39	287	214
	Female 40 to 59	367	291
	Female 60 +	221	261
Region			
	North England	388	414
	Midlands	265	276
	East England	148	162
	London	312	216
	South England	363	386
	Wales	83	84
	Scotland	125	147
Social Grade			
	AB	585	472
	C1	496	488
	C2	291	354
	DE	312	370
Newspaper Type			
	Express / Mail	322	269
	Sun / Star	163	396
	Mirror / Record	100	168
	Guardian / Independent	99	76
	FT / Times / Telegraph	107	160
	Other Paper	216	194
	No Paper	677	421
Political Party Identification			
	Labour	559	547
	Conservative	478	480
	Liberal Democrat	147	202
	SNP/Plaid Cymru	30	29
	Others	97	22
	None/ DK	373	404

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