

YouGov / The Sun Survey Results

Sample Size: 1717 GB Adults
Fieldwork: 1st - 2nd September 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
Weighted Sample	1717	435	519	118	156	556	425	342	833	884	204	434	587	491	979	738	220	558	367	422	149
Unweighted Sample	1717	435	529	99	168	562	443	361	811	906	122	457	679	459	1125	592	290	554	355	383	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	4	13	35	32	35	36	28	37	38	27	35	43	30	28	18
Lab	40	0	100	0	0	4	88	37	37	43	34	39	44	37	35	46	43	29	44	48	39
Lib Dem	9	0	0	100	0	2	1	38	8	10	11	11	8	9	10	8	9	12	10	4	10
Other	18	0	0	0	100	19	6	12	20	16	21	14	21	17	17	20	13	15	16	20	33

Other Parties Voting Intention

UKIP	12	0	0	0	100	17	3	5	13	11	8	8	15	13	9	16	9	13	9	17	3
SNP / PCY	3	0	0	0	0	0	1	1	3	2	6	2	3	2	3	2	0	0	3	0	26
Green	2	0	0	0	0	1	0	5	2	2	3	3	2	1	3	0	1	2	3	2	1
BNP	1	0	0	0	0	1	1	0	1	0	2	0	0	1	1	1	2	0	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	0	1	1	1	0	1	1	0	1	0	1	0	2

Non Voters

Would Not Vote	7	0	0	0	0	3	1	4	5	9	14	13	5	3	6	9	5	7	9	8	7
Don't know	16	0	0	0	0	13	9	25	13	20	21	19	18	10	17	16	12	19	15	17	16

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

Aug 30-31 Sept 1-2

Approve	27	28	78	5	36	16	54	8	23	32	25	23	33	25	30	34	21	29	34	28	25	17
Disapprove	56	57	10	90	40	77	29	87	62	58	55	55	49	63	57	52	63	58	50	54	64	66
Don't know	17	15	12	5	24	7	16	6	16	10	20	22	17	13	13	14	16	13	16	18	11	17

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

July 21-22 Sept 1-2

Better off	32	34	47	19	15	79	51	21	21	35	33	27	27	32	46	31	39	33	36	32	35	28
Worse off	34	33	27	49	59	1	21	46	46	38	27	36	33	32	31	39	24	38	33	31	28	38
Would make no difference	17	15	15	14	10	15	16	15	15	15	16	17	16	18	11	16	15	17	14	14	17	15
Don't know	17	18	11	18	15	4	12	17	18	12	24	19	25	18	12	15	22	11	16	23	20	19

Fieldwork: 1st - 2nd September 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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Unweighted Sample	1717	435	529	99	168	562	443	361	811	906	122	457	679	459	1125	592	290	554	355	383	135	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July
21-22

Sept 1-2

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	9	14	7	1	18	14	6	4	10	9	12	9	7	12	9	10	18	7	8	11	3
Would have less influence	39	37	30	48	61	12	26	47	52	39	35	37	41	38	32	42	30	42	37	37	31	44
Would make no difference	35	40	48	32	32	62	51	34	33	42	39	30	31	43	49	38	42	31	45	39	40	36
Don't know	14	14	8	13	6	7	9	13	11	9	18	21	20	12	7	11	18	9	11	16	18	17

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	29	35	46	28	19	69	47	28	23	35	36	27	33	31	46	33	39	36	36	33	39	29
Would be bad for jobs and employment	33	30	22	44	52	3	18	43	42	35	25	35	26	31	30	35	22	36	30	27	25	39
Would make no difference	20	17	20	12	14	23	21	13	17	19	16	11	16	22	14	17	18	15	20	18	17	8
Don't know	18	18	12	16	16	6	13	16	18	12	23	27	25	16	10	15	22	13	15	22	19	24

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	21	22	31	16	5	51	34	17	12	23	22	19	20	19	29	19	27	21	24	20	24	18
Worse off	23	19	11	28	35	3	9	28	25	22	16	23	21	18	17	24	12	24	16	22	18	22
Would make no difference	38	41	46	37	46	43	42	37	48	43	39	36	35	45	43	42	40	41	45	37	40	39
Don't know	19	18	12	18	14	4	15	18	15	12	23	23	24	17	11	15	21	14	15	21	18	22

Aug
21-22

Sept 1-2

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	39	41	80	14	51	47	69	17	31	44	39	41	40	38	45	46	34	42	49	37	35	35
Bad for the economy	45	41	10	76	27	32	18	72	49	42	40	30	37	48	42	37	47	42	33	43	47	48
Don't know	16	18	11	10	22	21	13	11	20	14	21	29	23	14	13	17	19	16	18	20	18	16

Being done fairly or unfairly?

Fairly	28	29	72	7	32	27	54	8	23	32	27	29	30	27	31	33	23	31	35	27	25	18
Unfairly	58	56	17	86	52	61	32	82	65	57	54	46	52	60	57	51	62	54	50	54	62	62
Don't know	14	15	11	8	16	12	14	11	12	11	19	25	18	12	12	16	15	15	14	19	12	19

Necessary or unnecessary?

Necessary	54	58	93	32	71	70	84	33	59	62	55	60	56	57	62	65	50	55	65	56	56	51
Unnecessary	30	26	2	50	19	21	9	50	26	27	25	20	24	31	24	23	30	31	21	25	29	33
Don't know	16	16	4	18	11	9	8	17	15	11	20	20	21	12	14	12	20	14	15	19	15	16

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	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	1717	435	519	118	156	556	425	342	833	884	204	434	587	491	979	738	220	558	367	422	149	
Unweighted Sample	1717	435	529	99	168	562	443	361	811	906	122	457	679	459	1125	592	290	554	355	383	135	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Aug 21-22	Sept 1-2																				
Too deep, too shallow or at about the right level?																							
	Too deep	41	40	12	72	28	30	20	68	44	44	36	29	35	48	39	37	44	42	30	41	47	47
	Too shallow	14	12	17	6	18	24	17	6	9	14	9	17	13	9	11	13	10	8	13	11	12	10
	About the right level	27	30	62	8	39	34	50	12	26	32	28	26	27	28	37	35	23	37	36	28	23	19
	Don't know	19	19	9	14	15	13	13	13	21	11	27	28	25	16	14	16	23	12	20	20	18	24
Being done too quickly, too slowly, or at about the right pace?																							
	Too quickly	43	42	13	76	30	32	21	71	46	46	38	35	35	49	43	38	47	45	31	44	50	48
	Too slowly	14	13	17	7	11	20	19	6	8	13	12	11	15	11	13	13	12	12	15	9	12	14
	About the right pace	28	31	64	7	44	37	50	13	30	32	29	30	29	29	36	35	25	31	39	32	24	18
	Don't know	15	15	6	10	15	12	10	10	16	8	21	24	21	12	8	13	17	12	15	14	14	20
Having an impact on your own life, or not having an impact on your own life?																							
	Having an impact on my life	59	57	47	70	48	58	51	66	58	57	57	51	56	63	53	53	63	58	54	58	61	51
	Not having an impact on my life	30	32	46	23	45	33	39	25	35	35	30	27	31	29	40	38	24	33	37	29	29	32
	Don't know	11	11	7	8	7	9	10	8	7	8	13	22	13	8	7	9	13	10	9	13	10	17
And who do you think is most to blame for the current spending cuts?																							
	The Conservative-Liberal Democrat coalition	28	25	2	58	18	10	7	52	25	26	24	32	19	25	26	21	29	25	21	25	28	29
	The last Labour government	34	36	82	4	43	53	73	5	26	40	31	25	35	35	42	40	30	37	40	36	33	22
	Both	27	28	13	28	20	34	17	32	33	24	31	27	28	29	26	27	28	30	27	25	27	34
	Neither	5	5	1	6	11	1	1	6	9	5	5	1	5	5	6	5	4	4	5	5	4	5
	Don't know	7	7	2	4	7	2	3	5	6	5	10	15	12	6	1	6	9	5	6	8	8	10

		Aug 18-19	Sept 1-2																				
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	23	21	13	27	13	26	17	28	15	18	24	19	24	24	15	16	28	27	18	21	24	16
	Fairly worried	43	43	41	46	33	44	43	42	45	41	44	43	38	44	45	43	42	38	43	44	43	44
	TOTAL WORRIED	66	64	54	73	46	70	60	70	60	59	68	62	62	68	60	59	70	65	61	65	67	60
	Not very worried	25	25	36	18	35	26	30	22	26	27	24	17	26	24	30	29	20	26	29	20	23	28
	Not at all worried	6	7	9	4	15	5	8	4	12	10	4	5	7	6	9	8	6	7	8	8	6	6
	TOTAL NOT WORRIED	31	32	45	22	50	31	38	26	38	37	28	22	33	30	39	37	26	33	37	28	29	34
	Don't know	3	4	1	4	4	0	2	3	3	4	4	15	5	2	1	4	5	2	3	7	5	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Aug 18-19	Sept 1-2																				
be victims of burglary, robbery or mugging																						
Very worried	9	9	5	9	3	14	7	10	5	7	10	6	13	10	4	7	11	14	5	6	14	4
Fairly worried	33	31	28	38	23	38	31	37	23	32	29	28	29	29	36	28	34	31	31	33	30	30
TOTAL WORRIED	42	40	33	47	26	52	38	47	28	39	39	34	42	39	40	35	45	45	36	39	44	34
Not very worried	45	43	52	36	54	35	44	35	56	43	42	38	40	45	44	46	39	43	48	40	39	40
Not at all worried	9	12	13	11	16	12	14	13	13	13	12	12	12	13	12	14	10	10	12	14	11	19
TOTAL NOT WORRIED	54	55	65	47	70	47	58	48	69	56	54	50	52	58	56	60	49	53	60	54	50	59
Don't know	4	5	2	5	5	1	4	5	3	5	6	15	6	3	3	5	6	3	5	6	7	6
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	24	24	11	35	16	30	17	37	22	21	27	14	25	28	24	21	29	29	18	24	31	23
Fairly worried	42	40	32	45	37	40	36	41	45	39	40	42	36	38	44	39	40	40	43	40	35	37
TOTAL WORRIED	66	64	43	80	53	70	53	78	67	60	67	56	61	66	68	60	69	69	61	64	66	60
Not very worried	26	26	44	12	41	26	36	13	26	28	25	25	25	27	26	30	21	23	31	22	23	31
Not at all worried	4	5	11	4	3	4	8	4	4	7	4	3	8	5	5	6	4	5	5	7	6	3
TOTAL NOT WORRIED	30	31	55	16	44	30	44	17	30	35	29	28	33	32	31	36	25	28	36	29	29	34
Don't know	3	4	2	4	3	0	2	4	3	5	4	16	6	3	1	4	6	3	3	6	5	6
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	20	19	15	22	8	35	20	22	11	16	22	13	19	19	22	14	26	24	16	18	24	14
Fairly worried	32	30	35	30	12	34	33	30	26	31	28	27	22	32	35	28	32	21	27	38	29	33
TOTAL WORRIED	52	49	50	52	20	69	53	52	37	47	50	40	41	51	57	42	58	45	43	56	53	47
Not very worried	31	30	29	28	55	18	27	29	39	29	32	37	32	31	24	36	23	31	36	25	25	36
Not at all worried	14	15	18	15	20	13	17	15	20	18	12	8	20	13	16	17	13	20	16	12	16	10
TOTAL NOT WORRIED	45	45	47	43	75	31	44	44	59	47	44	45	52	44	40	53	36	51	52	37	41	46
Don't know	4	6	3	5	5	1	4	4	5	6	6	14	6	4	4	5	7	4	5	7	6	6
lose their job / have difficulty finding work																						
Very worried	20	20	12	25	12	25	16	25	14	16	24	21	22	21	16	16	25	25	16	22	20	20
Fairly worried	38	39	41	44	26	39	40	43	40	40	39	42	40	42	36	39	40	33	37	45	42	38
TOTAL WORRIED	58	59	53	69	38	64	56	68	54	56	63	63	62	63	52	55	65	58	53	67	62	58
Not very worried	28	25	32	17	42	23	29	19	28	26	24	18	25	28	25	29	20	26	31	19	21	29
Not at all worried	10	10	14	9	15	8	12	9	14	13	7	4	9	6	19	12	8	10	12	8	11	8
TOTAL NOT WORRIED	38	35	46	26	57	31	41	28	42	39	31	22	34	34	44	41	28	36	43	27	32	37
Don't know	4	5	2	5	5	4	4	4	4	5	6	15	5	3	5	5	6	5	4	7	6	6
	Aug 18-19	Sept 1-2																				

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their home																						
Very worried	14	12	5	18	6	14	9	19	7	10	15	7	13	14	12	9	17	15	9	13	15	15
Fairly worried	26	27	23	34	15	26	25	34	26	25	29	16	26	27	32	25	29	26	26	30	28	19
TOTAL WORRIED	40	39	28	52	21	40	34	53	33	35	44	23	39	41	44	34	46	41	35	43	43	34
Not very worried	38	37	48	28	43	40	43	29	36	37	37	46	39	38	30	40	33	37	41	32	34	41
Not at all worried	18	19	22	15	32	16	20	14	28	23	15	14	16	19	23	21	16	19	21	17	17	19
TOTAL NOT WORRIED	56	56	70	43	75	56	63	43	64	60	52	60	55	57	53	61	49	56	62	49	51	60
Don't know	4	5	2	5	4	4	3	4	2	5	5	17	6	3	2	4	6	3	3	8	5	6
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	13	13	3	18	9	21	7	21	10	12	14	7	15	14	12	8	20	17	10	13	15	13
Fairly worried	25	24	18	30	13	26	22	28	21	24	24	22	22	24	28	23	25	24	20	28	26	28
TOTAL WORRIED	38	37	21	48	22	47	29	49	31	36	38	29	37	38	40	31	45	41	30	41	41	41
Not very worried	39	34	44	29	45	33	37	30	35	32	35	38	33	35	32	36	31	31	40	29	33	30
Not at all worried	19	22	32	16	30	18	29	14	30	26	19	16	23	22	25	28	16	23	25	22	20	21
TOTAL NOT WORRIED	58	56	76	45	75	51	66	44	65	58	54	54	56	57	57	64	47	54	65	51	53	51
Don't know	5	6	2	8	4	2	4	7	5	5	7	17	6	5	4	5	8	6	5	8	6	8
suffer ill-health																						
Very worried	16	16	9	20	11	21	14	23	13	13	19	4	13	19	20	11	22	18	15	15	18	12
Fairly worried	38	34	28	41	32	38	31	40	34	32	36	19	29	33	45	33	34	32	32	34	34	41
TOTAL WORRIED	54	50	37	61	43	59	45	63	47	45	55	23	42	52	65	44	56	50	47	49	52	53
Not very worried	35	35	46	27	45	35	41	25	39	38	32	42	39	38	25	39	30	37	38	33	33	29
Not at all worried	7	9	14	6	7	4	9	6	9	12	6	18	12	6	6	11	6	8	9	9	9	10
TOTAL NOT WORRIED	42	44	60	33	52	39	50	31	48	50	38	60	51	44	31	50	36	45	47	42	42	39
Don't know	5	7	3	7	5	2	5	6	5	6	7	17	6	5	5	6	8	5	6	9	6	7

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	50	103
	Male 25 to 39	199	216
	Male 40 to 59	313	290
	Male 60 +	249	223
	Female 18 to 24	72	101
	Female 25 to 39	258	218
	Female 40 to 59	366	297
	Female 60 +	210	268
Region			
	North England	383	422
	Midlands	266	282
	East England	161	165
	London	290	220
	South England	393	393
	Wales	89	86
	Scotland	135	149
Social Grade			
	AB	621	481
	C1	504	498
	C2	266	361
	DE	326	378
Newspaper Type			
	Express / Mail	324	275
	Sun / Star	177	403
	Mirror / Record	115	172
	Guardian / Independent	99	77
	FT / Times / Telegraph	123	163
	Other Paper	261	197
	No Paper	618	429
Political Party Identification			
	Labour	552	549
	Conservative	485	481
	Liberal Democrat	149	189
	SNP/Plaid Cymru	22	29
	Others	101	39
	None/ DK	408	429

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