

YouGov / The Sun Survey Results

Sample Size: 1722 GB Adults Fieldwork: 21st - 22nd April 2013

Fieldwork: 21st - 22nd April 2013																						
		Voting intention			n	2	2010 Vo		Ge	ender		Ag	е		Socia	I grade	Region					
	Total	Con		Lib Dem	UKIP	Con	Lab	Lib Dem	Male		18-24		40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted San		440	529	147		531	426	382	837	885	208	439	589	486	982	740	220	560	369	424	150	
Unweighted Sar		423	510	125	207	551	406	381	801	921	122	429	682	489	1151	571	297	548	289	424	164	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																						
[Excluding Don't knows and Wouldn't votes] Con	22	100	0	0	0	71	4	10	22	22	I 47	25	20	25	24	20	22	40	20	24	10	
Lab	32 39	0	100	0	0	71 5	4 88	13 35	32 39	33 38	17 47	35 40	32 38	35 35	34 37	30 40	33 43	42 26	32 41	24 53	19 32	
Lib Dem	11	0	0	100	0	2	1	38	10	11	17	12	10	8	12	9	14	15	7	8	9	
Other	19	0	0	0	100		8	14	19	19	20	13	19	23		21	11	17	20	15	41	
Other Parties Voting Intention	15	1 0	Ū	O	100		Ü		10	13	20	10	10	20	.,	21		.,	20	10	41	
UKIP	13	0	0	0	100	20	4	9	12	13	10	6	13	19	11	14	7	14	16	13	7	
SNP / PCY	3	0	0	0	0	0	2	1	4	2	6	2	4	2	3	4	0	0	2	0	31	
Green	2	0	0	0	0	0	0	4	1	3	2	2	2	1	2	2	2	2	3	1	1	
BNP	1	0	0	0	0	0	0	0	1	0	1	1	0	0	1	0	0	0	0	1	0	
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	
Other	1	0	0	0	0	0	1	1	0	1	1	1	0	0	0	1	1	0	0	0	2	
Non Voters																						
Would Not Vote	6	0	0	0	0	1	1	3	6	7	15	9	4	2	5	8	5	6	8	7	3	
Don't know	14	0	0	0	0	11	11	14	10	18	17	16	14	12	14	14	11	18	9	13	17	
		•			•				-		-			-		· •	<u>.</u> '					
April	-	-																				
19	22																					
Do you approve or disapprove of the																						
Government's record to date?																						
Approve 29	26	75	6	24	12	53	9	20	28	24	13	26	28	29	29	22	29	30	25	22	20	
Disapprove 55	58	11	89	50	81	32	83	66	58	59	58	52	61	61	56	61	57	49	59	66	73	
Don't know 16	16	14	5	26	7	15	8	15	14	17	29	21	11	10	14	17	14	21	16	12	7	
		•			•	,			-		-			-		•	<u>.</u> '					
Mar	•	-																				
18	22																					
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 38	34	52	21	21	78	57	19	26	34	35	16	28	40	41	33	36	31	34	34	38	30	
Worse off 34		21	44	46	6	16	42	44	38	23	25	37	30	28	36	23	36	29	29	28	36	
Would make no difference 16		16	17	15	14	17	19	15	17	18	25	15	15	19	16	19	18	18	18	15	17	
Don't know 16		12	19	18	3	10	20	15	12	24	35	21	15	11	15	22	14	18	18	19	17	
		•				1			•		•						<u>.</u> I					



Fieldwork: 21st - 22nd April 2013

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			ļ	Voting	intentio	on	- 2	010 Vc		G	ender		Ag	e		Socia	l grade		Doot of	Region	П	
		Total	Con		Lib Dem	UKIP	Con		Lib Dem	Male	Female			40-59		ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
_	ed Sample	1722	440	529	147	172		426	382	837	885	208	439	589	486	982	740	220	560	369	424	150
Unweight	ed Sample	1722 %	423 %	510 %	125	207	551 %	406 %	381	801	921	122	429 %	682 %	489 %	1151	571 %	297	548 %	289 %	424 %	164 %
	Mar 17- 18	April 21- 22	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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 Would have less influence Would make no difference Don't know	13 39 35 13	13 37 38 13	17 25 51 7	9 52 28 12	6 61 23 10	27 9 62 3	19 24 50 7	8 46 32 15	9 53 32 7	14 38 39 8	11 35 36 17	17 37 23 23	10 40 32 18	12 37 41 10	15 34 45 6	11 40 39 10	15 33 36 17	10 39 40 10	13 40 36 11	15 33 38 13	13 33 41 14	12 40 31 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 Would be bad for jobs and employment Would make no difference Don't know	33 30 21 17	35 27 22 17	50 16 22 12	23 42 20 14	19 43 18 20	66 2 30 3	56 11 22 11	22 41 20 17	26 39 21 14	33 35 20 12	36 19 23 21	22 23 24 31	26 32 21 21	37 27 22 14	45 24 22 9	31 33 21 15	39 19 23 19	30 34 20 16	37 25 20 18	38 24 21 16	34 25 25 16	25 36 24 15
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	25	21	31	13	13	50	34	10	16	20	23	11	23	22	23	19	25	23	19	24	22	18
Worse off Would make no difference	19 38	17 45	10 48	29 42	25 52	2 41	6 48	29 42	21 51	25 44	10 46	22 38	25 33	13 48	12 54	19 46	14 44	21 41	14 49	18 43	17 43	22 43
Don't know	36 18	45 17	10	16	10	6	12	19	11	12	46 22	29	აა 18	40 17	11	16	17	16	49 18	43 15	43 18	43 17
Thinking about the way the government is	April 7 -8	April 21- 22	, .			Ü						1 -0				.0			.0	.0	.0	
cutting spending to reduce the government's deficit, do you think this is																						
Good or bad for the economy?																						
Good for the economy Bad for the economy Don't know	38 45 17	34 49 17	69 13 18	11 81 7	34 56 10	47 40 13	63 22 15	11 78 12	28 61 11	34 53 13	33 45 21	21 54 24	31 44 25	33 54 13	42 46 12	37 47 16	29 52 19	34 49 18	41 39 20	32 52 17	27 57 15	27 61 12
Being done fairly or unfairly?																						
Fairly Unfairly Don't know	30 56 14	29 57 14	74 12 14	5 87 8	23 66 11	28 59 13	60 27 13	8 84 9	20 69 10	30 58 12	28 56 16	19 55 26	28 53 20	32 59 9	32 58 10	33 54 13	24 60 16	31 57 12	36 51 13	28 54 17	24 61 15	19 69 12



Fieldwork:	21st -	22nd A	April	2013

Fieldwork: 21st - 22nd April 2013	_																						
				Voting	intentio	n	2	010 Vc	ote	Ge	nder	Age				Socia	grade	Region					
		Total	Con	Lab	Lib	UKIP	Con	Lab	Lib	Male	Female	18-24	25-30	40-59	60 ±	ABC1	C2DE	London	Rest of	Midlands /	North	Scotland	
					Dem				Dem										South	Wales			
•	d Sample	1722	_	529	147		531	426	382	837	885	208	439	589	486	982	740	220	560	369	424	150	
Unweighte	ed Sample	1722	423	510	125	207	551	406	381	801	921	122	429	682	489	1151	571	297	548	289	424	164	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	April 7 -8	April 21-																					
	•	22																					
Necessary or unnecessary?																							
Necessary	59	58	91	32	67	72	87	35	53	57	59	52	56	57	63	63	50	62	67	55	50	44	
Unnecessary	29	28	2	52	26	19	7	50	34	33	24	23	28	29	29	25	32	26	19	29	35	45	
Don't know	12	14	6	15	7	9	6	15	13	10	17	25	16	14	8	11	17	12	13	16	15	11	
Too deep, too shallow or at about the right level?																							
Too deep	38	45	10	76	50	39	21	70	55	46	43	44	35	51	47	42	48	46	36	45	49	63	
Too shallow	16	12	18	8	9	19	18	9	8	15	9	10	15	10	12	13	10	10	14	12	11	6	
About the right level	26	26	57	6	26	30	47	8	22	26	25	18	25	26	29	30	20	32	28	25	22	19	
Don't know	20	18	15	10	15	12	13	14	15	12	23	28	25	14	12		22	12	21	19	18	12	
Being done too quickly, too slowly, or at about the right pace?			•				•			•						l	•	1					
Too quickly	40	46	12	76	41	41	23	73	54	46	45	39	36	53	48	43	49	47	36	48	50	58	
Too slowly	16	13	21	6	8	27	22	6	9	14	11	12	14	10	14	16	9	16	17	12	7	9	
About the right pace	28	27	59	7	35	26	49	8	23	26	27	16	27	27	30	28	24	27	29	26	26	21	
Don't know	16	15	8	12	16	6	7	12	13	13	17	32	22	10	8	13	18	9	18	14	17	11	
Having an impact on your own life, or not having an impact on your own life?			•				-			-		-			•		•	•					
Having an impact on my life	55	55	45	69	48	57	49	67	54	56	54	45	53	65	51	54	57	52	52	56	60	58	
Not having an impact on my life	34	32	46	22	38	37	42	23	35	34	31	24	30	28	42	36	27	36	33	33	27	34	
Don't know	11	13	9	10	14	7	9	10	11	10	15	30	17	7	7	10	16	12	15	11	13	8	
And who do you think is most to blame for the current spending cuts?			•				-			_		_			•		•	•					
The Conservative-Liberal Democrat coalition	24	27	1	59	17	12	4	55	32	28	26	30	23	29	27	24	31	31	19	27	31	37	
The last Labour government	36	36	84	4	35	57	77	7	25	38	34	20	29	37	47	41	29	36	40	36	32	29	
Both	30	25	9	25	39	27	14	26	35	23	27	21	29	26	22	24	27	23	28	24	24	27	
Neither	4	4	1	5	5	2	2	5	4	3	4	4	3	4	3	4	3	5	4	3	3	2	
Don't know	7	8	4	6	3	1	3	7	4	8	9	25	16	4	0	8	10	6	9	10	10	5	



Fieldwork: 21st - 22nd April 2013

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				voung	intentio) 	-	2010 001				Age		t		Social	grade	Rest o		Region Midlands /			
		Total	Con	Lab	Lib Dem	UKIP	Con		Lib Dem	Male	Female		25-39			ABC1	C2DE	London	South	Wales	North	Scotland	
	ed Sample		_	529	147	172	531	426	382	837	885	208	439	589	486		740	220	560	369	424	150	
Unweight	ed Sample	1722	423	510	125	207	551	406	381	801	921	122	429	682	489	1151	571	297	548	289	424	164	
	April 7 - 8	% April 21- 22	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
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	12	26	20	17	13	29	20	19	23	22	22	23	16	15	28	21	19	19	24	23	
Fairly worried	42	43	39	49	35	51	44	47	40	40	45	36	46	43	42	42	44	41	44	47	38	45	
TOTAL WORRIED	65	64	51	75	55	68	57	76	60	59	68	58	68	66	58	57	72	62	63	66	62	68	
Not very worried	27	26	36	17	34	27	34	16	31	30	23	21	22	28	31	31	20	30	27	25	25	24	
Not at all worried	6	6	10	4	9	4	7	4	7	7	5	1	5	5	9	7	3	5	5	6	7	4	
TOTAL NOT WORRIED	33	32	46	21	43	31	41	20	38	37	28	22	27	33	40	38	23	35	32	31	32	28	
Don't know	2	4	3	4	2	1	2	3	1	5	4	18	5	2	1	4	5	4	5	3	6	5	
be victims of burglary, robbery or mugging																							
Very worried	10	9	6	14	4	11	7	14	8	7	11	9	9	10	8	9	9	13	7	10	10	6	
Fairly worried	30	31	35	31	28	34	35	32	27	32	31	34	30	29	33	30	33	39	32	29	29	28	
TOTAL WORRIED	40	40	41	45	32	45	42	46	35	39	42	43	39	39	41	39	42	52	39	39	39	34	
Not very worried	46	44	46	41	49	42	46	39	51	45	42	32	44	45	46	45	41	36	44	45	44	48	
Not at all worried	9	11	10	10	16	12	10	11	13	11	10	6	11	12	11	12	9	8	11	12	10	13	
TOTAL NOT WORRIED	55	55	56	51	65	54	56	50	64	56	52	38	55	57	57	57	50	44	55	57	54	61	
Don't know	4	5	3	4	2	1	3	5	1	4	6	19	6	3	2	4	8	4	5	4	7	5	
suffer directly from cuts in spending on public services such as health, education and welfare																							
Very worried	24	22	5	34	22	18	12	35	21	19	24	14	18	24	24	18	26	18	19	22	24	27	
Fairly worried	41	42	37	47	45	45	40	43	45	41	43	41	44	43	41	43	42	44	42	41	43	42	
TOTAL WORRIED	65	64	42	81	67	63	52	78	66	60	67	55	62	67	65	61	68	62	61	63	67	69	
Not very worried	26	27	45	13	19	33	38	17	25	29	24	19	28	26	30	30	23	30	29	28	22	23	
Not at all worried	5	5	9	2	7	3	7	2	5	5	4	4	4	5	5	5	4	5	5	4	4	4	
TOTAL NOT WORRIED	31	32	54	15	26	36	45	19	30	34	28	23	32	31	35	35	27	35	34	32	26	27	
Don't know lose out because foreign factories and/or workers from abroad can do the same job more cheaply	3	5	4	4	7	0	3	4	3	6	4	22	5	2	1	4	7	3	6	4	6	3	
Very worried	20	20	13	22	16	39	19	24	16	20	21	7	17	26	22		28	14	21	21	22	20	
Fairly worried	32	31	36	30	15	37	40	30	22	28	33	20	26	30	39	30	32	28	29	37	28	30	
TOTAL WORRIED	52	51	49	52	31	76	59	54	38	48	54	27	43	56	61	44	60	42	50	58	50	50	
Not very worried	29	29	33	27	44	13	25	26	39	32	27	37	37	27	22	33	24	33	30	26	29	33	
Not at all worried	15	13	14	14	19	8	12	14	18	14	13	15	14	12	13	17	9	19	14	11	12	13	
TOTAL NOT WORRIED	44	42	47	41	63	21	37	40	57	46	40	52	51	39	35	50	33	52	44	37	41	46	
Don't know	4	6	4	7	5	2	4	6	4	6	7	21	6	4	4	6	7	5	6	5	9	5	



Fieldwork: 21st - 22nd April 2013														What t								
·				Voting	intentio	n	2	2010 Vo	ote	G	ender		Ag	е		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
Weighte	d Sample		440	529	147	172	531	426	382	837	885	208	439	589	486	982	740	220	560	369	424	150
Unweighte	ed Sample		423	510	125	207	551	406	381	801	921	122	429	682	489	1151	571	297	548	289	424	164
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	April 7 - 8	April 21- 22																				
lose their job / have difficulty finding work																						
Very worried	24	19	9	26	11	22	14	26	14	17	20	20	19	23	12	15	24	20	15	20	20	20
Fairly worried	36	38	39	39	44	37	38	37	42	37	39	38	38	40	35	37	39	38	39	35	40	34
TOTAL WORRIED	60	57	48	65	55	59	52	63	56	54	59	58	57	63	47	52	63	58	54	55	60	54
Not very worried	26	26	34	20	28	24	31	21	29	27	25	18	29	26	26	30	20	27	25	28	23	28
Not at all worried	11	11	12	9	14	11	12	9	13	12	9	3	7	7	21	12	8	11	13	10	9	11
TOTAL NOT WORRIED	37	37	46	29	42	35	43	30	42	39	34	21	36	33	47	42	28	38	38	38	32	39
Don't know	3	7	5	5	3	5	5	7	3	7	7	20	6	4	6	6	8	4	7	7	8	7
lose their home																						
Very worried	14	13	7	17	6	16	8	19	9	12	14	9	14	15	11	9	18	11	10	15	13	20
Fairly worried	27	26	18	34	15	27	24	32	23	25	26	26	26	25	26	23	29	26	23	26	29	26
TOTAL WORRIED	41	39	25	51	21	43	32	51	32	37	40	35	40	40	37	32	47	37	33	41	42	46
Not very worried	37	35	41	30	46	36	39	28	41	34	37	33	40	35	33	41	28	42	38	32	33	33
Not at all worried	19	20	29	14	27	18	25	16	24	23	16	13	14	21	26	21	17	16	22	21	18	16
TOTAL NOT WORRIED	56	55	70	44	73	54	64	44	65	57	53	46	54	56	59	62	45	58	60	53	51	49
Don't know	4	6	5	5	6	3	4	5	3	6	6	20	7	4	3	5	8	6	7	6	6	6
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	13	11	3	17	7	12	6	17	10	11	12	8	9	14	11	9	14	12	8	11	13	14
Fairly worried	24	25	17	32	21	34	23	31	23	26	25	32	26	22	27	20	32	25	22	28	28	26
TOTAL WORRIED	37	36	20	49	28	46	29	48	33	37	37	40	35	36	38	29	46	37	30	39	41	40
Not very worried	38	36	48	28	37	28	41	29	37	38	34	32	42	35	32	42	27	38	38	31	35	35
Not at all worried	21	20	25	17	31	22	24	16	27	19	22	8	16	24	26	23	17	19	23	23	15	21
TOTAL NOT WORRIED	59	56	73	45	68	50	65	45	64	57	56	40	58	59	58	65	44	57	61	54	50	56
Don't know	4	7	6	6	4	4	6	7	3	7	7	20	7	6	4	6	9	6	9	6	9	4
suffer ill-health																						
Very worried	17	15	8	22	6	21	14	22	10	13	17	13	11	14	21	11	21	11	12	20	15	19
Fairly worried	34	34	31	36	33	39	34	35	38	31	38	27	29	35	42	31	39	31	38	32	34	34
TOTAL WORRIED	51	49	39	58	39	60	48	57	48	44	55	40	40	49	63	42	60	42	50	52	49	53
Not very worried	38	37	44	30	48	32	40	32	42	41	34	33	45	40	29	44	29	44	37	37	36	34
Not at all worried	6	6	8	6	11	6	6	5	7	8	5	8	8	6	5	8	4	6	6	7	7	6
TOTAL NOT WORRIED	44	43	52	36	59	38	46	37	49	49	39	41	53	46	34	52	33	50	43	44	43	40
Don't know	5	7	8	6	3	2	6	6	3	6	7	20	8	5	3	6	8	8	7	4	8	6



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.

	oo.gou	gcu.
Age and Gender		
Male 18 to 24	45	107
Male 25 to 39	178	220
Male 40 to 59	318	291
Male 60 +	260	219
Female 18 to 24	77	102
Female 25 to 39	251	219
Female 40 to 59	364	298
Female 60 +	229	267
Region		
North England	424	424
Midlands	238	282
East England	131	165
London	297	220
South England	417	394
Wales	51	86
Scotland	164	150
Social Grade		
AB	658	482
C1	493	499
C2	260	362
DE	311	379
Newspaper Type		
Express / Mail	307	276
Sun / Star	152	405
Mirror / Record	84	172
Guardian / Independent	106	77
FT / Times / Telegraph	116	164
Other Paper	242	198
No Paper	715	431
Political Party Identification		
Labour	529	560
Conservative	507	491
Liberal Democrat	147	207
SNP/Plaid Cymru	36	29
Others	102	22
None/ DK	401	413

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