

YouGov / The Sun Survey Results

Sample Size: 1675 GB Adults
Fieldwork: 20th - 21st January 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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	1675	427	548	133	511	458	359	814	861	203	427	573	472	955	720	214	544	358	412	146
Unweighted Sample	1675	426	526	110	538	430	360	791	884	127	442	613	493	1149	526	319	539	305	381	131
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	75	2	15	30	37	37	28	30	39	37	27	25	45	32	27	22
Lab	42	0	100	0	4	92	35	43	42	41	47	46	35	37	50	55	29	42	52	44
Lib Dem	10	0	0	100	2	3	37	11	10	10	15	10	7	13	7	9	10	12	8	15
Other	14	0	0	0	20	4	13	17	12	12	11	14	18	13	16	11	16	14	13	20

Other Parties Voting Intention

UKIP	10	0	0	0	18	2	6	12	8	6	6	9	14	8	12	9	10	11	11	2
SNP / PCY	2	0	0	0	0	1	1	2	1	1	1	1	2	1	2	0	0	1	0	15
Green	2	0	0	0	1	0	5	1	3	6	2	2	1	2	1	1	4	2	0	1
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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
Other	1	0	0	0	0	0	1	1	1	0	2	0	1	0	1	0	1	0	1	1

Non Voters

Would Not Vote	9	0	0	0	2	4	5	10	8	15	17	6	1	7	11	7	10	7	13	2
Don't know	14	0	0	0	12	10	16	8	20	13	16	14	13	13	16	13	15	12	14	19

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

	Jan 17-18	Jan 20-21																			
Approve	28	28	76	6	42	55	8	24	30	25	31	25	26	30	34	19	29	31	30	22	23
Disapprove	55	58	11	88	42	32	82	62	61	55	46	55	63	59	52	65	55	52	59	65	60
Don't know	17	15	13	6	16	13	10	14	9	20	23	20	11	10	14	15	17	18	11	13	16

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

	17-18 Jan	Jan 20-21																			
I would vote for Britain to remain a member of the European Union	40	37	30	51	68	23	47	52	43	31	50	37	33	36	46	24	44	37	33	35	42
I would vote for Britain to leave the European Union	34	40	49	33	22	57	31	27	41	40	24	33	46	46	37	44	38	41	38	41	41
I would not vote	5	6	3	3	1	2	5	5	4	7	8	12	3	1	4	7	3	5	10	3	4
Don't know	20	18	17	13	10	18	17	16	13	22	18	18	19	16	12	25	15	16	19	20	14

Fieldwork: 20th - 21st January 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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	1675	427	548	133	511	458	359	814	861	203	427	573	472	955	720	214	544	358	412	146
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		17-18 Jan	Jan 20-21																		
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	55	53	66	56	74	57	55	59	58	47	58	48	51	57	62	40	65	55	50	45	53
Would vote for Britain to leave the European Union	22	26	22	26	14	29	27	18	27	25	18	22	30	26	21	31	19	24	27	29	25
Would not vote	5	5	2	3	2	2	4	4	4	6	7	10	3	2	5	5	3	5	9	3	3
Don't know	18	17	10	15	10	13	15	19	11	22	16	21	16	15	12	24	13	16	14	22	19
		Jan 6-7	Jan 20-21																		
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	36	80	12	48	68	14	32	40	33	33	32	34	45	41	30	40	41	34	34	29
Bad for the economy	44	49	14	78	41	24	72	53	50	48	46	50	53	45	47	51	47	46	53	50	54
Don't know	16	14	7	10	12	8	14	15	10	19	20	18	13	10	11	18	13	14	14	16	16
Being done fairly or unfairly?																					
Fairly	27	28	69	8	37	56	10	23	31	25	30	25	25	33	32	22	31	33	29	22	18
Unfairly	58	60	21	87	50	34	83	63	61	59	55	58	65	59	57	65	58	53	61	68	65
Don't know	14	12	10	5	14	10	8	15	9	15	15	18	10	8	11	13	11	14	11	11	16
Necessary or unnecessary?																					
Necessary	59	59	96	31	75	89	34	59	59	59	52	57	58	66	65	50	62	65	57	54	51
Unnecessary	28	29	3	57	14	9	53	25	33	25	31	29	30	27	27	32	30	25	31	30	36
Don't know	13	12	1	12	11	3	13	16	8	16	17	15	12	7	7	18	8	10	12	16	13
Too deep, too shallow or at about the right level?																					
Too deep	42	42	12	73	30	22	66	42	47	38	28	37	51	43	40	45	41	37	45	48	46
Too shallow	13	12	16	9	19	14	8	13	15	10	20	16	8	11	14	10	20	11	10	10	17
About the right level	28	28	63	5	37	53	9	27	29	27	26	24	26	34	31	23	25	32	30	23	23
Don't know	17	17	10	13	14	11	17	18	10	25	26	23	15	12	14	22	14	20	14	20	14

Fieldwork: 20th - 21st January 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	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	1675	427	548	133	511	458	359	814	861	203	427	573	472	955	720	214	544	358	412	146	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 6-7	Jan 20-21																			
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	46	45	13	77	34	22	71	46	48	42	35	42	49	46	43	47	49	37	46	53	42
Too slowly	15	16	23	9	19	23	8	13	19	13	24	17	13	14	17	13	19	16	18	10	19
About the right pace	26	26	59	5	32	49	8	24	25	27	18	21	25	33	29	20	21	30	25	22	24
Don't know	13	14	5	10	15	6	13	17	9	19	23	19	12	8	10	19	11	17	10	15	15
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	60	65	57	74	47	64	68	64	67	63	59	61	70	65	63	68	67	65	63	69	53
Not having an impact on my life	30	27	39	21	46	32	25	31	29	26	32	27	23	32	31	22	27	29	30	21	34
Don't know	10	8	4	5	7	4	8	5	4	11	9	12	7	3	6	10	6	6	7	10	12
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	25	26	3	59	11	6	54	24	29	24	25	24	29	26	24	29	28	20	25	34	29
The last Labour government	37	38	85	5	45	77	7	34	40	35	32	31	37	47	42	32	35	42	40	35	29
Both	26	25	9	26	29	14	26	32	22	28	23	31	24	21	25	26	26	28	26	19	27
Neither	5	4	3	6	10	2	7	5	4	5	4	4	5	4	5	4	6	4	3	6	5
Don't know	7	6	1	3	6	1	6	5	4	8	16	9	5	1	4	9	6	7	6	6	9

	Jan 6-7	Jan 20-21																			
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	26	24	10	35	19	16	27	28	22	27	23	29	26	20	19	31	27	23	25	27	17
Fairly worried	40	44	42	44	39	44	49	38	44	44	50	40	45	43	44	43	38	43	45	46	43
TOTAL WORRIED	66	68	52	79	58	60	76	66	66	71	73	69	71	63	63	74	65	66	70	73	60
Not very worried	26	23	33	16	31	29	18	26	24	22	20	23	22	26	27	17	25	23	24	18	29
Not at all worried	5	7	12	4	11	10	4	7	9	5	6	5	6	11	8	5	7	7	5	6	10
TOTAL NOT WORRIED	31	30	45	20	42	39	22	33	33	27	26	28	28	37	35	22	32	30	29	24	39
Don't know	3	2	3	0	1	2	1	1	2	2	2	4	2	1	1	3	3	3	1	2	1
be victims of burglary, robbery or mugging																					
Very worried	11	12	5	18	3	9	17	8	11	13	12	12	11	12	10	14	15	10	11	14	7
Fairly worried	33	34	31	36	37	31	38	32	35	33	35	34	33	34	33	35	39	25	45	37	25
TOTAL WORRIED	44	46	36	54	40	40	55	40	46	46	47	46	44	46	43	49	54	35	56	51	32
Not very worried	44	41	48	37	41	46	34	45	41	42	38	40	41	45	44	39	35	48	36	40	43
Not at all worried	9	10	13	8	17	11	8	12	11	9	11	10	12	8	12	8	8	13	6	7	20
TOTAL NOT WORRIED	53	51	61	45	58	57	42	57	52	51	49	50	53	53	56	47	43	61	42	47	63
Don't know	4	3	3	1	3	3	3	3	3	3	4	4	3	1	2	4	4	3	1	2	5

Fieldwork: 20th - 21st January 2013

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

	Jan 6-7	Jan 20-21																			
suffer directly from cuts in spending on public services such as health, education and welfare																					
Very worried	25	25	11	36	13	17	34	23	21	28	22	21	27	27	21	30	26	23	27	30	14
Fairly worried	43	44	43	47	43	43	47	46	43	45	38	43	45	46	45	43	43	44	48	43	42
TOTAL WORRIED	68	69	54	83	56	60	81	69	64	73	60	64	72	73	66	73	69	67	75	73	56
Not very worried	25	24	36	13	35	31	15	24	26	22	27	26	21	23	26	20	22	24	22	22	31
Not at all worried	4	4	8	2	8	7	2	4	7	2	5	6	4	4	6	3	6	6	3	3	7
TOTAL NOT WORRIED	29	28	44	15	43	38	17	28	33	24	32	32	25	27	32	23	28	30	25	25	38
Don't know	4	3	2	1	1	2	3	3	3	3	8	4	2	0	2	4	2	4	1	2	6
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																					
Very worried	20	23	19	27	8	25	24	16	21	26	13	19	25	29	16	33	18	23	26	23	27
Fairly worried	33	32	30	35	31	34	35	31	31	33	32	30	35	32	32	33	28	31	36	36	25
TOTAL WORRIED	53	55	49	62	39	59	59	47	52	59	45	49	60	61	48	66	46	54	62	59	52
Not very worried	29	28	32	25	38	26	26	36	29	27	40	30	27	22	34	20	32	30	23	27	30
Not at all worried	13	12	16	11	19	13	11	14	15	10	12	16	9	13	15	8	15	13	11	11	13
TOTAL NOT WORRIED	42	40	48	36	57	39	37	50	44	37	52	46	36	35	49	28	47	43	34	38	43
Don't know	5	4	4	2	4	2	5	3	3	5	3	4	5	3	2	6	7	3	4	4	4
lose their job / have difficulty finding work																					
Very worried	23	24	11	30	18	16	26	25	22	25	28	23	25	21	20	29	25	23	26	25	14
Fairly worried	38	36	38	38	35	35	39	36	34	38	43	34	39	31	38	34	35	34	39	36	37
TOTAL WORRIED	61	60	49	68	53	51	65	61	56	63	71	57	64	52	58	63	60	57	65	61	51
Not very worried	26	26	35	21	30	32	20	23	27	24	18	30	26	25	28	23	26	27	21	24	38
Not at all worried	10	11	13	8	15	14	10	11	13	8	6	8	6	21	13	8	10	12	11	11	6
TOTAL NOT WORRIED	36	37	48	29	45	46	30	34	40	32	24	38	32	46	41	31	36	39	32	35	44
Don't know	4	4	3	3	2	2	4	4	3	4	5	5	4	3	2	6	5	4	2	4	5
lose their home																					
Very worried	13	16	9	22	5	11	20	17	14	18	13	16	16	17	12	21	16	15	19	17	11
Fairly worried	30	27	20	30	36	22	29	29	27	27	23	27	28	26	27	26	28	24	26	28	31
TOTAL WORRIED	43	43	29	52	41	33	49	46	41	45	36	43	44	43	39	47	44	39	45	45	42
Not very worried	35	37	41	36	32	40	35	34	36	37	57	36	35	30	39	33	36	39	34	36	38
Not at all worried	18	17	28	12	25	24	13	18	20	15	5	13	18	25	19	15	15	20	18	15	18
TOTAL NOT WORRIED	53	54	69	48	57	64	48	52	56	52	62	49	53	55	58	48	51	59	52	51	56
Don't know	4	3	2	1	3	3	2	3	3	4	2	7	3	2	2	5	4	3	3	5	1

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

	Jan 6-7	Jan 20-21																			
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																					
Very worried	13	14	6	22	5	11	19	11	15	14	11	14	15	15	11	18	19	14	10	14	17
Fairly worried	24	25	20	27	26	22	27	22	26	24	20	23	25	28	23	27	22	20	28	28	34
TOTAL WORRIED	37	39	26	49	31	33	46	33	41	38	31	37	40	43	34	45	41	34	38	42	51
Not very worried	37	36	40	33	41	36	33	38	34	38	48	40	35	29	41	30	30	40	40	36	22
Not at all worried	21	19	30	15	25	27	17	20	20	18	14	15	19	25	21	16	21	21	18	16	21
TOTAL NOT WORRIED	58	55	70	48	66	63	50	58	54	56	62	55	54	54	62	46	51	61	58	52	43
Don't know	5	6	4	3	3	4	4	8	5	6	6	7	6	3	3	9	8	6	3	6	6
suffer ill-health																					
Very worried	16	16	7	25	7	11	23	11	15	16	9	11	16	22	12	20	20	11	18	19	13
Fairly worried	36	38	34	42	31	37	40	40	36	41	27	31	40	48	36	41	31	35	39	44	45
TOTAL WORRIED	52	54	41	67	38	48	63	51	51	57	36	42	56	70	48	61	51	46	57	63	58
Not very worried	35	34	42	27	43	39	26	35	34	34	48	44	34	20	40	27	34	40	35	28	29
Not at all worried	8	8	12	6	12	9	8	10	10	6	14	9	7	6	9	6	12	9	5	6	10
TOTAL NOT WORRIED	43	42	54	33	55	48	34	45	44	40	62	53	41	26	49	33	46	49	40	34	39
Don't know	5	4	5	1	6	3	3	4	4	4	2	6	4	3	3	5	3	5	4	4	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	59	104
	Male 25 to 39	188	214
	Male 40 to 59	289	283
	Male 60 +	255	213
	Female 18 to 24	68	99
	Female 25 to 39	254	213
	Female 40 to 59	324	290
	Female 60 +	238	260
Region			
	North England	381	412
	Midlands	229	275
	East England	166	161
	London	319	214
	South England	373	384
	Wales	76	84
	Scotland	131	146
Social Grade			
	AB	664	469
	C1	485	486
	C2	236	352
	DE	290	369
Newspaper Type			
	Express / Mail	356	268
	Sun / Star	121	394
	Mirror / Record	75	168
	Guardian / Independent	96	75
	FT / Times / Telegraph	139	159
	Other Paper	228	193
	No Paper	660	419
Political Party Identification			
	Labour	523	544
	Conservative	486	477
	Liberal Democrat	139	201
	SNP/Plaid Cymru	37	28
	Others	99	22
	None/ DK	391	402

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