

# YouGov / The Sun Survey Results

Sample Size: 1666 GB Adults  
Fieldwork: 15th - 16th December 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1666</b>	454	480	105	142	513	415	350	808	858	198	421	570	476	950	716	213	541	357	410	145	
Unweighted Sample	1666	460	470	87	167	543	391	363	812	854	91	478	606	491	1089	577	307	532	337	354	136	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	36	100	0	0	0	77	4	15	35	37	31	36	37	35	41	29	35	48	35	29	14
Lab	38	0	100	0	0	4	86	33	36	39	45	41	36	35	34	42	40	24	41	50	32
Lib Dem	8	0	0	100	0	1	2	34	9	8	12	8	6	10	9	7	9	13	6	5	6
Other	19	0	0	0	100	18	8	18	20	17	12	15	22	20	16	22	16	14	18	15	48

## Other Parties Voting Intention

UKIP	11	0	0	0	100	18	3	8	11	11	6	5	13	16	9	14	9	11	11	13	10
SNP / PCY	4	0	0	0	0	0	3	1	5	3	4	5	5	2	4	4	3	0	3	0	31
Green	2	0	0	0	0	0	0	7	2	2	2	4	2	1	2	2	4	2	2	1	3
BNP	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	2	0	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	2	2	1	0	1	2	1	1	2	1	1	2	1	3

## Non Voters

Would Not Vote	9	0	0	0	0	3	2	4	8	9	17	14	6	3	8	9	8	13	6	7	3
Don't know	15	0	0	0	0	12	10	19	10	20	11	15	17	14	13	17	14	17	15	10	19

Dec 12-13  
Dec 15-16

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

Approve	28	30	81	5	40	10	59	7	25	33	28	25	28	30	35	33	26	30	38	26	28	20
Disapprove	58	56	10	90	35	80	30	87	60	55	56	52	52	58	57	52	61	59	43	61	60	74
Don't know	15	14	9	5	26	10	11	6	15	12	16	23	20	11	8	15	13	11	20	12	12	6

Fieldwork: 15th - 16th December 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 24-25  
Dec 15-16

**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	<b>33</b>	42	21	17	69	47	25	22	33	34	26	26	35	40	29	39	34	36	29	35	27
Worse off	34	<b>34</b>	26	50	62	13	22	44	48	40	29	44	37	31	31	41	26	35	32	35	33	45
Would make no difference	16	<b>15</b>	13	17	10	13	15	16	13	15	15	15	18	14	14	14	17	14	14	17	14	15
Don't know	18	<b>18</b>	20	12	11	6	17	16	17	13	22	15	20	20	15	17	19	17	18	19	17	13

**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	12	<b>13</b>	18	9	7	28	17	14	11	15	12	15	11	14	14	11	16	14	13	13	13	13
Would have less influence	35	<b>38</b>	35	50	64	6	28	45	50	39	37	44	43	36	33	45	29	41	37	40	34	42
Would make no difference	38	<b>35</b>	36	32	22	59	45	32	27	36	35	23	28	39	43	33	38	34	36	35	39	25
Don't know	15	<b>14</b>	10	9	7	6	10	9	13	10	17	17	17	12	10	11	16	12	14	12	13	19

**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	33	<b>34</b>	43	20	24	61	44	24	26	33	34	40	27	33	37	29	39	32	39	34	30	27
Would be bad for jobs and employment	29	<b>30</b>	24	48	46	7	19	44	40	38	23	28	33	31	27	36	22	37	24	32	29	41
Would make no difference	20	<b>20</b>	19	19	16	28	24	20	16	19	21	16	16	19	26	19	22	17	19	18	26	16
Don't know	18	<b>16</b>	15	13	15	4	13	12	18	10	22	16	23	16	10	16	17	15	18	16	16	16

**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	22	<b>23</b>	27	15	9	48	30	15	19	25	21	25	20	22	26	19	28	21	25	20	22	29
Worse off	19	<b>20</b>	12	34	26	1	11	33	24	25	16	22	25	22	14	25	15	23	15	23	21	31
Would make no difference	41	<b>38</b>	42	36	53	45	43	36	39	38	39	30	33	39	47	40	37	39	40	41	38	27
Don't know	19	<b>18</b>	19	15	11	6	16	16	18	13	23	24	22	18	13	16	21	16	20	17	19	14

Fieldwork: 15th - 16th December 2013

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		Con	Lab	Lib Dem	UKIP	Other	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Dec 01-02	Dec 15-16																				
<b>Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...</b>																						
<b>Good or bad for the economy?</b>																						
Good for the economy	43	42	84	16	42	52	75	18	37	45	40	40	39	40	49	45	39	46	47	35	44	34
Bad for the economy	41	37	8	66	43	30	11	65	46	38	36	32	34	41	35	36	37	35	28	44	38	49
Don't know	16	21	8	18	15	18	14	17	17	17	24	28	27	19	16	19	24	19	25	21	19	17
<b>Being done fairly or unfairly?</b>																						
Fairly	28	30	69	7	31	38	59	9	21	32	28	35	27	28	33	33	26	33	36	27	27	19
Unfairly	57	55	17	86	64	51	28	84	66	55	55	53	50	58	56	53	57	53	46	58	58	72
Don't know	15	15	13	7	6	11	13	7	12	13	17	13	23	14	11	14	17	13	18	15	15	9
<b>Necessary or unnecessary?</b>																						
Necessary	55	56	92	31	67	66	85	32	54	58	54	61	53	56	57	61	49	57	66	50	51	47
Unnecessary	31	29	5	54	23	24	8	54	32	31	26	24	27	30	29	26	32	32	17	34	34	37
Don't know	14	15	4	15	10	10	7	14	14	11	20	14	20	14	14	13	19	11	17	16	15	17
<b>Too deep, too shallow or at about the right level?</b>																						
Too deep	39	36	9	64	26	31	14	64	43	39	33	29	30	41	38	34	39	38	28	39	37	51
Too shallow	13	13	17	9	21	23	17	8	14	16	11	20	14	12	11	14	12	18	14	11	11	15
About the right level	29	30	62	10	36	31	55	12	26	32	29	31	26	27	38	33	27	28	36	27	32	19
Don't know	18	21	11	17	17	15	14	16	18	14	27	20	30	20	12	19	23	17	22	22	20	15
<b>Being done too quickly, too slowly, or at about the right pace?</b>																						
Too quickly	41	41	11	71	38	37	17	71	47	42	39	37	36	44	42	39	43	43	33	44	43	53
Too slowly	13	12	18	5	10	25	19	7	10	14	11	15	13	11	13	14	11	15	14	11	10	13
About the right pace	30	30	65	9	38	29	54	10	27	31	30	28	27	29	36	33	27	30	35	29	30	19
Don't know	15	17	6	14	13	9	10	12	16	12	21	20	24	15	9	15	19	13	18	16	18	15
<b>Having an impact on your own life, or not having an impact on your own life?</b>																						
Having an impact on my life	57	52	37	68	53	50	40	67	58	54	50	54	46	57	50	50	54	51	48	56	52	57
Not having an impact on my life	30	34	54	24	34	39	48	23	32	35	32	27	32	31	41	37	29	36	31	30	38	34
Don't know	12	15	9	8	13	10	12	10	10	11	18	19	23	12	9	13	17	13	21	14	10	10
<b>And who do you think is most to blame for the current spending cuts?</b>																						
The Conservative-Liberal Democrat coalition	26	27	6	62	17	15	7	57	28	26	28	21	24	30	29	26	28	29	20	31	29	35
The last Labour government	35	35	77	4	45	54	72	6	30	39	31	32	29	35	41	39	29	34	41	30	36	20
Both	26	26	11	25	26	30	16	25	35	26	27	23	27	28	25	23	31	27	24	25	25	40
Neither	4	3	3	4	8	0	1	5	4	4	2	9	3	2	2	4	2	2	4	3	3	4
Don't know	8	9	3	5	4	2	3	6	4	5	12	16	17	4	4	8	10	8	11	10	7	1

Fieldwork: 15th - 16th December 2013

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

Dec 01-02  
Dec 15-16

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	24	13	32	12	30	16	32	21	22	27	26	25	27	20	20	30	23	25	27	22	25
Fairly worried	43	42	41	45	33	41	42	44	39	38	45	38	42	43	41	40	43	39	38	44	46	40
<b>TOTAL WORRIED</b>	<b>66</b>	<b>66</b>	<b>54</b>	<b>77</b>	<b>45</b>	<b>71</b>	<b>58</b>	<b>76</b>	<b>60</b>	<b>60</b>	<b>72</b>	<b>64</b>	<b>67</b>	<b>70</b>	<b>61</b>	<b>60</b>	<b>73</b>	<b>62</b>	<b>63</b>	<b>71</b>	<b>68</b>	<b>65</b>
Not very worried	24	23	35	15	39	16	30	16	29	26	21	22	19	21	30	28	17	25	24	23	21	24
Not at all worried	7	7	11	5	14	12	11	5	9	10	5	11	8	7	7	9	6	11	8	3	8	8
<b>TOTAL NOT WORRIED</b>	<b>31</b>	<b>30</b>	<b>46</b>	<b>20</b>	<b>53</b>	<b>28</b>	<b>41</b>	<b>21</b>	<b>38</b>	<b>36</b>	<b>26</b>	<b>33</b>	<b>27</b>	<b>28</b>	<b>37</b>	<b>37</b>	<b>23</b>	<b>36</b>	<b>32</b>	<b>26</b>	<b>29</b>	<b>32</b>
Don't know	4	3	1	2	2	1	2	2	2	4	3	3	6	2	3	4	3	2	5	3	3	3

be victims of burglary, robbery or mugging

Very worried	9	12	7	14	4	21	9	13	11	10	14	12	12	15	9	9	16	17	9	12	13	13
Fairly worried	33	31	33	34	28	36	39	34	23	31	32	30	27	32	35	30	33	29	33	38	31	15
<b>TOTAL WORRIED</b>	<b>42</b>	<b>43</b>	<b>40</b>	<b>48</b>	<b>32</b>	<b>57</b>	<b>48</b>	<b>47</b>	<b>34</b>	<b>41</b>	<b>46</b>	<b>42</b>	<b>39</b>	<b>47</b>	<b>44</b>	<b>39</b>	<b>49</b>	<b>46</b>	<b>42</b>	<b>50</b>	<b>44</b>	<b>28</b>
Not very worried	43	42	46	40	51	37	42	40	49	43	41	42	44	40	42	45	38	40	44	35	45	47
Not at all worried	10	10	12	10	14	4	8	11	15	12	9	13	9	11	9	12	8	10	9	10	9	21
<b>TOTAL NOT WORRIED</b>	<b>53</b>	<b>52</b>	<b>58</b>	<b>50</b>	<b>65</b>	<b>41</b>	<b>50</b>	<b>51</b>	<b>64</b>	<b>55</b>	<b>50</b>	<b>55</b>	<b>53</b>	<b>51</b>	<b>51</b>	<b>57</b>	<b>46</b>	<b>50</b>	<b>53</b>	<b>45</b>	<b>54</b>	<b>68</b>
Don't know	5	4	1	2	3	2	2	3	2	4	4	3	7	2	4	4	4	3	5	5	3	4

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

Very worried	23	24	10	34	17	28	13	34	24	22	25	22	17	26	27	19	30	26	20	28	24	22
Fairly worried	43	36	30	45	30	38	35	42	38	33	40	28	32	40	40	36	36	33	36	32	41	39
<b>TOTAL WORRIED</b>	<b>66</b>	<b>60</b>	<b>40</b>	<b>79</b>	<b>47</b>	<b>66</b>	<b>48</b>	<b>76</b>	<b>62</b>	<b>55</b>	<b>65</b>	<b>50</b>	<b>49</b>	<b>66</b>	<b>67</b>	<b>55</b>	<b>66</b>	<b>59</b>	<b>56</b>	<b>60</b>	<b>65</b>	<b>61</b>
Not very worried	24	29	48	15	40	21	38	17	31	31	26	32	36	25	26	33	24	32	30	29	27	26
Not at all worried	5	7	10	4	12	14	11	4	6	10	5	12	7	8	5	8	6	4	8	6	7	12
<b>TOTAL NOT WORRIED</b>	<b>29</b>	<b>36</b>	<b>58</b>	<b>19</b>	<b>52</b>	<b>35</b>	<b>49</b>	<b>21</b>	<b>37</b>	<b>41</b>	<b>31</b>	<b>44</b>	<b>43</b>	<b>33</b>	<b>31</b>	<b>41</b>	<b>30</b>	<b>36</b>	<b>38</b>	<b>35</b>	<b>34</b>	<b>38</b>
Don't know	5	4	2	2	1	0	2	2	1	4	4	6	8	2	2	4	4	5	6	4	2	2

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

Very worried	21	20	16	18	4	43	19	19	17	16	23	12	12	25	23	15	26	20	21	20	17	21
Fairly worried	30	27	26	27	32	25	29	27	25	26	27	20	26	28	29	25	30	21	27	32	26	24
<b>TOTAL WORRIED</b>	<b>51</b>	<b>47</b>	<b>42</b>	<b>45</b>	<b>36</b>	<b>68</b>	<b>48</b>	<b>46</b>	<b>42</b>	<b>42</b>	<b>50</b>	<b>32</b>	<b>38</b>	<b>53</b>	<b>52</b>	<b>40</b>	<b>56</b>	<b>41</b>	<b>48</b>	<b>52</b>	<b>43</b>	<b>45</b>
Not very worried	28	31	38	35	26	22	33	35	30	32	30	35	34	30	28	35	26	33	28	27	40	25
Not at all worried	17	17	18	16	35	7	14	16	24	21	14	30	20	15	13	21	13	22	18	16	13	26
<b>TOTAL NOT WORRIED</b>	<b>45</b>	<b>48</b>	<b>56</b>	<b>51</b>	<b>61</b>	<b>29</b>	<b>47</b>	<b>51</b>	<b>54</b>	<b>53</b>	<b>44</b>	<b>65</b>	<b>54</b>	<b>45</b>	<b>41</b>	<b>56</b>	<b>39</b>	<b>55</b>	<b>46</b>	<b>43</b>	<b>53</b>	<b>51</b>
Don't know	5	5	3	4	3	2	4	3	4	5	5	3	8	3	7	5	6	4	7	5	4	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Dec 01-02	Dec 15-16																				
<b>lose their job / have difficulty finding work</b>																						
Very worried	21	20	10	29	12	25	13	25	21	18	23	20	19	23	19	17	25	22	18	21	20	27
Fairly worried	37	34	33	38	21	39	34	39	32	32	37	34	39	35	29	34	34	31	34	39	35	23
<b>TOTAL WORRIED</b>	<b>58</b>	<b>54</b>	<b>43</b>	<b>67</b>	<b>33</b>	<b>64</b>	<b>47</b>	<b>64</b>	<b>53</b>	<b>50</b>	<b>60</b>	<b>54</b>	<b>58</b>	<b>48</b>	<b>51</b>	<b>59</b>	<b>53</b>	<b>52</b>	<b>60</b>	<b>55</b>	<b>50</b>	
Not very worried	23	28	39	21	38	24	36	22	29	32	24	29	28	29	26	30	25	29	27	23	31	33
Not at all worried	13	12	15	9	25	11	14	9	15	12	12	11	7	9	21	14	9	12	14	11	10	15
<b>TOTAL NOT WORRIED</b>	<b>36</b>	<b>40</b>	<b>54</b>	<b>30</b>	<b>63</b>	<b>35</b>	<b>50</b>	<b>31</b>	<b>44</b>	<b>44</b>	<b>36</b>	<b>40</b>	<b>35</b>	<b>38</b>	<b>47</b>	<b>44</b>	<b>34</b>	<b>41</b>	<b>34</b>	<b>41</b>	<b>48</b>	
Don't know	5	5	2	4	5	2	4	4	3	6	5	6	8	3	5	5	6	6	7	5	4	2
<b>lose their home</b>																						
Very worried	14	14	7	18	10	17	8	18	12	13	15	10	12	16	15	12	16	20	11	17	10	16
Fairly worried	27	26	19	31	21	36	25	32	23	25	28	26	28	25	26	24	30	18	25	28	30	28
<b>TOTAL WORRIED</b>	<b>41</b>	<b>40</b>	<b>26</b>	<b>49</b>	<b>31</b>	<b>53</b>	<b>33</b>	<b>50</b>	<b>35</b>	<b>38</b>	<b>43</b>	<b>36</b>	<b>40</b>	<b>41</b>	<b>41</b>	<b>36</b>	<b>46</b>	<b>38</b>	<b>36</b>	<b>45</b>	<b>40</b>	<b>44</b>
Not very worried	32	34	45	32	40	25	38	29	39	35	34	38	40	32	30	37	30	35	34	33	37	32
Not at all worried	21	20	26	15	28	20	26	17	22	23	18	19	11	24	23	22	17	21	22	16	20	21
<b>TOTAL NOT WORRIED</b>	<b>53</b>	<b>54</b>	<b>71</b>	<b>47</b>	<b>68</b>	<b>45</b>	<b>64</b>	<b>46</b>	<b>61</b>	<b>58</b>	<b>52</b>	<b>57</b>	<b>51</b>	<b>56</b>	<b>53</b>	<b>59</b>	<b>47</b>	<b>56</b>	<b>56</b>	<b>49</b>	<b>57</b>	<b>53</b>
Don't know	5	6	3	4	1	2	3	4	3	6	6	7	9	3	5	5	7	6	8	6	3	3
<b>suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																						
Very worried	14	14	7	17	7	16	8	18	13	14	13	9	12	16	13	11	16	15	11	17	11	19
Fairly worried	21	23	14	28	30	31	18	29	27	22	24	27	20	22	26	18	29	24	24	21	24	20
<b>TOTAL WORRIED</b>	<b>35</b>	<b>37</b>	<b>21</b>	<b>45</b>	<b>37</b>	<b>47</b>	<b>26</b>	<b>47</b>	<b>40</b>	<b>36</b>	<b>37</b>	<b>36</b>	<b>32</b>	<b>38</b>	<b>39</b>	<b>29</b>	<b>45</b>	<b>39</b>	<b>35</b>	<b>38</b>	<b>35</b>	<b>39</b>
Not very worried	37	35	44	34	30	29	40	32	36	33	37	36	41	35	30	38	32	32	34	37	39	31
Not at all worried	22	23	31	18	31	22	30	19	22	26	20	21	19	25	25	27	17	23	23	21	23	26
<b>TOTAL NOT WORRIED</b>	<b>59</b>	<b>58</b>	<b>75</b>	<b>52</b>	<b>61</b>	<b>51</b>	<b>70</b>	<b>51</b>	<b>58</b>	<b>59</b>	<b>57</b>	<b>57</b>	<b>60</b>	<b>60</b>	<b>55</b>	<b>65</b>	<b>49</b>	<b>55</b>	<b>57</b>	<b>58</b>	<b>62</b>	<b>57</b>
Don't know	6	5	4	3	2	2	5	3	2	5	6	7	8	3	6	6	5	5	8	5	3	4
<b>suffer ill-health</b>																						
Very worried	16	18	10	20	10	25	14	22	14	15	21	9	14	20	23	13	24	20	16	21	16	18
Fairly worried	37	35	33	40	35	44	40	39	36	33	37	28	28	37	43	33	38	32	34	32	41	37
<b>TOTAL WORRIED</b>	<b>53</b>	<b>53</b>	<b>43</b>	<b>60</b>	<b>45</b>	<b>69</b>	<b>54</b>	<b>61</b>	<b>50</b>	<b>48</b>	<b>58</b>	<b>37</b>	<b>42</b>	<b>57</b>	<b>66</b>	<b>46</b>	<b>62</b>	<b>52</b>	<b>50</b>	<b>53</b>	<b>57</b>	<b>55</b>
Not very worried	32	36	47	31	41	26	38	30	39	39	32	50	40	35	26	41	29	35	34	39	36	32
Not at all worried	8	6	7	5	10	3	5	6	8	6	5	7	10	6	1	7	4	6	8	3	3	8
<b>TOTAL NOT WORRIED</b>	<b>40</b>	<b>42</b>	<b>54</b>	<b>36</b>	<b>51</b>	<b>29</b>	<b>43</b>	<b>36</b>	<b>47</b>	<b>45</b>	<b>37</b>	<b>57</b>	<b>50</b>	<b>41</b>	<b>27</b>	<b>48</b>	<b>33</b>	<b>41</b>	<b>42</b>	<b>42</b>	<b>39</b>	<b>40</b>
Don't know	7	6	4	3	5	2	4	3	3	6	5	6	8	3	7	6	5	7	7	5	3	5

## 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.
<b>Age and Gender</b>		
Male 18 to 24	31	100
Male 25 to 39	223	210
Male 40 to 59	296	282
Male 60 +	262	217
Female 18 to 24	60	98
Female 25 to 39	255	212
Female 40 to 59	310	288
Female 60 +	229	260
<b>Region</b>		
North England	354	410
Midlands	257	273
1	142	160
London	307	213
South England	390	382
Wales	80	83
Scotland	136	145
<b>Social Grade</b>		
AB	618	466
C1	471	483
C2	259	350
DE	318	367
<b>Newspaper Type</b>		
Express / Mail	333	267
Sun / Star	173	392
Mirror / Record	89	167
Guardian / Independent	108	75
FT / Times / Telegraph	99	158
Other Paper	230	192
No Paper	634	417
<b>Political Party Identification</b>		
Labour	513	533
Conservative	504	466
Liberal Democrat	132	183
SNP/Plaid Cymru	29	28
Others	94	38
None/ DK	394	417

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)