

YouGov / The Sun Survey Results

Sample Size: 1656 GB Adults
Fieldwork: 25th - 26th January 2015

	Westminster VI				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	1656	453	429	83	191	475	443	317	803	853	197	419	566	474	944	712	212	538	354	407	144	
Unweighted Sample	1656	438	418	75	214	498	432	324	849	807	137	289	673	557	1075	581	198	532	346	429	151	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	4	18	34	34	30	38	30	38	40	27	30	45	29	34	18
Lab	33	0	100	0	0	3	81	21	31	35	34	34	36	27	30	36	38	22	41	35	32
Lib Dem	6	0	0	100	0	1	1	27	5	7	5	6	7	6	8	4	8	9	5	4	2
UKIP	15	0	0	0	100	16	7	13	16	12	12	8	14	21	10	21	17	13	18	17	1
Other	12	0	0	0	0	2	6	22	13	11	20	13	13	8	13	11	6	10	7	10	46

Other Parties Voting Intention

Green	7	0	0	0	0	1	4	16	7	7	18	8	5	4	8	5	3	9	6	8	2
SNP/ PCY	4	0	0	0	0	0	2	5	5	3	1	5	6	4	4	5	1	0	1	0	44
BNP	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	1	0	0	1	0

Non Voters

Would Not Vote	6	0	0	0	0	1	2	2	4	9	13	10	5	2	5	8	3	8	7	5	5
Don't know	14	0	0	0	0	11	11	20	9	19	16	12	15	14	15	14	15	15	13	16	8

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

	Jan 22-23	Jan 25-26																				
Approve	34	32	82	7	43	18	65	10	23	36	29	25	35	29	36	39	23	35	36	29	30	27
Disapprove	51	53	9	87	37	68	23	80	59	53	52	45	44	60	54	47	60	50	46	56	57	62
Don't know	15	15	9	7	20	14	12	10	17	11	19	29	20	10	11	13	18	15	18	15	14	11

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

	Dec 14-15	Jan 25-26																				
I would vote for Britain to remain a member of the European Union	40	43	41	63	76	2	30	55	56	48	39	55	56	37	34	53	31	51	40	41	41	57
I would vote for Britain to leave the European Union	39	37	45	24	14	91	55	28	28	39	36	19	22	42	54	30	47	32	39	40	39	28
I would not vote	5	5	1	2	1	0	1	3	1	2	7	10	6	4	2	3	7	3	5	7	4	2
Don't know	16	15	14	10	9	7	14	14	16	10	19	16	16	16	11	14	15	13	16	13	16	13

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

Dec 14-15 **Jan 25-26**

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**

Would vote for Britain to leave the European Union **24**

Would not vote **5**

Don't know **16**

55	54	64	65	86	14	52	60	62	55	53	59	64	48	50	65	40	62	55	48	50	65
24	25	22	20	9	72	33	22	19	29	22	12	14	30	35	19	33	20	24	30	27	20
5	5	1	3	1	1	1	4	2	3	7	12	6	3	3	3	7	4	6	7	4	2
16	16	14	12	3	12	14	14	17	13	19	17	16	18	13	13	20	15	15	15	19	13

Jan 11-12 **Jan 25-26**

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 **42**

Bad for the economy **40**

Don't know **19**

Being done fairly or unfairly?

Fairly **27**

Unfairly **57**

Don't know **15**

Necessary or unnecessary?

Necessary **56**

Unnecessary **29**

Don't know **15**

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

Too deep **40**

Too shallow **10**

About the right level **30**

Don't know **20**

42	45	86	20	48	50	77	24	38	50	41	40	46	42	52	52	37	43	49	43	46	40
40	35	5	67	34	33	9	59	45	38	32	26	31	42	35	32	39	36	28	40	38	43
19	19	9	13	18	17	14	17	17	12	27	34	23	16	14	16	24	21	23	18	17	18
27	27	63	6	22	28	57	9	17	31	23	23	28	24	30	31	21	24	32	24	25	21
57	54	17	86	63	57	24	78	69	57	52	50	48	60	55	51	59	54	46	58	59	61
15	19	20	8	14	15	19	12	14	13	25	28	24	16	15	18	20	22	22	17	16	18
56	57	93	31	63	56	84	36	55	60	54	49	58	55	61	64	47	53	63	51	58	51
29	27	3	51	24	30	8	47	31	31	23	26	23	30	27	23	32	29	21	33	26	34
15	16	4	18	13	14	8	17	14	9	23	25	19	15	12	13	21	17	17	16	16	15
40	38	8	71	34	32	14	63	45	43	32	26	34	45	38	36	40	39	30	40	42	46
10	11	15	9	5	16	15	12	4	13	9	14	13	8	10	11	9	12	10	12	9	12
30	31	66	8	41	30	57	11	27	32	30	24	29	30	38	35	27	28	36	30	30	27
20	21	10	12	20	23	14	14	24	12	29	36	25	17	14	18	24	20	24	19	19	16

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
		Jan 11-12	Jan 25-26																				
Being done too quickly, too slowly, or at about the right pace?																							
	Too quickly	41	40	8	76	44	34	13	68	48	44	35	35	36	46	39	37	43	46	32	45	41	44
	Too slowly	12	11	17	5	7	20	17	8	7	14	7	6	13	9	12	11	10	10	10	11	11	13
	About the right pace	31	31	67	8	36	28	58	11	27	32	31	25	28	30	38	36	25	28	36	28	31	28
	Don't know	17	18	8	11	13	18	12	14	18	9	27	35	23	15	11	16	22	16	22	17	17	15
Having an impact on your own life, or not having an impact on your own life?																							
	Having an impact on my life	51	50	38	68	49	51	39	66	57	50	49	35	48	60	45	48	52	50	46	53	52	47
	Not having an impact on my life	37	36	54	23	44	39	50	24	30	40	32	36	34	27	48	41	29	35	37	32	36	43
	Don't know	13	15	9	9	8	11	11	11	13	10	19	30	17	13	8	11	19	15	17	15	12	10
And who do you think is most to blame for the current spending cuts?																							
	The Conservative-Liberal Democrat coalition	31	27	4	62	19	22	7	53	31	30	25	26	26	29	27	25	30	34	20	28	32	30
	The last Labour government	35	35	80	3	37	46	75	7	26	39	31	29	33	32	44	40	30	31	42	31	35	27
	Both	24	23	10	26	28	29	12	27	32	20	26	16	23	29	21	23	24	19	23	25	22	29
	Neither	3	4	3	5	12	1	1	6	6	5	4	4	4	4	5	6	3	9	5	2	3	7
	Don't know	8	9	4	4	3	3	5	6	5	5	14	25	14	6	3	7	13	7	10	13	8	8
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	18	16	6	26	9	19	8	27	13	14	18	17	12	21	14	13	21	22	15	15	17	17
	Fairly worried	40	42	38	48	32	43	40	44	47	40	45	41	46	45	36	42	43	34	43	47	43	39
	TOTAL WORRIED	58	58	44	74	41	62	48	71	60	54	63	58	58	66	50	55	64	56	58	62	60	56
	Not very worried	29	30	42	20	37	28	37	20	29	31	29	27	30	24	37	34	25	30	30	26	31	34
	Not at all worried	9	8	12	6	22	8	13	6	9	11	6	8	7	7	12	10	6	9	9	9	7	7
	TOTAL NOT WORRIED	38	38	54	26	59	36	50	26	38	42	35	35	37	31	49	44	31	39	39	35	38	41
	Don't know	3	3	2	1	0	2	2	2	2	3	3	7	5	3	1	2	5	4	3	4	3	4
be victims of burglary, robbery or mugging																							
	Very worried	7	8	5	10	2	12	5	11	5	8	8	5	9	9	7	5	11	12	6	8	9	4
	Fairly worried	31	25	25	27	12	37	24	27	22	25	26	26	19	26	30	24	28	28	23	31	25	16
	TOTAL WORRIED	38	33	30	37	14	49	29	38	27	33	34	31	28	35	37	29	39	40	29	39	34	20
	Not very worried	44	48	52	49	52	38	54	48	54	47	50	44	49	48	50	54	42	40	51	46	49	58
	Not at all worried	12	13	14	10	34	8	12	10	14	16	10	13	15	11	12	13	12	14	14	9	11	18
	TOTAL NOT WORRIED	56	61	66	59	86	46	66	58	68	63	60	57	64	59	62	67	54	54	65	55	60	76
	Don't know	5	6	4	4	1	5	4	4	5	5	7	12	7	5	2	4	8	7	6	6	6	5

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

	Jan 11-12	Jan 25-26																				
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	24	23	6	37	14	26	11	37	21	20	25	19	16	29	23	19	28	27	18	23	25	24
Fairly worried	41	41	36	45	40	38	34	43	48	36	45	38	43	39	41	42	38	31	42	43	43	34
TOTAL WORRIED	65	64	42	82	54	64	45	80	69	56	70	57	59	68	64	61	66	58	60	66	68	58
Not very worried	25	27	44	12	37	27	42	13	24	32	22	25	28	25	28	29	24	26	30	23	25	30
Not at all worried	5	5	9	4	8	4	9	4	4	8	3	6	6	4	6	7	4	9	6	5	3	7
TOTAL NOT WORRIED	30	32	53	16	45	31	51	17	28	40	25	31	34	29	34	36	28	35	36	28	28	37
Don't know	4	5	4	2	0	4	4	3	3	5	5	12	6	3	2	4	6	7	4	6	4	5
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	15	15	9	18	4	33	14	19	7	13	16	11	10	17	18	10	21	16	13	17	16	11
Fairly worried	28	26	30	24	17	28	29	25	25	25	27	19	22	31	28	24	29	21	27	27	29	21
TOTAL WORRIED	43	41	39	42	21	61	43	44	32	38	43	30	32	48	46	34	50	37	40	44	45	32
Not very worried	32	33	37	31	42	26	35	30	37	36	31	31	36	33	32	35	30	28	37	30	29	43
Not at all worried	20	20	19	21	36	11	19	20	26	21	20	28	27	15	17	27	11	27	17	20	20	22
TOTAL NOT WORRIED	52	53	56	52	78	37	54	50	63	57	51	59	63	48	49	62	41	55	54	50	49	65
Don't know	6	6	5	5	2	2	4	5	6	5	7	11	6	5	5	4	9	8	6	6	6	3
lose their job / have difficulty finding work																						
Very worried	17	16	7	23	9	25	10	24	11	16	17	20	11	22	13	13	21	20	14	20	14	19
Fairly worried	32	34	32	39	25	32	31	37	35	34	34	29	37	39	27	35	32	22	33	38	36	34
TOTAL WORRIED	49	50	39	62	34	57	41	61	46	50	51	49	48	61	40	48	53	42	47	58	50	53
Not very worried	30	29	40	18	32	23	36	20	31	28	29	26	34	26	29	32	25	33	34	20	27	32
Not at all worried	15	15	17	13	31	16	20	14	17	17	13	14	11	10	26	17	13	17	14	15	17	13
TOTAL NOT WORRIED	45	44	57	31	63	39	56	34	48	45	42	40	45	36	55	49	38	50	48	35	44	45
Don't know	6	6	4	6	4	4	4	5	5	5	7	11	6	4	5	3	9	8	5	6	6	3
lose their home																						
Very worried	11	10	4	16	7	15	7	16	7	9	12	8	6	13	11	7	14	14	9	11	8	11
Fairly worried	23	22	20	28	17	21	19	26	23	21	24	12	23	24	24	22	23	18	22	24	24	22
TOTAL WORRIED	34	32	24	44	24	36	26	42	30	30	36	20	29	37	35	29	37	32	31	35	32	33
Not very worried	39	40	47	33	45	38	44	35	41	41	40	46	48	38	32	44	35	38	42	33	42	47
Not at all worried	22	22	27	19	31	23	28	19	26	26	20	24	16	20	30	24	21	23	22	25	22	17
TOTAL NOT WORRIED	61	62	74	52	76	61	72	54	67	67	60	70	64	58	62	68	56	61	64	58	64	64
Don't know	5	5	2	4	1	3	2	5	4	4	6	10	6	4	2	2	8	7	4	7	4	3

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

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suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																							
Very worried	11	10	2	18	5	17	6	17	7	10	10	10	7	14	9	8	13	14	7	11	12	10	
Fairly worried	22	22	17	28	12	28	17	26	22	21	22	18	21	20	25	21	23	22	20	26	22	17	
TOTAL WORRIED	33	32	19	46	17	45	23	43	29	31	32	28	28	34	34	29	36	36	27	37	34	27	
Not very worried	36	38	47	29	46	35	44	29	42	36	40	37	39	40	35	40	36	30	41	32	39	49	
Not at all worried	24	23	29	21	37	15	29	22	23	26	21	21	27	20	25	27	18	27	25	22	21	21	
TOTAL NOT WORRIED	60	61	76	50	83	50	73	51	65	62	61	58	66	60	60	67	54	57	66	54	60	70	
Don't know	6	7	4	5	0	6	4	6	5	7	7	14	6	6	5	4	10	7	6	9	6	4	
suffer ill-health																							
Very worried	15	16	8	24	11	24	12	25	14	13	19	8	8	19	23	12	21	17	14	16	20	10	
Fairly worried	37	35	35	33	38	36	35	33	42	32	38	22	32	35	44	36	34	31	36	36	37	32	
TOTAL WORRIED	52	51	43	57	49	60	47	58	56	45	57	30	40	54	67	48	55	48	50	52	57	42	
Not very worried	34	34	43	29	37	26	40	28	33	36	32	39	41	33	27	38	28	32	38	30	29	45	
Not at all worried	7	9	10	9	7	11	9	9	6	12	6	17	13	7	3	10	8	13	7	10	8	9	
TOTAL NOT WORRIED	41	43	53	38	44	37	49	37	39	48	38	56	54	40	30	48	36	45	45	40	37	54	
Don't know	6	6	3	5	6	2	5	5	5	6	6	14	6	6	3	4	8	7	6	8	5	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	68	99
Male 25 to 39	127	209
Male 40 to 59	353	280
Male 60 +	301	215
Female 18 to 24	69	98
Female 25 to 39	162	210
Female 40 to 59	320	286
Female 60 +	256	258
Region		
North England	429	407
Midlands	235	272
East	141	159
London	198	212
South England	391	379
Wales	111	83
Scotland	151	144
Social Grade		
AB	625	464
C1	450	480
C2	247	348
DE	334	364
Newspaper Type		
Express / Mail	280	235
Sun / Star	221	333
Mirror / Record	136	146
Guardian / Independent	148	73
FT / Times / Telegraph	125	132
Other Paper	201	190
No Paper	545	546
Political Party Identification		
Labour	495	523
Conservative	441	460
Liberal Democrat	109	157
SNP/Plaid Cymru	47	31
Others	151	81
None/ DK	413	402

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

Or visit our website: yougov.co.uk