

YouGov / The Sun Survey Results

Sample Size: 1729 GB Adults
Fieldwork: 18th - 19th August 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	1729	413	501	132	183	543	437	396	839	890	206	437	591	494	986	743	221	562	370	425	150	
Unweighted Sample	1729	423	507	107	184	551	443	387	795	934	120	454	683	472	1121	608	300	547	326	411	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	73	4	10	28	34	23	25	32	37	35	25	28	37	30	28	24
Lab	38	0	100	0	0	5	85	31	37	38	41	40	40	31	35	42	43	29	38	46	36
Lib Dem	10	0	0	100	0	2	1	34	11	9	18	14	8	6	11	8	16	11	6	9	8
Other	22	0	0	0	100	20	9	25	24	19	18	21	20	25	19	26	13	23	25	17	32

Other Parties Voting Intention

UKIP	14	0	0	0	100	18	5	13	15	13	9	10	12	20	10	19	9	18	17	12	2
SNP / PCY	4	0	0	0	0	1	2	5	5	2	4	5	4	3	4	4	0	0	3	1	29
Green	3	0	0	0	0	1	1	5	3	3	5	3	3	2	3	2	2	4	3	3	1
BNP	1	0	0	0	0	0	0	0	1	1	0	1	1	0	1	1	0	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	0	0	1	1	0	1	0	0	1	1	0	0

Non Voters

Would Not Vote	7	0	0	0	0	1	2	4	5	8	14	10	5	2	6	8	6	6	7	7	4
Don't know	16	0	0	0	0	13	13	21	12	21	21	16	18	14	15	18	16	19	16	15	13

Aug 15-16
Aug 18-19

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

Approve	29	26	78	6	33	8	54	8	20	27	26	19	22	27	33	31	21	27	30	25	23	24
Disapprove	57	60	12	90	49	89	33	86	68	63	58	57	62	63	57	55	67	60	57	61	62	68
Don't know	14	13	10	4	18	4	13	6	12	10	16	24	16	10	10	14	12	13	13	14	15	8

Aug 4-5
Aug 18-19

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

I would vote for Britain to remain a member of the European Union	35	34	26	50	61	4	19	42	51	39	29	35	40	32	29	42	23	44	32	30	31	43
I would vote for Britain to leave the European Union	43	46	59	30	23	93	67	39	33	48	45	34	35	48	59	42	53	32	49	53	48	39
I would not vote	5	5	1	5	3	0	1	3	3	4	6	10	8	4	1	4	7	6	3	4	7	6
Don't know	17	15	14	15	13	3	13	16	14	9	20	20	17	16	10	13	18	18	16	13	14	13

Fieldwork: 18th - 19th August 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 4-5
Aug 18-19

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	50	48	55	54	66	14	43	56	59	53	44	51	49	48	48	57	37	51	47	48	45	59
Would vote for Britain to leave the European Union	28	31	30	27	20	77	43	27	22	33	30	20	24	34	39	25	40	28	32	33	33	25
Would not vote	5	5	1	5	0	1	2	3	2	4	5	8	7	5	1	4	5	4	4	2	7	6
Don't know	17	16	14	14	13	8	12	14	16	11	21	21	19	14	12	14	18	17	18	16	15	10

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	41	40	87	14	42	40	71	17	33	39	40	35	35	37	48	44	34	41	45	36	36	34
Bad for the economy	41	48	7	78	47	50	19	76	57	53	43	47	48	52	43	46	51	44	43	50	53	52
Don't know	18	12	6	8	10	11	10	7	10	8	17	18	17	11	8	10	15	15	12	14	11	14

Being done fairly or unfairly?

Fairly	30	29	73	7	35	26	54	10	25	30	28	23	24	30	34	34	22	32	33	24	27	26
Unfairly	54	59	16	87	57	65	33	82	67	62	55	59	59	60	56	54	65	55	53	63	63	64
Don't know	16	12	11	6	8	10	13	8	8	8	17	18	16	10	10	11	14	14	14	12	10	9

Necessary or unnecessary?

Necessary	58	56	93	31	64	55	83	39	51	57	56	45	54	58	61	61	50	56	65	51	51	50
Unnecessary	28	31	4	57	29	32	9	49	36	34	28	33	31	33	28	28	34	33	24	34	34	39
Don't know	15	13	3	12	7	12	8	11	13	9	17	22	15	9	11	10	16	12	11	15	15	11

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

Too deep	39	41	5	71	31	42	17	66	52	48	35	38	38	46	40	41	42	34	40	42	44	49
Too shallow	16	13	17	7	22	26	17	10	11	13	14	16	15	10	14	13	14	18	15	11	12	10
About the right level	27	29	67	10	36	22	52	11	26	29	29	18	26	30	36	33	25	29	32	28	30	22
Don't know	19	16	11	12	11	10	14	12	11	10	22	28	20	14	10	13	20	19	14	19	14	19

Fieldwork: 18th - 19th August 2013

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	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Aug 18-19																				
	Aug 4-5																					
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	39	45	8	77	46	41	20	72	55	50	40	41	43	49	43	42	48	41	39	47	48	54
Too slowly	15	13	20	4	10	26	17	8	10	13	12	10	12	11	15	14	11	14	17	9	10	9
About the right pace	30	29	64	9	40	21	52	12	24	28	30	22	28	29	33	33	23	29	31	28	27	28
Don't know	16	14	7	10	4	12	11	8	11	9	18	27	17	11	9	11	17	16	12	16	14	9
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	57	61	49	73	55	68	56	70	64	67	55	50	59	67	58	59	63	52	59	63	64	61
Not having an impact on my life	31	29	40	22	35	26	33	24	29	28	29	30	26	25	34	33	22	35	30	26	24	30
Don't know	12	11	11	5	10	7	11	6	7	5	16	20	15	8	8	8	15	13	10	10	12	8
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	24	25	2	57	17	12	4	51	31	28	23	31	24	26	22	24	27	27	20	26	30	28
The last Labour government	36	35	85	4	36	46	74	6	23	37	33	26	30	35	43	39	29	34	38	37	31	29
Both	27	29	8	31	34	39	17	34	33	26	31	22	30	31	27	25	33	26	30	25	29	34
Neither	4	5	2	5	8	3	2	6	9	4	5	3	4	5	5	5	4	4	7	3	3	4
Don't know	9	7	2	3	5	1	3	3	5	4	9	18	11	3	3	6	8	8	6	9	6	5
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	22	23	10	29	17	31	16	29	20	21	24	20	26	24	20	18	29	20	19	25	26	28
Fairly worried	43	43	34	46	48	39	39	44	49	41	45	47	45	43	40	42	44	44	44	45	41	37
TOTAL WORRIED	65	66	44	75	65	70	55	73	69	62	69	67	71	67	60	60	73	64	63	70	67	65
Not very worried	25	25	45	19	30	18	34	19	25	27	24	20	20	26	31	30	19	21	28	24	24	28
Not at all worried	6	6	9	4	5	9	8	6	5	7	5	5	5	5	9	7	4	10	7	3	5	5
TOTAL NOT WORRIED	31	31	54	23	35	27	42	25	30	34	29	25	25	31	40	37	23	31	35	27	29	33
Don't know	3	3	2	2	0	2	3	2	1	3	3	7	4	2	1	2	4	5	2	3	3	1

Fieldwork: 18th - 19th August 2013

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

	Aug 4-5	Aug 18-19																				
be victims of burglary, robbery or mugging																						
Very worried	9	9	7	10	9	13	10	11	7	9	10	6	11	11	8	7	13	11	7	10	11	9
Fairly worried	31	33	30	34	27	40	33	34	30	30	36	32	33	31	36	30	37	37	30	35	35	26
TOTAL WORRIED	40	42	37	44	36	53	43	45	37	39	46	38	44	42	44	37	50	48	37	45	46	35
Not very worried	43	45	49	44	47	41	44	43	51	46	43	45	42	43	48	49	38	37	50	42	43	45
Not at all worried	12	9	12	9	16	4	10	9	9	10	8	10	9	12	7	10	8	10	10	8	7	15
TOTAL NOT WORRIED	55	54	61	53	63	45	54	52	60	56	51	55	51	55	55	59	46	47	60	50	50	60
Don't know	4	4	2	3	1	3	3	3	1	4	3	8	6	3	1	3	4	5	2	4	4	4
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	24	24	10	35	18	27	16	35	23	23	25	20	22	24	27	21	27	23	20	27	26	25
Fairly worried	43	42	29	47	45	45	35	44	50	40	45	41	41	43	42	42	43	37	44	43	43	42
TOTAL WORRIED	67	66	39	82	63	72	51	79	73	63	70	61	63	67	69	63	70	60	64	70	69	67
Not very worried	26	26	51	13	31	23	40	15	23	28	24	29	26	25	26	29	23	28	27	24	26	25
Not at all worried	5	4	8	3	4	3	6	4	4	6	3	3	5	5	4	5	4	7	6	3	2	6
TOTAL NOT WORRIED	31	30	59	16	35	26	46	19	27	34	27	32	31	30	30	34	27	35	33	27	28	31
Don't know	3	3	2	2	3	2	3	2	1	4	3	7	6	2	1	3	3	5	3	3	3	2
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	21	20	15	20	11	46	23	21	16	21	19	12	17	23	23	13	29	18	17	23	22	20
Fairly worried	29	32	34	32	24	29	32	35	26	29	34	33	24	33	35	30	34	26	31	35	35	23
TOTAL WORRIED	50	52	49	52	35	75	55	56	42	50	53	45	41	56	58	43	63	44	48	58	57	43
Not very worried	32	31	35	30	40	15	31	27	35	31	30	31	35	30	26	36	23	30	33	26	28	40
Not at all worried	14	14	15	15	24	9	12	15	21	16	13	16	19	11	13	18	10	20	16	12	11	15
TOTAL NOT WORRIED	46	45	50	45	64	24	43	42	56	47	43	47	54	41	39	54	33	50	49	38	39	55
Don't know	5	4	2	3	2	1	3	2	2	3	4	7	5	2	2	3	4	7	2	4	4	2
lose their job / have difficulty finding work																						
Very worried	21	20	10	23	12	36	17	23	18	20	20	16	19	24	17	16	25	17	18	23	22	19
Fairly worried	36	38	31	41	42	35	35	37	42	36	40	48	37	39	33	37	39	33	35	42	41	34
TOTAL WORRIED	57	58	41	64	54	71	52	60	60	56	60	64	56	63	50	53	64	50	53	65	63	53
Not very worried	26	28	41	24	32	15	32	27	27	30	26	25	30	26	29	32	22	34	31	23	22	35
Not at all worried	12	10	15	8	11	12	12	10	11	11	9	4	8	8	18	11	9	10	11	9	10	11
TOTAL NOT WORRIED	38	38	56	32	43	27	44	37	38	41	35	29	38	34	47	43	31	44	42	32	32	46
Don't know	5	4	3	4	2	2	4	3	2	4	4	6	5	4	3	3	6	6	5	3	5	1

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

	Aug 4-5	Aug 18-19																				
lose their home																						
Very worried	15	14	7	17	10	22	13	19	12	14	15	8	14	15	17	12	18	9	13	17	18	12
Fairly worried	27	26	19	31	25	24	22	27	27	25	26	30	28	24	24	25	26	21	25	29	27	21
TOTAL WORRIED	42	40	26	48	35	46	35	46	39	39	41	38	42	39	41	37	44	30	38	46	45	33
Not very worried	36	38	45	34	47	31	40	36	39	37	38	38	40	40	32	40	34	44	40	32	34	42
Not at all worried	19	18	27	14	14	20	23	15	21	20	17	13	13	18	26	20	17	18	20	17	17	23
TOTAL NOT WORRIED	55	56	72	48	61	51	63	51	60	57	55	51	53	58	58	60	51	62	60	49	51	65
Don't know	4	4	2	3	3	3	3	4	1	4	3	10	5	3	2	3	5	7	2	5	4	2
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	14	13	5	17	8	21	10	17	11	12	13	4	11	13	16	10	16	12	12	12	14	12
Fairly worried	25	25	15	30	21	34	19	29	26	27	23	33	22	23	25	23	27	20	22	30	27	25
TOTAL WORRIED	39	38	20	47	29	55	29	46	37	39	36	37	33	36	41	33	43	32	34	42	41	37
Not very worried	36	39	49	35	46	25	44	38	37	38	40	50	42	40	32	42	36	34	41	40	38	44
Not at all worried	20	19	28	14	22	19	23	14	23	19	19	6	18	19	25	22	15	27	22	14	16	16
TOTAL NOT WORRIED	56	58	77	49	68	44	67	52	60	57	59	56	60	59	57	64	51	61	63	54	54	60
Don't know	5	5	2	3	3	2	3	3	3	4	5	6	7	4	2	3	6	6	4	4	5	3
suffer ill-health																						
Very worried	16	16	11	19	6	27	16	20	12	15	17	12	11	16	22	11	22	11	15	18	17	19
Fairly worried	38	38	31	41	41	41	34	41	42	35	40	29	33	38	46	37	40	35	33	44	41	38
TOTAL WORRIED	54	54	42	60	47	68	50	61	54	50	57	41	44	54	68	48	62	46	48	62	58	57
Not very worried	36	35	47	30	46	22	39	29	38	37	33	43	41	35	26	40	27	37	40	31	32	32
Not at all worried	7	7	8	7	5	7	7	7	5	9	5	11	9	5	4	8	5	10	8	5	6	7
TOTAL NOT WORRIED	43	42	55	37	51	29	46	36	43	46	38	54	50	40	30	48	32	47	48	36	38	39
Don't know	4	5	3	3	2	2	4	3	3	4	5	6	6	5	2	4	6	7	5	3	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	44	104
	Male 25 to 39	188	218
	Male 40 to 59	318	292
	Male 60 +	245	225
	Female 18 to 24	76	102
	Female 25 to 39	266	220
	Female 40 to 59	365	299
	Female 60 +	227	270
Region			
	North England	411	425
	Midlands	236	284
	East England	146	166
	London	300	221
	South England	401	396
	Wales	90	86
	Scotland	145	150
Social Grade			
	AB	632	484
	C1	489	501
	C2	273	363
	DE	335	380
Newspaper Type			
	Express / Mail	311	277
	Sun / Star	182	406
	Mirror / Record	105	173
	Guardian / Independent	93	78
	FT / Times / Telegraph	122	164
	Other Paper	235	199
	No Paper	681	432
Political Party Identification			
	Labour	559	553
	Conservative	499	484
	Liberal Democrat	149	190
	SNP/Plaid Cymru	34	29
	Others	96	40
	None/ DK	392	432

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