

Sample Size: 1649 GB Adults
Fieldwork: 11th - 12th 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		1649	425	432	82	222	499	426	306	800	849	196	417	564	472	940	709	211	536	353	406	143	
Unweighted Sample		1649	411	399	79	242	508	399	310	834	815	152	308	625	564	1117	532	170	536	384	409	150	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		Oct 5-6	Jan 11-12																				
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	13	12	16	10	3	27	19	11	5	15	10	12	12	12	14	8	18	13	13	14	11	8
	Would have less influence	41	41	37	53	73	8	28	51	54	43	39	52	45	39	34	50	29	47	40	36	40	47
	Would make no difference	35	34	38	26	17	60	45	27	25	35	33	19	29	35	43	30	38	25	36	36	34	34
	Don't know	12	13	9	11	7	5	8	12	15	7	18	18	14	14	9	12	15	15	11	14	14	10
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	28	24	30	14	6	51	36	16	12	22	25	17	19	23	31	19	30	20	27	28	20	17
	Would be bad for jobs and employment	35	37	31	53	74	5	23	51	52	45	30	47	42	36	30	45	27	46	36	31	38	44
	Would make no difference	20	21	22	20	13	37	25	17	20	22	21	11	18	22	27	19	24	19	21	23	22	21
	Don't know	16	18	17	13	6	6	17	16	16	11	24	25	21	18	12	16	20	15	17	18	19	19
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	20	20	26	10	0	54	32	11	9	21	19	19	15	20	24	15	26	14	24	20	19	14
	Worse off	22	24	15	36	53	2	12	33	31	29	18	40	26	23	16	30	15	24	24	19	24	31
	Would make no difference	41	37	42	36	36	35	40	38	40	37	37	15	34	39	47	37	37	41	33	40	36	41
	Don't know	17	20	17	18	11	9	16	18	20	13	26	26	25	19	14	18	22	20	20	20	21	14
		Dec 14-15	Jan 11-12																				
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	40	42	82	17	42	47	69	21	36	43	40	31	38	41	50	46	36	39	47	43	37	31
	Bad for the economy	40	40	7	70	36	39	18	66	44	44	36	42	36	44	38	38	42	40	33	37	47	52
	Don't know	20	19	11	13	23	14	13	14	21	13	24	27	26	15	12	16	22	21	20	19	15	17
Being done fairly or unfairly?																							
	Fairly	27	27	69	5	26	28	55	8	17	32	23	19	27	28	30	31	22	25	30	29	26	20
	Unfairly	54	57	15	88	62	61	30	83	68	61	54	62	52	58	59	55	60	54	51	58	63	68
	Don't know	19	15	16	6	12	11	15	9	15	8	22	19	20	13	11	14	17	21	18	13	12	12
Necessary or unnecessary?																							
	Necessary	54	56	91	28	61	65	83	35	53	57	55	45	55	55	61	61	49	52	62	60	49	44
	Unnecessary	29	29	5	55	23	24	10	50	30	33	25	32	26	31	28	27	31	28	23	25	35	43
	Don't know	17	15	4	16	16	11	7	16	17	10	20	24	18	14	11	12	19	20	15	15	16	12

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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
Weighted Sample	1649	425	432	82	222	499	426	306	800	849	196	417	564	472	940	709	211	536	353	406	143	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	<i>Dec 14-15</i>	Jan 11-12																				
Too deep, too shallow or at about the right level?																						
Too deep	38	40	9	72	34	38	18	65	46	46	35	37	37	45	38	40	41	42	34	36	48	48
Too shallow	12	10	13	8	3	18	13	9	6	12	7	8	12	9	9	11	8	14	7	12	10	7
About the right level	29	30	68	7	43	27	54	12	25	31	30	24	27	30	37	32	28	24	38	32	26	24
Don't know	21	20	10	13	20	17	14	14	24	11	28	31	24	16	16	18	23	20	21	20	17	21
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	40	41	12	70	41	39	21	65	45	46	36	33	35	46	42	38	43	38	36	38	48	47
Too slowly	12	12	15	6	13	21	15	8	10	15	9	14	13	10	12	13	11	16	10	12	12	12
About the right pace	28	31	66	11	35	26	54	14	25	30	32	25	30	30	35	34	27	27	37	33	26	25
Don't know	20	17	7	12	11	14	10	13	19	9	24	28	22	13	12	15	19	19	18	17	13	17
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	51	51	36	70	46	53	39	65	55	54	47	53	46	57	46	49	53	48	48	49	56	53
Not having an impact on my life	33	37	56	22	50	39	52	27	37	38	35	26	36	32	47	41	31	35	39	40	32	34
Don't know	16	13	8	8	4	8	9	8	9	8	17	21	18	11	7	11	15	17	12	11	12	13
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	27	31	3	69	19	18	7	60	33	33	28	34	25	35	30	29	32	29	22	29	40	44
The last Labour government	34	35	81	2	27	48	74	6	25	37	32	19	31	37	42	36	32	34	42	37	29	19
Both	24	24	11	22	38	28	15	25	32	23	26	24	30	22	22	24	25	27	25	24	20	29
Neither	5	3	2	3	9	1	1	4	5	3	3	4	3	2	4	4	2	1	3	4	3	2
Don't know	10	8	3	3	8	4	3	5	5	3	12	18	12	4	3	7	9	9	8	7	7	6
	<i>Dec 14-15</i>	Jan 11-12																				
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	19	18	10	27	5	21	13	23	18	17	20	24	20	21	11	14	24	20	17	16	19	24
Fairly worried	39	40	30	43	41	46	34	44	44	39	41	40	39	43	38	38	43	40	38	44	40	40
TOTAL WORRIED	58	58	40	70	46	67	47	67	62	56	61	64	59	64	49	52	67	60	55	60	59	64
Not very worried	30	29	43	23	36	23	35	26	26	31	28	30	26	26	36	33	25	30	33	26	28	29
Not at all worried	8	9	13	4	16	8	13	4	10	11	7	4	9	6	13	11	6	6	9	11	9	4
TOTAL NOT WORRIED	38	38	56	27	52	31	48	30	36	42	35	34	35	32	49	44	31	36	42	37	37	33
Don't know	4	3	4	2	1	2	5	2	2	3	4	2	6	3	2	4	3	4	3	3	4	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Dec 14-15	Jan 11-12																			
be victims of burglary, robbery or mugging																						
Very worried	8	7	4	8	1	11	6	8	5	6	8	9	5	8	7	6	9	9	5	7	9	8
Fairly worried	27	31	31	33	21	39	32	34	31	30	33	30	28	35	30	29	34	33	30	34	33	20
TOTAL WORRIED	35	38	35	41	22	50	38	42	36	36	41	39	33	43	37	35	43	42	35	41	42	28
Not very worried	45	44	44	45	50	42	43	44	46	46	43	45	45	41	48	47	41	43	44	47	42	48
Not at all worried	14	12	14	10	29	5	13	10	15	15	9	12	13	11	12	13	10	11	15	8	10	14
TOTAL NOT WORRIED	59	56	58	55	79	47	56	54	61	61	52	57	58	52	60	60	51	54	59	55	52	62
Don't know	5	5	6	3	0	2	6	3	3	4	7	4	9	5	3	5	6	4	7	3	5	10
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	23	24	7	40	10	31	13	35	24	22	26	26	19	28	22	21	28	22	23	21	28	27
Fairly worried	39	41	37	42	35	42	39	45	41	38	44	37	40	40	44	41	41	46	39	43	38	41
TOTAL WORRIED	62	65	44	82	45	73	52	80	65	60	70	63	59	68	66	62	69	68	62	64	66	68
Not very worried	26	25	43	14	43	17	36	14	26	30	22	26	28	24	25	27	24	21	28	28	23	23
Not at all worried	6	5	8	2	11	7	8	1	5	7	4	7	5	4	6	8	2	5	6	5	6	1
TOTAL NOT WORRIED	32	30	51	16	54	24	44	15	31	37	26	33	33	28	31	35	26	26	34	33	29	24
Don't know	5	4	5	3	1	2	4	3	3	4	5	3	8	4	3	4	5	6	4	3	4	7
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	16	15	10	16	4	32	15	15	9	13	16	11	9	17	18	8	23	6	16	14	17	18
Fairly worried	26	28	31	25	11	34	31	31	19	26	30	24	24	30	30	25	31	26	25	32	30	27
TOTAL WORRIED	42	43	41	41	15	66	46	46	28	39	46	35	33	47	48	33	54	32	41	46	47	45
Not very worried	32	32	33	32	39	21	32	28	39	33	31	34	35	31	29	35	28	35	33	30	29	35
Not at all worried	20	20	21	23	39	9	19	20	27	25	16	27	24	17	18	26	12	25	20	20	19	16
TOTAL NOT WORRIED	52	52	54	55	78	30	51	48	66	58	47	61	59	48	47	61	40	60	53	50	48	51
Don't know	7	6	4	4	8	4	4	6	6	4	7	4	8	5	5	6	5	7	6	4	5	4
lose their job / have difficulty finding work																						
Very worried	16	17	12	24	5	25	14	20	15	15	20	21	17	19	14	12	25	18	15	16	20	19
Fairly worried	32	32	27	33	26	34	30	34	31	30	33	42	31	34	26	32	31	30	29	37	32	31
TOTAL WORRIED	48	49	39	57	31	59	44	54	46	45	53	63	48	53	40	44	56	48	44	53	52	50
Not very worried	30	30	34	29	41	24	31	30	33	33	28	26	38	29	27	33	27	35	34	26	27	33
Not at all worried	14	15	22	9	23	12	20	10	18	17	13	7	8	13	26	17	11	10	17	16	14	12
TOTAL NOT WORRIED	44	45	56	38	64	36	51	40	51	50	41	33	46	42	53	50	38	45	51	42	41	45
Don't know	8	6	6	5	6	5	6	6	3	4	7	4	6	5	7	6	6	7	5	5	6	6

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		Dec 14-15	Jan 11-12																			
lose their home																						
Very worried	11	11	6	17	1	19	9	14	7	10	12	13	9	11	13	6	19	16	11	6	13	12
Fairly worried	25	23	21	27	13	26	20	25	27	21	25	23	24	24	22	23	24	23	21	28	23	22
TOTAL WORRIED	36	34	27	44	14	45	29	39	34	31	37	36	33	35	35	29	43	39	32	34	36	34
Not very worried	36	39	41	36	46	34	40	40	38	38	39	41	45	37	34	41	35	33	39	42	36	43
Not at all worried	20	22	29	17	34	16	27	17	23	26	18	18	13	24	29	26	16	21	24	19	24	17
TOTAL NOT WORRIED	56	61	70	53	80	50	67	57	61	64	57	59	58	61	63	67	51	54	63	61	60	60
Don't know	7	5	4	4	5	5	4	4	5	4	5	5	8	4	3	4	6	6	5	4	4	7
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	11	11	6	18	4	14	9	14	11	12	11	16	10	12	11	9	14	13	11	9	13	11
Fairly worried	23	22	17	28	14	26	18	26	21	24	21	28	19	22	24	21	25	24	22	23	22	22
TOTAL WORRIED	34	33	23	46	18	40	27	40	32	36	32	44	29	34	35	30	39	37	33	32	35	33
Not very worried	35	36	41	33	45	35	38	37	35	34	38	34	42	36	33	37	35	38	37	36	35	37
Not at all worried	24	24	30	17	34	19	29	17	28	25	23	20	22	25	26	27	19	18	25	25	25	20
TOTAL NOT WORRIED	59	60	71	50	79	54	67	54	63	59	61	54	64	61	59	64	54	56	62	61	60	57
Don't know	8	6	5	4	3	6	6	5	6	5	8	2	8	5	7	5	7	7	5	7	5	10
suffer ill-health																						
Very worried	17	15	9	23	5	22	12	21	14	13	18	17	10	15	20	11	21	20	14	12	18	13
Fairly worried	36	37	38	37	39	42	36	40	39	35	39	25	28	41	45	38	36	32	37	43	34	35
TOTAL WORRIED	53	52	47	60	44	64	48	61	53	48	57	42	38	56	65	49	57	52	51	55	52	48
Not very worried	33	34	39	29	43	30	37	28	35	37	32	44	42	32	27	38	30	34	36	32	34	38
Not at all worried	8	7	9	7	5	5	9	7	7	9	5	8	9	7	5	7	8	7	6	7	9	7
TOTAL NOT WORRIED	41	41	48	36	48	35	46	35	42	46	37	52	51	39	32	45	38	41	42	39	43	45
Don't know	6	6	5	4	9	2	6	5	6	5	7	5	11	4	3	6	6	6	7	5	5	7

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	61	99
Male 25 to 39	141	208
Male 40 to 59	312	279
Male 60 +	320	214
Female 18 to 24	91	97
Female 25 to 39	167	209
Female 40 to 59	313	285
Female 60 +	244	257
Region		
North England	409	406
Midlands	261	270
East	155	158
London	170	211
South England	381	378
Wales	123	82
Scotland	150	143
Social Grade		
AB	668	462
C1	449	478
C2	239	346
DE	293	363
Newspaper Type		
Express / Mail	281	234
Sun / Star	184	331
Mirror / Record	101	145
Guardian / Independent	144	73
FT / Times / Telegraph	139	132
Other Paper	234	190
No Paper	566	544
Political Party Identification		
Labour	469	521
Conservative	435	458
Liberal Democrat	113	157
SNP/Plaid Cymru	59	31
Others	143	81
None/ DK	430	401

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