

YouGov / The Sun Survey Results

Sample Size: 1745 GB Adults
Fieldwork: 8th - 9th March 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	1745	491	438	112	188	517	444	355	846	899	208	441	597	499	995	750	223	567	373	429	152
Unweighted Sample	1745	483	418	96	217	534	427	344	840	905	171	330	682	562	1176	569	192	578	390	423	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	79	8	19	36	35	26	38	32	40	39	30	34	44	35	32	17
Lab	31	0	100	0	0	3	76	25	30	33	39	31	33	28	28	36	38	21	32	44	26
Lib Dem	8	0	0	100	0	2	1	30	7	9	6	7	7	11	10	6	11	12	5	4	5
UKIP	14	0	0	0	100	15	7	9	15	12	5	8	18	16	10	18	13	15	16	13	4
Other	12	0	0	0	0	2	8	17	13	11	24	16	10	6	13	10	5	7	11	8	49

Other Parties Voting Intention

Green	6	0	0	0	0	1	3	13	6	6	18	9	5	2	7	5	5	7	6	7	2
SNP/ PCY	5	0	0	0	0	1	5	3	6	5	6	7	5	3	6	4	0	0	3	0	46
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	2	3	4	5	8	11	10	6	2	5	9	6	8	5	7	4
Don't know	14	0	0	0	0	9	13	18	9	18	18	14	15	10	12	16	14	13	16	14	11

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

Respondent's record	Mar 5-6	Mar 8-9																				
Approve	34	35	86	6	41	23	72	9	31	40	30	27	34	33	42	39	29	38	42	36	28	22
Disapprove	51	49	4	80	42	65	15	77	56	50	48	47	46	52	48	47	51	46	40	48	55	67
Don't know	15	16	10	14	17	11	13	14	12	10	22	27	20	15	11	14	20	16	17	16	17	11

Do you think Britain would be better or worse off economically if we left the European Union, or would it make no difference?

	Feb 8-9	Mar 8-9																				
Better off	27	29	37	19	12	77	44	22	19	31	28	20	20	33	37	26	34	31	29	33	28	21
Worse off	39	38	28	55	63	7	25	51	49	45	32	41	45	35	34	45	29	46	36	35	36	48
Would make no difference	16	15	17	14	14	10	16	12	16	12	17	19	12	15	14	15	14	9	13	16	18	15
Don't know	18	18	18	13	11	5	15	15	17	12	23	19	22	17	15	15	23	13	21	17	18	16

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	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
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Unweighted Sample	1745	483	418	96	217	534	427	344	840	905	171	330	682	562	1176	569	192	578	390	423	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

	Feb 8-9	Mar 8-9	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
Would have more influence	10	12	15	7	6	36	17	10	6	13	11	11	11	12	14	11	14	18	12	13	11	5
Would have less influence	43	42	35	57	61	9	31	52	54	47	38	50	47	41	36	49	34	47	42	37	39	58
Would make no difference	33	32	38	26	26	50	43	27	29	33	32	23	22	36	41	30	36	26	32	37	34	29
Don't know	14	13	12	10	7	5	10	11	10	7	19	15	20	11	10	11	16	10	14	13	16	8

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?

	Feb 8-9	Mar 8-9	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
Would be good for jobs and employment	26	26	30	19	15	67	36	22	17	26	27	22	18	27	33	22	31	28	28	28	24	20
Would be bad for jobs and employment	37	38	28	57	54	6	24	49	51	44	31	45	49	31	31	45	28	47	34	34	35	54
Would make no difference	21	18	26	12	12	21	26	11	14	18	18	13	13	20	21	17	19	12	18	22	20	13
Don't know	16	18	16	13	19	6	15	18	17	13	24	20	19	21	14	15	23	13	20	17	22	13

And do you think you personally would be better or worse off if we left the European Union, or would it make no difference?

	Feb 8-9	Mar 8-9	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
Better off	17	18	21	12	8	50	27	12	8	19	16	14	14	20	20	14	22	20	19	18	17	10
Worse off	23	23	15	38	37	3	13	32	29	30	17	31	32	20	16	28	17	34	21	18	22	29
Would make no difference	42	42	49	36	47	41	46	39	49	38	45	35	32	43	52	42	42	34	41	45	42	47
Don't know	17	17	16	14	8	6	14	17	13	13	21	20	22	17	13	16	19	12	19	19	18	14

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?

	Feb 22-23	Mar 8-9	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
Good for the economy	45	44	84	16	63	43	74	18	44	47	41	38	43	41	50	49	37	47	50	46	35	35
Bad for the economy	35	38	8	65	25	42	12	66	39	41	35	34	34	40	39	36	39	37	30	38	45	46
Don't know	20	19	9	19	13	15	14	17	17	13	25	29	23	19	12	15	24	16	21	16	20	19

Being done fairly or unfairly?

	Feb 22-23	Mar 8-9	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
Fairly	27	29	69	7	20	26	59	8	21	32	26	23	29	27	33	34	22	35	34	26	24	21
Unfairly	55	52	13	84	59	58	21	81	59	54	50	50	48	55	51	50	54	48	45	53	57	65
Don't know	18	20	18	9	21	16	20	11	20	14	24	26	23	17	16	17	23	17	22	21	19	14

Necessary or unnecessary?

	Feb 22-23	Mar 8-9	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
Necessary	57	57	93	29	75	60	87	32	61	61	54	53	59	55	61	63	50	61	64	56	51	49
Unnecessary	28	28	3	53	12	29	7	49	24	30	25	25	25	30	27	25	31	22	22	29	33	38
Don't know	15	15	4	18	13	12	6	19	16	9	21	22	16	15	12	12	19	17	14	16	16	14

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		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		1745	491	438	112	188	517	444	355	846	899	208	441	597	499	995	750	223	567	373	429	152	
Unweighted Sample		1745	483	418	96	217	534	427	344	840	905	171	330	682	562	1176	569	192	578	390	423	162	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Feb 22-23	Mar 8-9																				
Too deep, too shallow or at about the right level?																							
	Too deep	37	37	7	67	34	39	14	65	41	41	32	29	32	40	39	36	37	36	31	36	40	48
	Too shallow	10	10	9	10	13	16	10	10	9	10	10	10	14	11	7	10	11	8	10	11	11	12
	About the right level	32	33	74	7	38	26	63	10	33	36	30	30	30	39	36	28	34	39	33	28	18	
	Don't know	20	20	10	16	14	19	14	15	17	12	28	31	24	19	14	17	24	22	19	20	22	
Being done too quickly, too slowly, or at about the right pace?																							
	Too quickly	37	36	7	68	30	37	12	67	36	40	32	29	29	42	37	35	36	35	30	37	38	51
	Too slowly	11	11	12	7	8	21	14	7	9	12	10	13	12	10	10	11	11	13	11	11	10	9
	About the right pace	33	35	73	10	51	28	63	11	38	37	33	30	36	31	41	38	31	35	42	35	31	21
	Don't know	19	18	8	15	12	13	11	15	16	12	25	28	24	17	11	15	22	17	17	18	21	19
Having an impact on your own life, or not having an impact on your own life?																							
	Having an impact on my life	50	45	35	61	45	45	36	61	45	47	44	38	42	54	41	45	47	48	43	46	47	43
	Not having an impact on my life	36	38	53	26	41	38	50	26	44	40	36	36	38	31	48	43	32	36	39	38	37	44
	Don't know	14	16	12	13	14	18	14	13	11	13	19	26	19	15	11	12	22	16	18	17	15	13
And who do you think is most to blame for the current spending cuts?																							
	The Conservative-Liberal Democrat coalition	27	30	4	69	15	24	5	65	26	32	28	31	26	31	32	27	33	36	23	28	34	38
	The last Labour government	32	35	80	5	45	42	76	5	28	38	33	26	33	33	44	40	29	34	42	37	30	20
	Both	27	23	10	20	30	26	13	20	34	21	24	23	27	24	17	23	22	19	21	23	24	30
	Neither	4	4	4	3	6	3	2	4	5	5	3	3	3	4	4	4	3	4	4	4	3	3
	Don't know	9	9	2	4	5	5	3	5	7	5	12	18	12	7	4	6	12	7	10	8	10	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	19	17	7	20	15	25	10	21	12	15	18	15	16	22	12	13	22	15	18	15	18	14
	Fairly worried	41	41	31	51	37	45	34	50	37	37	44	39	46	40	38	39	43	45	38	42	42	40
TOTAL WORRIED		60	58	38	71	52	70	44	71	49	52	62	54	62	62	50	52	65	60	56	57	60	54
	Not very worried	28	30	44	21	35	21	40	21	35	32	27	26	25	29	36	34	24	30	29	29	29	33
	Not at all worried	9	9	16	6	11	8	14	5	13	13	6	10	9	7	12	12	6	6	11	10	8	9
TOTAL NOT WORRIED		37	39	60	27	46	29	54	26	48	45	33	36	34	36	48	46	30	36	40	39	37	42
	Don't know	3	3	2	3	1	1	2	4	2	3	4	9	4	2	2	2	5	4	3	3	4	3

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Weighted Sample	Unweighted Sample		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
		1745	491	438	112	188	517	444	355	846	899	208	441	597	499	995	750	223	567	373	429	152
		1745	483	418	96	217	534	427	344	840	905	171	330	682	562	1176	569	192	578	390	423	162
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Feb 22-23	Mar 8-9																				
Very worried	8	8	5	9	2	12	7	9	4	7	9	11	7	9	6	5	11	12	5	7	10	6
Fairly worried	29	27	28	27	25	31	26	30	25	25	29	25	28	25	29	26	28	22	27	31	29	17
TOTAL WORRIED	37	35	33	36	27	43	33	39	29	32	38	36	35	34	35	31	39	34	32	38	39	23
Not very worried	45	47	47	49	54	46	49	46	53	48	46	37	47	49	48	50	43	52	49	45	43	47
Not at all worried	13	13	17	10	19	8	14	9	15	16	11	16	12	13	14	14	11	9	14	11	11	27
TOTAL NOT WORRIED	58	60	64	59	73	54	63	55	68	64	57	53	59	62	62	64	54	61	63	56	54	74
Don't know	4	5	4	5	1	2	4	6	4	5	5	11	6	4	3	4	6	5	5	5	6	3
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	25	22	8	32	14	25	11	34	17	19	24	17	19	27	19	19	25	20	21	23	22	20
Fairly worried	40	41	34	48	50	44	34	46	46	38	44	37	42	37	47	42	40	42	35	43	45	42
TOTAL WORRIED	65	63	42	80	64	69	45	80	63	57	68	54	61	64	66	61	65	62	56	66	67	62
Not very worried	26	27	43	13	29	22	41	13	28	30	24	28	28	27	25	28	25	25	32	23	24	25
Not at all worried	7	6	12	3	6	6	10	3	7	9	4	9	5	7	6	9	4	6	8	5	5	10
TOTAL NOT WORRIED	33	33	55	16	35	28	51	16	35	39	28	37	33	34	31	37	29	31	40	28	29	35
Don't know	4	4	3	3	1	2	4	4	2	4	5	10	6	3	3	3	6	6	4	5	4	3
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	18	14	11	13	3	33	13	16	7	12	15	7	10	18	14	9	19	11	11	17	16	11
Fairly worried	26	29	26	30	20	37	29	31	23	27	31	26	24	31	32	26	32	24	27	33	30	29
TOTAL WORRIED	44	43	37	43	23	70	42	47	30	39	46	33	34	49	46	35	51	35	38	50	46	40
Not very worried	31	32	36	33	37	17	35	30	34	35	30	34	36	33	27	35	28	31	36	27	31	37
Not at all worried	20	20	23	18	38	11	20	18	31	22	19	22	25	14	22	25	13	27	21	17	18	19
TOTAL NOT WORRIED	51	52	59	51	75	28	55	48	65	57	49	56	61	47	49	60	41	58	57	44	49	56
Don't know	5	5	3	6	2	2	4	6	5	4	6	11	5	4	5	4	7	6	5	6	5	4
lose their job / have difficulty finding work																						
Very worried	18	16	10	19	11	27	13	18	11	14	18	22	12	19	12	12	20	17	13	17	19	11
Fairly worried	32	35	28	40	17	40	31	42	28	37	33	38	39	37	27	35	35	36	32	39	34	36
TOTAL WORRIED	50	51	38	59	28	67	44	60	39	51	51	60	51	56	39	47	55	53	45	56	53	47
Not very worried	29	29	37	26	40	18	34	25	35	30	29	24	35	31	24	32	25	28	34	25	25	34
Not at all worried	15	14	21	10	26	11	18	10	18	15	14	7	9	9	29	16	12	14	15	14	14	16
TOTAL NOT WORRIED	44	43	58	36	66	29	52	35	53	45	43	31	44	40	53	48	37	42	49	39	39	50
Don't know	6	6	4	6	6	4	4	5	7	5	7	9	5	4	8	4	8	5	6	5	7	4

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Feb 22-23	Mar 8-9																			
People worried about losing their homes																						
Very worried	11	12	5	16	6	23	8	13	8	11	12	9	9	14	12	7	18	16	10	12	13	6
Fairly worried	23	20	14	24	10	25	16	25	15	18	22	22	21	20	18	18	22	18	18	21	21	25
TOTAL WORRIED	34	32	19	40	16	48	24	38	23	29	34	31	30	34	30	25	40	34	28	33	34	31
Not very worried	37	38	48	32	45	28	43	36	38	41	36	35	43	40	32	43	32	37	41	37	37	36
Not at all worried	24	24	30	22	36	20	27	21	34	25	23	21	19	22	33	27	21	22	24	26	23	27
TOTAL NOT WORRIED	61	62	78	54	81	48	70	57	72	66	59	56	62	62	65	70	53	59	65	63	60	63
Don't know	5	6	3	5	3	4	5	5	5	5	7	13	8	4	5	5	8	7	7	4	7	5
People worried about discrimination or unfair treatment by employers or landlords																						
Very worried	12	10	5	13	0	19	7	11	7	11	10	6	9	13	9	7	14	14	8	11	10	9
Fairly worried	24	21	13	27	17	22	17	25	20	20	21	23	20	20	22	19	22	19	20	24	21	17
TOTAL WORRIED	36	31	18	40	17	41	24	36	27	31	31	29	29	33	31	26	36	33	28	35	31	26
Not very worried	35	37	42	36	42	36	40	37	34	36	38	36	40	40	31	38	36	39	38	34	37	37
Not at all worried	22	25	36	19	36	18	29	20	32	27	23	23	24	22	31	30	18	22	28	24	23	30
TOTAL NOT WORRIED	57	62	78	55	78	54	69	57	66	63	61	59	64	62	62	68	54	61	66	58	60	67
Don't know	7	7	5	6	5	4	6	6	7	6	8	12	7	5	8	6	9	6	6	7	9	6
People worried about ill-health																						
Very worried	17	15	8	19	8	21	9	19	12	13	16	12	11	15	18	10	21	14	13	16	16	14
Fairly worried	36	36	33	40	43	36	36	38	36	32	39	35	27	34	45	37	33	31	37	39	36	30
TOTAL WORRIED	53	51	41	59	51	57	45	57	48	45	55	47	38	49	63	47	54	45	50	55	52	44
Not very worried	34	35	43	32	39	29	39	32	38	38	33	32	44	38	25	38	31	38	37	31	34	34
Not at all worried	7	8	10	5	4	10	10	6	8	10	6	11	11	6	7	9	7	7	8	8	7	14
TOTAL NOT WORRIED	41	43	53	37	43	39	49	38	46	48	39	43	55	44	32	47	38	45	45	39	41	48
Don't know	5	7	7	4	6	4	6	6	6	7	7	10	8	6	6	6	8	10	6	6	7	8

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	66	105
	Male 25 to 39	137	220
	Male 40 to 59	319	295
	Male 60 +	318	227
	Female 18 to 24	105	103
	Female 25 to 39	193	222
	Female 40 to 59	363	302
	Female 60 +	244	272
Region			
	North England	423	429
	Midlands	306	286
	East	176	168
	London	192	223
	South England	402	400
	Wales	84	87
	Scotland	162	152
Social Grade			
	AB	662	489
	C1	514	506
	C2	257	366
	DE	312	384
Newspaper Type			
	Express / Mail	276	248
	Sun / Star	225	351
	Mirror / Record	134	154
	Guardian / Independent	158	77
	FT / Times / Telegraph	111	140
	Other Paper	273	201
	No Paper	568	576
Political Party Identification			
	Labour	506	551
	Conservative	481	485
	Liberal Democrat	116	166
	SNP/Plaid Cymru	44	33
	Others	164	86
	None/ DK	434	424

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

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