

YouGov / The Sun Survey Results

Sample Size: 1779 GB Adults
Fieldwork: 17th - 18th March 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	1779	454	562	160	146	562	454	359	865	914	215	454	608	502	1014	765	228	578	381	438	155
Unweighted Sample	1779	434	577	137	171	559	463	359	830	949	145	441	700	493	1168	611	309	563	311	370	226
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	4	8	32	33	33	33	30	34	36	27	32	41	35	24	18
Lab	40	0	100	0	0	6	88	35	39	41	40	41	44	35	38	43	44	27	40	55	39
Lib Dem	11	0	0	100	0	1	3	45	13	10	11	13	10	12	12	10	12	15	11	7	12
Other	16	0	0	0	100	17	5	12	16	17	17	13	15	20	14	20	12	17	15	14	31

Other Parties Voting Intention

UKIP	10	0	0	0	100	17	3	5	10	11	9	5	10	15	8	13	8	12	11	10	6
SNP / PCY	3	0	0	0	0	0	2	2	3	2	3	2	3	3	2	4	0	0	1	0	25
Green	2	0	0	0	0	0	0	5	1	2	2	3	1	1	2	1	2	2	2	1	0
BNP	1	0	0	0	0	0	1	0	1	1	2	2	1	1	1	1	0	1	0	2	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	0	1	0	1	1	0	0	1	0	1	1	0	0	0

Non Voters

Would Not Vote	8	0	0	0	0	2	2	3	8	8	16	13	5	3	6	10	6	9	7	10	3
Don't know	13	0	0	0	0	13	8	18	7	19	17	13	14	11	14	13	12	16	10	13	14

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

	Mar 14-15	Mar 17-18																				
Approve	23	25	67	5	33	7	49	7	20	28	21	22	24	24	28	27	22	23	28	29	19	22
Disapprove	61	59	15	90	46	82	34	85	66	59	60	44	57	64	62	58	60	56	52	59	67	67
Don't know	16	16	18	6	21	12	17	8	15	13	19	33	19	12	11	15	17	21	20	12	14	11

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

	Mar 3-4	Mar 17-18																				
Better off	33	35	44	21	22	78	52	25	23	34	36	27	28	36	43	31	40	32	36	36	37	28
Worse off	35	34	24	49	56	8	17	45	50	40	28	38	36	34	29	39	26	40	32	32	30	43
Would make no difference	16	16	18	15	14	9	17	17	13	17	14	14	15	15	18	16	15	12	17	17	14	16
Don't know	16	16	13	14	9	5	14	14	14	9	23	21	21	15	10	13	19	16	15	15	19	13

Fieldwork: 17th - 18th March 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Mar 3-4

Mar 17-18

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	13	17	9	8	31	18	10	6	15	11	14	12	12	15	13	13	14	13	12	15	7
Would have less influence	41	39	33	53	58	7	26	50	54	45	33	47	44	39	31	43	33	41	38	36	38	47
Would make no difference	36	35	42	27	26	57	47	30	30	33	36	16	28	38	45	33	37	30	35	41	32	32
Don't know	11	13	8	11	8	5	9	11	10	6	20	23	16	12	8	11	16	14	13	11	15	13

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	34	33	43	23	17	72	47	25	22	33	33	33	28	32	38	29	38	29	35	32	34	31
Would be bad for jobs and employment	28	30	19	46	57	4	14	42	47	36	24	29	32	31	26	34	23	33	28	28	28	37
Would make no difference	21	21	24	17	16	21	26	20	16	22	20	11	19	21	26	20	21	19	19	23	21	22
Don't know	16	17	14	15	10	4	13	13	15	10	23	28	20	16	10	16	18	19	17	16	17	11

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	25	31	17	13	60	36	17	19	27	23	25	21	25	30	22	29	24	25	25	27	22
Worse off	21	19	13	28	36	0	8	25	28	24	15	29	21	19	13	22	15	20	18	19	18	23
Would make no difference	41	38	43	37	43	31	43	39	40	37	39	19	35	39	47	39	37	35	37	41	37	39
Don't know	19	18	13	18	8	8	13	19	14	12	23	28	23	17	10	17	19	21	19	16	17	16

Mar 3-4

Mar 17-18

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	34	33	71	11	38	42	60	14	25	35	31	35	32	30	37	35	31	32	38	35	28	29
Bad for the economy	50	50	16	80	47	48	25	75	59	52	49	43	48	54	50	48	53	50	41	51	58	59
Don't know	17	16	14	10	15	9	15	12	16	13	20	22	20	15	12	17	16	18	21	14	14	12

Being done fairly or unfairly?

Fairly	26	28	69	5	31	22	56	8	22	31	25	26	27	26	32	31	23	24	32	34	20	26
Unfairly	59	57	16	88	57	69	28	83	66	57	58	48	56	62	57	55	61	58	51	56	64	63
Don't know	15	15	15	7	12	9	16	9	12	12	18	26	18	12	11	14	16	18	17	10	16	11

Fieldwork: 17th - 18th March 2013

	Total	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	
Weighted Sample	1779	454	562	160	146	562	454	359	865	914	215	454	608	502	1014	765	228	578	381	438	155	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Mar 3-4	Mar 17-18																					
Necessary or unnecessary?																						
Necessary	56	56	94	29	64	59	84	30	54	57	54	56	57	53	57	61	48	56	60	57	49	51
Unnecessary	30	30	3	57	23	28	8	57	28	32	28	24	25	35	30	26	35	29	25	29	35	38
Don't know	13	15	3	14	13	13	8	13	19	11	18	20	18	12	13	13	17	15	15	14	16	11
Too deep, too shallow or at about the right level?																						
Too deep	43	43	14	72	46	37	23	69	51	46	41	25	42	51	43	44	43	48	36	41	51	48
Too shallow	14	10	16	7	10	19	15	6	9	12	9	12	10	9	12	11	10	9	12	12	7	12
About the right level	26	26	59	7	29	23	49	9	20	28	25	24	27	25	29	28	25	24	30	32	19	22
Don't know	18	20	11	14	15	21	14	16	19	14	25	39	21	15	16	18	23	19	22	16	23	17
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	45	46	18	75	43	45	24	72	52	48	45	32	44	52	47	45	48	47	37	46	56	53
Too slowly	13	13	21	7	9	26	20	7	10	15	11	14	11	12	17	13	13	13	13	15	11	14
About the right pace	27	25	52	7	32	19	45	8	22	25	24	26	25	23	25	26	23	20	32	26	18	21
Don't know	14	16	10	10	16	9	10	12	16	12	19	27	20	13	10	16	15	20	18	13	14	12
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	61	59	52	72	50	63	54	69	59	59	58	43	57	66	58	57	61	58	55	59	65	55
Not having an impact on my life	28	29	40	19	37	29	38	20	31	31	27	31	29	24	32	32	24	29	30	31	21	36
Don't know	10	13	8	9	14	8	9	12	10	10	15	26	14	10	10	11	16	12	15	10	14	9
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	30	29	3	61	20	18	6	60	29	30	27	19	27	32	30	26	32	33	21	32	31	34
The last Labour government	35	37	85	4	35	53	76	8	27	39	35	29	30	37	45	40	32	32	43	40	31	29
Both	25	23	9	27	31	26	14	24	31	21	25	24	28	23	19	23	23	24	23	17	27	29
Neither	4	4	2	4	7	2	2	4	7	5	3	6	4	3	4	5	3	4	4	6	4	4
Don't know	6	7	1	4	7	2	2	4	5	5	10	21	10	5	2	6	9	8	9	5	8	4

Fieldwork: 17th - 18th March 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 3-4	Mar 17-18																				
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	24	23	10	32	19	33	13	33	20	21	26	23	25	27	18	19	30	25	23	22	26	20
Fairly worried	44	45	51	40	48	41	48	41	47	42	47	46	47	40	47	45	44	42	45	46	45	42
TOTAL WORRIED	68	68	61	72	67	74	61	74	67	63	73	69	72	67	65	64	74	67	68	68	71	62
Not very worried	23	24	27	22	27	19	28	19	28	28	20	21	21	24	27	28	19	22	23	24	24	32
Not at all worried	6	5	10	4	5	4	9	5	3	8	4	6	4	5	7	6	4	9	6	5	3	6
TOTAL NOT WORRIED	29	29	37	26	32	23	37	24	31	36	24	27	25	29	34	34	23	31	29	29	27	38
Don't know	3	3	1	2	1	2	2	2	2	2	3	3	3	3	1	2	3	3	3	3	3	0
be victims of burglary, robbery or mugging																						
Very worried	13	11	5	13	7	20	9	14	7	8	13	12	12	11	9	10	13	14	9	10	14	8
Fairly worried	32	30	33	32	26	32	31	30	29	30	30	21	31	30	33	30	30	38	26	27	35	25
TOTAL WORRIED	45	41	38	45	33	52	40	44	36	38	43	33	43	41	42	40	43	52	35	37	49	33
Not very worried	41	45	48	43	49	43	48	43	50	48	43	46	45	45	46	47	43	37	49	48	40	52
Not at all worried	10	10	11	9	13	2	9	9	11	9	10	16	7	10	8	10	9	8	11	9	8	13
TOTAL NOT WORRIED	51	55	59	52	62	45	57	52	61	57	53	62	52	55	54	57	52	45	60	57	48	65
Don't know	4	4	4	3	5	2	4	4	3	4	4	5	4	4	4	3	5	3	5	5	3	3
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	26	25	10	38	17	38	15	40	22	19	32	20	22	30	25	22	30	27	21	25	31	24
Fairly worried	42	43	43	46	49	36	41	43	51	43	43	34	47	40	48	45	41	41	44	43	44	44
TOTAL WORRIED	68	68	53	84	66	74	56	83	73	62	75	54	69	70	73	67	71	68	65	68	75	68
Not very worried	23	23	37	13	26	20	34	12	20	28	18	34	22	21	21	25	20	25	25	23	19	25
Not at all worried	5	5	9	2	3	4	8	3	3	6	3	7	4	5	4	5	4	6	6	4	3	6
TOTAL NOT WORRIED	28	28	46	15	29	24	42	15	23	34	21	41	26	26	25	30	24	31	31	27	22	31
Don't know	4	4	1	2	5	3	1	3	4	4	4	6	5	3	2	3	5	2	4	6	3	1

Fieldwork: 17th - 18th March 2013

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Unweighted Sample	1779	434	577	137	171	559	463	359	830	949	145	441	700	493	1168	611	309	563	311	370	226	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 3-4	Mar 17-18																				
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	25	21	13	23	13	46	20	26	16	17	25	13	15	23	27	16	28	16	20	21	23	22
Fairly worried	32	32	37	30	21	29	35	30	26	32	31	30	30	32	34	31	32	32	29	30	37	30
TOTAL WORRIED	57	53	50	53	34	75	55	56	42	49	56	43	45	55	61	47	60	48	49	51	60	52
Not very worried	26	31	35	32	41	17	31	28	38	34	28	34	36	31	24	35	25	32	33	32	27	31
Not at all worried	13	12	14	12	17	3	11	12	15	13	10	16	13	11	10	14	9	18	12	11	8	14
TOTAL NOT WORRIED	39	43	49	44	58	20	42	40	53	47	38	50	49	42	34	49	34	50	45	43	35	45
Don't know	5	5	2	4	8	4	2	4	5	4	6	7	5	4	5	4	6	3	5	6	5	2
lose their job / have difficulty finding work																						
Very worried	24	24	13	31	15	36	17	33	19	19	28	28	19	27	22	21	26	23	24	20	27	22
Fairly worried	38	38	39	38	34	37	38	37	37	40	35	43	43	38	31	37	39	39	35	42	38	33
TOTAL WORRIED	62	62	52	69	49	73	55	70	56	59	63	71	62	65	53	58	65	62	59	62	65	55
Not very worried	23	25	32	20	33	18	29	20	29	28	23	16	30	27	23	27	22	24	27	24	24	28
Not at all worried	10	9	12	7	12	5	12	6	11	9	9	8	3	6	19	10	7	10	9	9	7	14
TOTAL NOT WORRIED	33	34	44	27	45	23	41	26	40	37	32	24	33	33	42	37	29	34	36	33	31	42
Don't know	5	5	3	4	7	4	4	4	4	4	5	5	6	4	5	4	6	4	5	6	5	4
lose their home																						
Very worried	15	14	6	21	6	23	8	21	12	10	19	11	11	16	17	12	17	12	13	13	17	16
Fairly worried	29	26	25	29	19	32	25	27	23	25	27	28	29	25	25	24	29	24	26	25	31	23
TOTAL WORRIED	44	40	31	50	25	55	33	48	35	35	46	39	40	41	42	36	46	36	39	38	48	39
Not very worried	35	37	40	34	48	31	39	36	43	43	32	39	41	40	31	40	34	40	40	38	33	34
Not at all worried	15	17	26	13	20	8	23	12	18	18	16	17	13	16	23	19	14	18	15	18	15	24
TOTAL NOT WORRIED	50	54	66	47	68	39	62	48	61	61	48	56	54	56	54	59	48	58	55	56	48	58
Don't know	5	5	3	3	7	6	4	4	5	4	5	4	7	3	5	4	6	5	6	6	4	2
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	14	13	4	20	9	21	7	19	13	12	15	10	10	14	16	11	16	14	12	13	16	11
Fairly worried	25	22	17	25	23	30	20	25	22	22	22	24	20	19	27	20	25	23	18	21	27	27
TOTAL WORRIED	39	35	21	45	32	51	27	44	35	34	37	34	30	33	43	31	41	37	30	34	43	38
Not very worried	35	38	46	34	34	28	43	32	40	39	37	38	43	42	29	41	34	37	42	41	33	33
Not at all worried	19	21	29	16	27	18	27	17	21	23	20	24	20	20	22	24	18	22	22	19	19	27
TOTAL NOT WORRIED	54	59	75	50	61	46	70	49	61	62	57	62	63	62	51	65	52	59	64	60	52	60
Don't know	7	6	3	5	7	3	4	7	4	5	6	5	7	5	5	5	7	5	6	6	5	3

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

	Mar 3-4	Mar 17-18																				
suffer ill-health																						
Very worried	16	15	8	19	7	23	12	19	10	12	18	9	11	17	18	11	19	14	13	15	18	13
Fairly worried	34	35	30	40	35	37	31	38	43	32	38	24	31	34	46	36	35	34	33	35	39	36
TOTAL WORRIED	50	50	38	59	42	60	43	57	53	44	56	33	42	51	64	47	54	48	46	50	57	49
Not very worried	35	37	49	32	40	33	44	32	36	42	32	45	44	37	28	40	34	38	40	37	33	40
Not at all worried	9	8	10	5	12	2	9	5	8	9	6	17	8	7	4	9	6	8	10	7	6	7
TOTAL NOT WORRIED	44	45	59	37	52	35	53	37	44	51	38	62	52	44	32	49	40	46	50	44	39	47
Don't know	6	5	3	4	5	5	3	5	4	4	5	5	7	5	3	4	6	5	4	7	3	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	63	110
	Male 25 to 39	185	228
	Male 40 to 59	328	301
	Male 60 +	254	226
	Female 18 to 24	82	105
	Female 25 to 39	256	226
	Female 40 to 59	372	308
	Female 60 +	239	276
Region			
	North England	370	438
	Midlands	238	292
	East England	159	171
	London	309	228
	South England	404	407
	Wales	73	89
	Scotland	226	155
Social Grade			
	AB	637	498
	C1	531	516
	C2	261	374
	DE	350	391
Newspaper Type			
	Express / Mail	312	285
	Sun / Star	229	418
	Mirror / Record	125	178
	Guardian / Independent	99	80
	FT / Times / Telegraph	124	169
	Other Paper	235	205
	No Paper	655	445
Political Party Identification			
	Labour	589	578
	Conservative	495	507
	Liberal Democrat	175	213
	SNP/Plaid Cymru	61	30
	Others	97	23
	None/ DK	362	427

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