

## YouGov / The Sun Survey Results

Sample Size: 1710 GB Adults Fieldwork: 21st - 22nd July 2013

Fieldwork: 21st - 22nd July 2013																					
		1	Voting	intentio	n	20	10 Vo	ote	Ge	nder		Ag	е		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	1710	453	500	149	129	524	442		831	879	207	436	585	482	975	735	219	556	366	421	149
Unweighted Sample	1710	441	501	127	168	546	420	348	801	909	123	472	617	498	1125	585	285	587	341	369	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																					
[Excluding Don't knows and Wouldn't votes]																	Ī				
Con	35	100	0	0	0	79	5	9	33	36	26	32	32	42	40	27	30	44	33	32	18
Lab	38	0	100	0	0	3	86	33	38	38	38	41	43	31	34	44	47	26	41	44	47
Lib Dem	11	0	0	100	0	1	1	45	12	11	23	14	9	8	13	9	12	14	10	10	9
Other	16	0	0	0	100	17	7	13	17	15	12	13	16	19	13	19	11	15	16	15	26
Other Parties Voting Intention		-							_								-				
UKIP	10	0	0	0	100	15	4	6	10	10	3	5	10	16	8	13	7	12	12	10	2
SNP / PCY	2	0	0	0	0	1	1	0	3	2	3	3	4	1	2	3	0	1	1	0	22
Green	2	0	0	0	0	1	1	4	2	2	6	2	2	2	3	1	1	3	3	2	2
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0
Other	1	0	0	0	0	0	1	2	1	0	0	2	0	0	0	1	1	0	0	1	1
Non Voters																					
Would Not Vote	6	0	0	0	0	2	2	7	4	8	10	9	6	2	5	7	5	7	5	7	4
Don't know	17	0	0	0	0	11	12	20	14	20	20	21	17	14	16	20	18	15	23	17	15
July 18-	-																				
19	22																				
Do you approve or disapprove of the																					
Government's record to date?																					
Approve 26	28	75	5	33	10	57	7	24	31	26	23	28	25	36	33	23	31	33	24	26	25
Disapprove 59	55	11	89	46	82	26	85	62	56	55	52	49	63	53	51	62	52	48	56	62	66
Don't know 15	16	14	6	21	8	17	8	14	13	19	24	23	12	12	17	16	17	19	19	12	9
h 20																					
June 23- 24	July 21- 22																				
Do you think Britain would be better or worse off economically if we left the European Union, or would it make no difference?																					
Better off 34	32	42	18	18	80	51	19	25	32	32	20	27	31	43	31	33	28	35	35	31	24
Worse off 33	34	24	51	54	6	18	46	45	39	28	33	35	37	29	38	27	40	32	31	34	37
Would make no difference 17	17	18	18	13	12	17	17	17	17	16	19	16	16	18	15	20	17	16	14	19	19
Don't know 17	17	16	13	15	2	14	17	13	11	23	29	23	16	10	16	19	14	18	20	16	20



Fieldwork:	21st -	22nd	July	y 2013
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Fieldwork: 21st - 22nd July 2013	_																					VVIIG
			,	/oting	intentio	on	2	010 Vc	ote	Ge	nder		Ag	je		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
Weighte	d Sample	1710	453	500	149	129	524	442	340	831	879	207	436	585	482	975	735	219	556	366	421	149
Unweighte		1710	441	501	127	168	546	420	348	801	909	123	472	617	498	1125	585	285	587	341	369	128
	June 23- 24	% July 21- 22	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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 Would have less influence Would make no difference Don't know	13 36 38 13	13 39 35 14	18 29 41 11	8 55 27 10	10 57 24 9	26 12 55 6	17 25 48 10	10 47 30 14	8 52 30 10	13 42 37 8	12 36 32 20	12 47 20 21	10 43 29 18	13 38 35 13	15 32 45 8	11 45 32 12	15 31 38 17	12 47 30 10	12 38 37 13	14 33 37 16	14 38 33 15	8 45 32 15
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 Would be bad for jobs and employment Would make no difference Don't know	32 30 22 16	29 33 20 18	38 22 23 17	21 52 13 14	17 57 18 8	67 7 24 2	42 17 26 15	23 44 16 18	21 50 17 12	27 40 21 12	31 27 19 23	21 41 15 23	26 35 17 23	31 34 20 16	35 28 25 12	28 37 20 16	31 28 21 20	29 42 13 16	31 33 20 15	31 28 23 18	28 31 22 20	21 39 20 20
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 Worse off Would make no difference Don't know	22 21 40 17	21 23 38 19	27 15 43 14	11 36 35 17	12 43 37 9	52 2 39 7	33 10 44 14	13 32 35 20	15 32 39 14	21 29 37 13	20 16 39 24	15 27 28 30	18 29 28 25	22 21 40 17	24 16 48 11	19 24 40 17	23 20 36 21	20 27 36 17	22 23 39 16	20 20 39 21	22 20 38 20	14 29 34 23
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?	July 7-8	July 21- 22																				
Good for the economy Bad for the economy Don't know	38 45 17	39 44 17	76 10 14	14 77 10	39 41 20	45 48 6	71 15 14	16 72 12	32 53 15	39 48 13	38 41 21	40 36 24	35 41 24	34 52 15	48 41 11	44 41 15	32 49 19	42 44 14	45 37 17	33 44 22	34 50 15	34 53 12
Being done fairly or unfairly? Fairly Unfairly Don't know	29 54 17	30 55 15	70 17 13	7 87 7	29 57 14	28 63 9	60 26 13	9 81 9	23 64 13	31 58 12	29 53 17	24 55 21	30 52 18	26 62 12	37 50 12	35 50 14	23 62 15	28 57 14	35 51 14	28 55 17	27 59 14	27 60 12



Fieldwork: 21st - 22nd July 2013	_																					Wh
			,	Voting	intenti	on	2	010 Vc	ote	Ge	ender		Ag	е		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	Scotlan
Weighted	Sample	1710	453	500	149	129	524	442	340	831	879	207	436	585	482	975	735	219	556	366	421	149
Unweighted	l Sample	1710		501	127	168	546	420	348	801	909	123	472	617	498	1125	585	285	587	341	369	128
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	July 7-8	July 21- 22																				
Necessary or unnecessary?																						
Necessary	58	57	93	31	59	69	89	34	52	58	56	49	57	54	64	63	50	60	65	53	52	47
Unnecessary	27	29	4	56	29	20	6	52	33	31	27	32	26	34	24	25	33	29	23	31	32	38
Don't know	15	14	3	13	13	11	5	15	15	11	17	19	17	12	12	12	17	11	12	16	16	16
Too deep, too shallow or at about the right level?																						
Too deep	41	42	10	77	36	39	16	69	49	46	37	28	40	50	39	39	45	43	37	38	47	50
Too shallow	14	13	17	6	11	24	19	9	10	14	12	12	11	14	13	14	10	16	10	10	14	20
About the right level	28	28	62	7	34	28	54	12	25	29	27	26	25	24	37	31	25	26	35	28	25	19
Don't know	18	17	10	10	19	10	11	11	16	11	23	33	24	12	11	16	20	15	18	24	14	11
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	41	43	12	79	28	42	16	75	50	46	40	34	36	53	41	39	48	42	38	37	51	55
Too slowly	15	13	19	6	22	22	19	5	15	14	13	17	14	12	13	16	11	15	14	11	12	18
About the right pace	27	29	62	7	40	27	56	11	22	30	29	24	27	26	37	32	25	30	34	32	25	16
Don't know	16	14	8	8	10	9	9	10	13	10	18	25	23	9	9	13	16	13	15	19	12	11
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	57	55	47	65	56	63	49	64	52	57	54	54	48	66	50	52	60	58	54	54	57	55
Not having an impact on my life	31	32	42	27	35	28	39	27	37	33	31	28	34	26	39	37	26	32	34	29	31	37
Don't know	12	13	11	7	10	9	11	9	10	10	15	18	18	8	11	11	15	11	12	17	11	8
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	26	25	3	56	19	21	5	49	32	28	23	27	25	28	22	24	27	26	21	24	30	30
The last Labour government	37	36	82	4	35	52	77	6	24	37	35	27	32	34	47	41	29	34	46	32	31	24
Both	23	28	9	32	36	24	14	35	33	26	29	29	27	30	24	25	31	29	24	30	27	36
Neither	5	4	3	5	6	1	2	5	6	5	4	3	4	4	6	5	3	5	4	4	4	4
Don't know	9	7	2	3	4	2	3	5	6	5	9	13	12	5	2	5	9	6	6	9	7	5



Fieldwork: 21st - 22nd July 2013 Voting intention 2010 Vote Region Gender Age Social grade /lidlands Rest of 40-59 C2DE Total **UKIP** Con Lab Male Female 18-24 25-39 60+ ABC1 London North Scotland Con Lab Wales Dem Dem South Weighted Sample 524 442 Unweighted Sampl July 21-July 7-8 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 10 26 15 27 Fairly worried **TOTAL WORRIED** Not very worried Not at all worried **TOTAL NOT WORRIED** 2 5 3 11 Don't know be victims of burglary, robbery or mugging Very worried Fairly worried **TOTAL WORRIED** Not very worried Not at all worried 15 13 **TOTAL NOT WORRIED** 1 2 5 5 6 11 Don't know suffer directly from cuts in spending on public services such as health, education and welfare Very worried Fairly worried **TOTAL WORRIED** Not very worried Not at all worried **TOTAL NOT WORRIED** Don't know lose out because foreign factories and/or workers from abroad can do the same job more cheaply Very worried 15 18 17 22 Fairly worried 42 52 **TOTAL WORRIED** Not very worried Not at all worried **TOTAL NOT WORRIED** 

Don't know

7 7

7 12

6 5

6 3



Fieldwork: 21st - 22nd July 2013																						VVha
•			Voting intention					2010 Vote			ender		Ag	je		Social	grade	e Region				
		Total	Con	Lab	Lib	UKIP	Con	Lab	Lib	Male	Female	18-24	25-30	40-59	60+	ABC1	C2DE	London	Rest of	Midlands	North	Scotland
					Dem				Dem										South	Wales		
_	d Sample	1710	453	-	149	129	524	_	340	831	879	207	436		482	975	735	219	556	366	421	149
Unweighte	ed Sample	1710 %	441 %	501	127 %	168 %	546 %	420 %	348	801	909	123	472 %	617 <b>%</b>	498	1125 %	585 %	285 %	587 %	341	369 %	128 %
	July 7-8			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
lose their job / have difficulty finding work																						
Verv worried	22	19	12	25	15	30	14	26	15	20	19	20	15	26	14	17	23	24	17	18	24	12
Fairly worried		38	34	41	41	33	36	39	39	36	40	43	41	39	33	37	40	37	41	41	32	43
TOTAL WORRIED		57	46	66	56	63	50		54	56	59	63	56	65	47	54	63	61	58	59	56	55
Not very worried		26	38	21	29	21	33	21	29	27	25	19	29	25	28	30	21	23	28	23	26	31
Not at all worried	10	10	14	9	11	11	13	9	10	10	10	7	7	6	19	12	7	10	10	12	10	4
TOTAL NOT WORRIED	34	36	52	30	40	32	46	30	39	37	35	26	36	31	47	42	28	33	38	35	36	35
Don't know	6	7	3	4	4	6	3	5	6	6	7	10	8	4	7	5	9	6	4	7	9	11
lose their home			•				•			•		•										
Very worried	15	13	10	18	7	17	I 11	18	11	12	15	8	12	19	11	11	17	15	10	14	17	14
Fairly worried		28	22	34	38	22	25	34	29	28	29	36	27	29	26	25	33	32	29	28	26	27
TOTAL WORRIED		41	32	52	45	39	36	52	40	40	44	44	39	48	37	36	50	47	39	42	43	41
Not very worried		35	42	29	35	39	41	28	36	35	35	36	39	31	36	41	27	31	39	34	33	34
Not at all worried	18	17	24	15	17	15	21	15	17	18	15	9	15	16	22	19	14	15	17	17	17	18
TOTAL NOT WORRIED	54	52	66	44	52	54	62	43	53	53	50	45	54	47	58	60	41	46	56	51	50	52
Don't know	5	6	3	4	3	7	3	5	7	6	7	11	8	5	5	4	9	8	5	7	7	8
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried		12	6	17	5	18	7	19	7	13	11	13	11	14	10		15	13	8	13	15	9
Fairly worried	24	25	17	33	35	19	19	32	29	25	26	29	22	26	25	21	31	25	26	27	23	27
TOTAL WORRIED		37	23	50	40	37	26	51	36	38	37	42	33	40	35	30	46	38	34	40	38	36
Not very worried		36	45	29	32	41	47	29	36	36	36	31	39	34	37	40	30	34	41	34	34	30
Not at all worried	19	20	28	16	25	16	24	15	21	20	20	15	19	20	23	24	14	20	21	17	19	27
TOTAL NOT WORRIED		56	73	45	57	57	71	44	57	56	56	<b>46</b>	58	54	60	64	44	54	62	51	53	57
Don't know	6	7	3	5	3	6	3	5	7	7	7	12	8	6	5	5	10	7	5	10	8	7
suffer ill-health																•		•1				
Very worried		13	9	17	9	21	10	19	12	13	13	9	8	17	15	12	15	14	11	15	15	9
Fairly worried	34	38	31	41	51	43	35	40	42	35	40	31	30	40	44	35	41	33	41	41	31	40
TOTAL WORRIED		51	40	58	60	64	45	59	54	48	53	40	38	57	59	47	56	47	52	56	46	49
Not very worried		36	46	31	31	27	44	31	34	37	34	41	45	31	31	40	29	37	38	26	40	36
Not at all worried	9	7	11	6	8	5	7	6	7	8	7	9	9	7	6	8	6	7	7	9	6	7
TOTAL NOT WORRIED		43	57	37	39	32	51	37	41	45	41	50	54	38	37	48	35	44	45	35	46	43
Don't know	6	6	4	5	1	3	4	4	5	7	6	11	8	6	4	5	9	8	3	9	7	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  Male 25 to 39  Male 40 to 59  Male 60 +  Female 18 to 24  Female 25 to 39  Female 40 to 59  Female 60 +	46 207 292 256 77 265 325 242	106 219 289 217 101 217 296 265
Male 25 to 39 Male 40 to 59 Male 60 + Female 18 to 24 Female 25 to 39 Female 40 to 59 Female 60 +	207 292 256 77 265 325 242	219 289 217 101 217 296
Male 40 to 59  Male 60 +  Female 18 to 24  Female 25 to 39  Female 40 to 59  Female 60 +	292 256 77 265 325 242	289 217 101 217 296
Male 60 + Female 18 to 24 Female 25 to 39 Female 40 to 59 Female 60 +	256 77 265 325 242	217 101 217 296
Female 18 to 24 Female 25 to 39 Female 40 to 59 Female 60 +	77 265 325 242	101 217 296
Female 25 to 39 Female 40 to 59 Female 60 +	265 325 242	217 296
Female 40 to 59 Female 60 +	325 242	296
Female 60 +	242	
		265
Declar	369	
Region	369	
North England		421
Midlands	252	280
East England	166	164
London	285	219
South England	421	392
Wales	89	86
Scotland	128	149
Social Grade		
AB	638	479
C1	487	496
C2	253	359
DE	332	376
Newspaper Type		
Express / Mail	379	274
Sun / Star	153	402
Mirror / Record	102	171
Guardian / Independent	96	77
FT / Times / Telegraph	104	162
Other Paper	247	197
No Paper	629	428
Political Party Identification		
Labour	546	556
Conservative	484	487
Liberal Democrat	169	205
SNP/Plaid Cymru	33	29
Others	103	22
None/ DK	375	410

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