

YouGov / The Sun Survey Results

Sample Size: 1739 GB Adults
Fieldwork: 5th - 6th October 2014

	Westminster VI				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	1739	479	456	106	178	540	423	328	843	896	207	440	595	497	991	748	223	565	372	428	151
Unweighted Sample	1739	483	459	103	198	554	433	347	830	909	110	397	705	527	1221	518	269	526	354	378	212
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	35	100	0	0	0	77	8	12	33	38	25	33	32	44	38	31	33	46	38	25	22
Lab	33	0	100	0	0	5	77	37	35	32	38	35	36	27	30	38	38	23	36	44	29
Lib Dem	8	0	0	100	0	1	2	29	9	7	11	9	6	8	11	3	9	9	5	9	4
Other	23	0	0	0	100	17	13	22	24	23	25	23	25	21	20	28	19	21	22	22	45

Other Parties Voting Intention

UKIP	13	0	0	0	100	16	7	8	13	13	5	9	17	15	11	16	11	14	15	15	4
SNP / PCY	4	0	0	0	0	0	4	1	5	3	6	4	4	4	4	4	0	1	2	0	37
Green	4	0	0	0	0	1	2	11	4	5	13	6	3	2	4	5	7	5	3	5	4
BNP	1	0	0	0	0	0	1	1	1	1	2	2	1	0	0	2	1	1	1	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	1	0	0	0	0	0	0	0	0	1	0	1	1	0	0	1	1	1	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	2	2	3	5	10	9	12	5	5	6	9	5	8	9	8	3
Don't know	14	0	0	0	0	8	12	22	10	19	14	17	14	13	13	16	13	16	15	13	11

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

	Oct 2-3	Oct 5-6																				
Approve	34	32	87	5	34	11	66	13	22	34	31	22	29	32	40	37	26	31	40	33	25	23
Disapprove	52	54	5	91	43	80	23	80	61	57	50	51	52	59	50	49	59	52	44	54	62	65
Don't know	14	14	8	5	23	9	10	7	16	9	19	27	19	9	10	14	14	17	15	13	13	12

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

	Sept 7-8	Oct 5-6																				
Better off	31	30	43	15	11	74	49	20	16	29	30	17	21	33	38	27	33	26	32	34	27	23
Worse off	37	37	28	58	60	2	21	51	55	42	33	50	39	37	32	43	30	45	37	30	37	49
Would make no difference	15	16	17	14	16	17	16	16	12	17	15	19	16	17	14	16	16	13	15	17	20	13
Don't know	17	17	12	13	13	7	14	13	18	12	22	13	25	13	16	14	21	16	17	20	16	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 7-8	Oct 5-6																				
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	13	19	8	4	26	19	11	5	13	12	12	10	13	15	12	14	13	14	11	13	10
Would have less influence	39	41	32	59	73	6	26	53	58	44	37	51	43	37	38	45	34	49	40	35	40	48
Would make no difference	35	35	42	24	17	65	46	27	26	35	34	19	27	40	41	32	38	27	34	39	38	29
Don't know	14	12	7	9	6	3	10	9	10	7	17	17	20	9	6	11	14	11	13	15	10	12

	Sept 7-8	Oct 5-6																				
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	28	36	20	10	61	41	21	19	29	28	27	23	30	32	26	31	28	30	28	31	18
Would be bad for jobs and employment	34	35	28	52	63	2	22	47	50	40	31	38	39	35	31	40	29	46	35	27	33	45
Would make no difference	22	20	25	15	13	31	25	17	16	20	19	16	15	22	24	19	21	14	18	24	21	19
Don't know	17	16	10	13	13	6	12	15	15	11	22	20	23	13	13	15	18	12	16	21	15	18

	Sept 7-8	Oct 5-6																				
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	29	13	4	52	33	13	12	22	18	15	13	23	23	18	23	17	22	23	18	15
Worse off	22	22	12	39	37	1	10	34	30	26	18	35	25	22	15	26	17	27	21	17	23	32
Would make no difference	40	41	49	32	49	41	45	38	42	42	40	31	37	40	49	41	41	37	42	40	44	37
Don't know	17	17	10	16	10	6	13	16	16	10	23	19	25	14	12	15	19	19	15	20	15	17

	Sept 21-22	Oct 5-6																				
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	43	45	87	18	54	50	77	24	38	48	43	43	40	46	51	49	40	45	53	45	39	38
Bad for the economy	36	35	4	67	27	36	10	60	41	39	32	33	34	40	31	33	38	36	27	34	42	48
Don't know	21	19	9	15	19	14	13	16	21	13	25	24	25	14	19	18	21	19	20	21	19	15
Being done fairly or unfairly?																						
Fairly	27	29	74	4	21	24	59	11	14	30	27	25	27	28	33	31	25	28	35	29	23	23
Unfairly	56	54	14	87	60	61	25	77	70	59	50	53	50	58	54	52	58	52	49	53	60	66
Don't know	17	17	12	9	20	15	15	12	15	11	22	23	23	14	13	17	17	20	17	18	17	11
Necessary or unnecessary?																						
Necessary	58	59	93	31	74	68	87	39	57	60	58	51	55	61	65	64	53	60	67	59	52	52
Unnecessary	27	26	3	53	18	23	5	45	30	30	22	31	24	28	23	22	31	25	19	24	33	37
Don't know	15	15	4	16	8	9	8	16	13	9	20	18	21	11	12	14	17	15	15	17	15	11

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	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Other	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 21-22	Oct 5-6																				
Too deep, too shallow or at about the right level?																						
Too deep	36	36	6	71	30	31	13	59	46	42	29	30	31	42	34	32	40	43	27	35	39	51
Too shallow	13	12	18	8	11	14	16	10	6	15	9	17	12	12	10	13	10	11	13	9	14	10
About the right level	29	32	68	6	39	37	59	14	29	30	34	23	32	28	42	35	29	28	38	34	28	24
Don't know	22	20	8	15	19	18	12	17	19	13	27	30	26	18	14	20	21	19	22	22	19	16
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	37	38	8	76	33	31	14	65	44	43	33	35	35	44	35	34	43	42	30	36	43	49
Too slowly	12	12	20	6	10	17	19	8	9	14	11	14	9	13	13	13	11	12	11	15	11	14
About the right pace	32	33	67	7	39	38	58	16	27	32	33	24	33	30	39	36	28	28	41	29	31	21
Don't know	19	17	6	12	18	13	9	12	20	11	23	28	23	14	12	17	18	17	17	20	16	16
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	50	50	34	68	42	56	42	65	51	55	45	41	50	57	45	45	56	48	47	50	54	52
Not having an impact on my life	35	37	56	22	49	34	48	26	39	39	36	36	34	33	45	42	30	39	42	32	34	39
Don't know	15	13	10	10	9	10	10	10	10	7	19	24	15	10	10	12	14	13	12	18	12	10
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	26	29	6	66	16	22	8	57	33	33	25	34	26	31	27	27	33	31	25	28	33	35
The last Labour government	35	34	80	5	29	49	74	9	20	37	32	23	29	35	43	38	30	32	41	36	30	25
Both	27	23	10	20	39	22	13	26	35	21	25	18	24	25	23	23	23	23	20	24	24	31
Neither	4	4	3	5	6	3	2	5	4	4	4	9	2	4	3	4	4	6	4	3	4	5
Don't know	9	9	2	5	9	5	4	3	8	5	14	16	19	4	4	9	10	7	11	10	9	4
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	21	18	9	25	10	22	10	26	20	16	21	16	16	24	14	13	26	18	16	20	21	17
Fairly worried	39	41	32	47	44	44	37	43	41	38	43	44	42	40	39	39	43	38	42	42	37	47
TOTAL WORRIED	60	59	41	72	54	66	47	69	61	54	64	60	58	64	53	52	69	56	58	62	58	64
Not very worried	29	29	43	21	33	25	38	24	29	31	28	28	28	28	34	35	23	30	31	28	29	26
Not at all worried	8	9	15	5	10	6	13	6	8	11	6	7	8	7	12	11	6	10	8	7	10	8
TOTAL NOT WORRIED	37	38	58	26	43	31	51	30	37	42	34	35	36	35	46	46	29	40	39	35	39	34
Don't know	3	3	1	2	3	3	1	2	2	3	2	6	5	1	2	3	2	3	3	3	3	1

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

	Sept 21-22	Oct 5-6																				
be victims of burglary, robbery or mugging																						
Very worried	9	8	4	10	2	14	5	11	5	7	9	11	9	9	4	6	10	11	7	6	10	5
Fairly worried	27	28	31	26	24	38	30	27	27	25	31	17	30	29	31	26	32	29	26	32	30	25
TOTAL WORRIED	36	36	35	36	26	52	35	38	32	32	40	28	39	38	35	32	42	40	33	38	40	30
Not very worried	45	45	46	47	53	33	46	46	50	46	45	52	41	45	48	47	43	41	48	44	45	47
Not at all worried	15	14	17	13	17	13	15	13	16	17	11	15	14	14	14	16	11	14	16	13	10	20
TOTAL NOT WORRIED	60	59	63	60	70	46	61	59	66	63	56	67	55	59	62	63	54	55	64	57	55	67
Don't know	5	4	3	4	4	3	4	3	2	4	4	6	6	3	4	5	4	4	4	5	5	3
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	23	22	7	37	14	27	11	35	27	22	23	14	21	26	22	19	27	26	19	18	26	26
Fairly worried	37	40	32	42	43	46	35	43	44	36	44	32	39	40	45	38	43	35	40	43	39	42
TOTAL WORRIED	60	62	39	79	57	73	46	78	71	58	67	46	60	66	67	57	70	61	59	61	65	68
Not very worried	27	27	46	15	29	20	41	17	22	29	25	41	25	25	25	29	24	26	29	28	26	23
Not at all worried	7	6	13	2	9	5	10	3	5	9	4	5	8	6	6	9	3	9	7	5	5	7
TOTAL NOT WORRIED	34	33	59	17	38	25	51	20	27	38	29	46	33	31	31	38	27	35	36	33	31	30
Don't know	6	4	2	3	5	3	3	3	2	4	5	8	7	3	2	5	3	4	4	6	3	2
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	17	17	13	19	2	39	16	22	11	14	20	11	13	21	18	12	25	16	18	20	16	14
Fairly worried	26	28	30	25	29	28	30	28	26	26	29	28	25	28	30	27	28	22	27	30	30	27
TOTAL WORRIED	43	45	43	44	31	67	46	50	37	40	49	39	38	49	48	39	53	38	45	50	46	41
Not very worried	32	32	31	36	32	23	30	31	36	35	28	28	35	31	31	33	29	35	32	26	34	33
Not at all worried	19	18	23	14	29	9	20	15	21	20	16	24	20	15	17	23	12	22	18	18	15	21
TOTAL NOT WORRIED	51	50	54	50	61	32	50	46	57	55	44	52	55	46	48	56	41	57	50	44	49	54
Don't know	6	5	4	5	8	1	4	4	5	4	7	9	7	4	4	5	6	5	5	6	6	4
lose their job / have difficulty finding work																						
Very worried	18	18	7	25	10	29	8	27	16	16	19	24	17	20	13	13	24	19	15	16	22	19
Fairly worried	31	33	31	36	29	33	31	34	32	30	36	35	31	36	29	32	34	25	36	35	33	31
TOTAL WORRIED	49	51	38	61	39	62	39	61	48	46	55	59	48	56	42	45	58	44	51	51	55	50
Not very worried	29	30	38	25	32	24	37	28	28	32	28	28	33	30	29	34	25	34	29	29	29	31
Not at all worried	14	14	20	9	22	11	19	8	18	16	12	6	11	10	24	16	10	16	15	14	12	14
TOTAL NOT WORRIED	43	44	58	34	54	35	56	36	46	48	40	34	44	40	53	50	35	50	44	43	41	45
Don't know	7	6	3	4	7	3	5	3	6	5	6	7	8	4	5	5	6	7	5	6	5	6

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

		Sept 21-22	Oct 5-6																				
lose their home																							
	Very worried	13	13	7	19	4	14	7	18	13	12	14	18	11	12	13	9	18	14	10	14	14	13
	Fairly worried	23	24	18	28	22	31	19	26	27	20	27	16	26	27	22	21	28	18	26	26	24	22
	TOTAL WORRIED	36	37	25	47	26	45	26	44	40	32	41	34	37	39	35	30	46	32	36	40	38	35
	Not very worried	36	35	43	34	38	27	41	36	30	37	34	39	39	35	32	39	30	37	37	34	34	36
	Not at all worried	22	22	30	15	31	23	31	15	26	27	19	17	16	24	29	26	18	25	23	21	23	21
	TOTAL NOT WORRIED	58	57	73	49	69	50	72	51	56	64	53	56	55	59	61	65	48	62	60	55	57	57
	Don't know	6	5	2	4	4	4	2	4	4	4	6	10	9	3	3	5	6	6	4	5	6	8
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																							
	Very worried	11	11	3	19	1	17	6	16	10	12	10	12	8	13	10	8	14	15	10	8	12	10
	Fairly worried	22	21	16	23	24	24	17	22	22	21	22	18	24	22	21	19	25	18	22	22	21	22
	TOTAL WORRIED	33	32	19	42	25	41	23	38	32	33	32	30	32	35	31	27	39	33	32	30	33	32
	Not very worried	36	38	42	37	35	35	41	40	36	36	40	40	36	40	36	37	39	37	40	37	37	39
	Not at all worried	24	24	35	14	33	20	33	16	25	26	21	21	23	21	29	29	17	23	23	24	25	23
	TOTAL NOT WORRIED	60	62	77	51	68	55	74	56	61	62	61	61	59	61	65	66	56	60	63	61	62	62
	Don't know	7	6	4	6	8	4	3	6	6	6	6	9	9	5	4	7	5	7	5	8	5	6
suffer ill-health																							
	Very worried	18	16	7	22	7	23	9	24	17	13	18	9	15	17	17	10	23	15	16	13	17	16
	Fairly worried	35	35	33	37	37	35	37	35	38	31	38	24	23	39	44	33	37	31	33	37	36	37
	TOTAL WORRIED	53	51	40	59	44	58	46	59	55	44	56	33	38	56	61	43	60	46	49	50	53	53
	Not very worried	34	36	43	32	39	34	36	31	35	40	33	53	41	34	28	41	30	36	38	36	34	36
	Not at all worried	7	8	12	5	11	5	11	5	7	10	6	6	13	6	7	10	5	11	8	8	7	6
	TOTAL NOT WORRIED	41	44	55	37	50	39	47	36	42	50	39	59	54	40	35	51	35	47	46	44	41	42
	Don't know	6	6	5	4	6	4	5	5	3	5	6	8	8	5	3	6	5	6	5	6	6	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	185	219
Male 40 to 59	333	294
Male 60 +	268	226
Female 18 to 24	66	103
Female 25 to 39	212	221
Female 40 to 59	372	301
Female 60 +	259	271
Region		
North England	378	428
Midlands	266	285
East	160	167
London	269	223
South England	366	398
Wales	88	87
Scotland	212	151
Social Grade		
AB	737	487
C1	484	504
C2	231	365
DE	287	383
Newspaper Type		
Express / Mail	365	247
Sun / Star	179	350
Mirror / Record	95	153
Guardian / Independent	118	77
FT / Times / Telegraph	131	139
Other Paper	283	200
No Paper	568	574
Political Party Identification		
Labour	551	550
Conservative	483	483
Liberal Democrat	141	165
SNP/Plaid Cymru	45	33
Others	120	85
None/ DK	399	423

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