

YouGov / The Sun Survey Results

Sample Size: 1724 GB Adults
Fieldwork: 7th - 8th September 2014

	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	1724	434	496	118	217	488	413	360	836	888	205	436	590	493	983	741	221	560	369	424	150	
Unweighted Sample	1724	448	495	106	228	514	414	353	822	902	134	438	660	492	1161	563	402	467	300	372	183	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excludes Don't know and Wouldn't votes]

Con	31	100	0	0	0	72	5	9	31	31	30	28	29	37	35	26	30	35	35	26	23
Lab	36	0	100	0	0	5	80	36	36	35	41	40	39	26	35	36	47	25	37	44	32
Lib Dem	8	0	0	100	0	2	2	32	8	9	4	11	8	9	10	7	7	10	7	9	7
Other	25	0	0	0	100	20	13	23	25	25	25	21	24	28	20	31	15	30	21	22	38

Other Parties Voting Intention

UKIP	16	0	0	0	100	19	7	14	16	16	6	10	17	22	11	23	11	22	13	16	3
Green	5	0	0	0	0	1	3	7	4	6	12	6	3	2	5	4	4	6	5	4	3
SNP / PCY	3	0	0	0	0	0	2	2	4	2	3	3	3	3	3	3	0	0	2	0	28
BNP	0	0	0	0	0	0	0	0	1	0	2	1	0	0	0	0	0	0	0	1	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	1	0	1	1	1	1	1	1	1	1	0	1	1	1	3

Non Voters

Would Not Vote	6	0	0	0	0	1	2	3	4	8	14	9	4	2	5	7	6	7	3	7	7
Don't know	13	0	0	0	0	8	10	17	9	17	18	13	13	12	12	15	14	13	14	14	11

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

		Sept 4-5	Sept 7-8																				
Approve	32	29	81	7	39	13	64	6	24	34	25	23	29	27	35	35	22	28	32	32	26	23	
Disapprove	53	56	8	87	43	76	26	85	62	56	57	46	53	63	56	52	62	57	51	56	62	63	
Don't know	15	14	11	7	17	11	10	8	14	10	18	31	18	10	9	13	15	15	17	12	12	15	

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

		July 27-28	Sept 7-8																			
Better off	29	31	41	16	9	70	46	21	19	30	31	20	24	31	42	26	37	25	33	36	27	28
Worse off	37	37	27	55	69	5	21	50	52	41	34	38	42	38	32	45	27	45	33	38	38	41
Would make no difference	16	15	18	13	12	17	18	14	13	17	13	12	15	16	14	14	15	14	18	11	14	19
Don't know	18	17	14	15	10	8	15	15	15	13	21	30	19	15	12	15	20	17	16	16	22	13

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

	July 27-28	Sept 7-8																				
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	14	13	18	7	2	26	18	10	8	13	13	9	10	14	15	11	15	13	15	14	10	8
Would have less influence	38	39	32	56	67	9	24	50	54	40	38	40	46	39	32	47	28	46	34	40	40	45
Would make no difference	32	35	42	27	23	57	48	30	29	37	33	18	27	37	45	31	40	28	38	31	36	34
Don't know	15	14	8	10	7	7	10	11	9	10	17	33	17	10	8	11	17	13	13	15	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	27	28	35	17	12	57	39	20	17	25	30	25	23	26	34	23	33	26	29	31	25	23
Would be bad for jobs and employment	34	34	25	54	62	3	21	46	49	40	28	34	37	35	30	42	24	39	31	35	33	42
Would make no difference	20	22	25	16	9	33	27	19	17	23	20	17	18	23	25	21	23	19	23	19	23	19
Don't know	18	17	14	13	17	7	13	15	17	12	21	24	22	15	11	14	20	16	17	15	19	16
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	21	20	30	12	5	46	32	14	10	22	19	20	16	21	23	18	23	20	23	22	18	15
Worse off	21	22	14	37	38	1	9	30	33	26	18	28	25	22	17	25	18	26	19	22	22	28
Would make no difference	40	40	44	37	39	44	44	42	42	41	40	27	35	40	51	41	39	38	40	40	42	41
Don't know	18	17	12	14	19	9	15	14	15	11	23	25	24	16	9	15	20	16	18	16	18	15

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Weighted Sample	1724	434	496	118	217	488	413	360	836	888	205	436	590	493	983	741	221	560	369	424	150	
Unweighted Sample	1724	448	495	106	228	514	414	353	822	902	134	438	660	492	1161	563	402	467	300	372	183	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 25-26	Sept 7-8																				
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	43	85	17	52	49	77	18	39	48	37	34	37	43	51	47	37	45	47	45	38	31
Bad for the economy	37	37	5	69	30	33	11	66	42	39	35	25	36	43	36	36	38	36	30	37	44	45
Don't know	20	20	10	14	18	18	13	16	19	13	27	41	28	13	13	17	25	19	23	18	18	24
Being done fairly or unfairly?																						
Fairly	29	27	69	5	34	24	61	7	21	32	22	18	27	25	34	32	21	25	30	30	25	21
Unfairly	55	55	15	85	51	62	23	82	67	54	55	46	50	60	56	51	59	55	49	58	58	63
Don't know	17	18	15	10	16	14	16	11	13	13	22	36	23	15	10	17	19	20	21	13	17	17
Necessary or unnecessary?																						
Necessary	57	56	91	32	73	59	85	33	57	59	52	43	53	56	62	61	49	54	61	57	52	44
Unnecessary	26	29	4	53	19	27	6	53	30	30	27	24	26	33	27	25	33	30	20	30	33	41
Don't know	17	16	5	14	8	14	9	14	13	11	20	32	21	11	10	14	18	16	18	13	15	15
Too deep, too shallow or at about the right level?																						
Too deep	39	39	8	67	38	37	13	66	50	40	38	26	36	44	42	37	42	38	31	39	48	48
Too shallow	10	12	15	9	13	23	17	9	9	16	9	12	13	12	12	14	10	12	14	13	9	9
About the right level	30	29	68	8	35	25	56	12	26	33	26	21	26	29	35	32	26	26	34	30	25	25
Don't know	21	19	9	16	13	16	14	13	15	11	27	40	25	15	12	17	23	23	21	18	18	17
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	38	40	7	71	37	40	14	70	49	41	39	29	37	45	42	38	44	42	31	39	49	51
Too slowly	12	11	17	6	10	20	17	7	10	14	9	9	11	11	13	14	8	11	13	14	8	10
About the right pace	32	32	69	9	42	28	59	12	29	34	29	24	29	31	37	34	28	28	38	32	27	24
Don't know	18	17	7	14	12	12	11	11	13	10	23	38	23	12	8	15	20	19	18	15	17	15
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	52	51	34	68	52	56	42	65	56	52	50	38	46	62	48	47	56	47	51	51	53	50
Not having an impact on my life	34	35	57	21	43	33	48	25	38	38	32	29	37	28	45	41	27	38	35	37	32	36
Don't know	14	14	10	11	5	10	10	10	6	10	18	33	18	10	7	12	17	16	14	12	14	15
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	27	30	3	67	17	22	6	60	35	32	29	27	28	34	28	27	34	31	21	32	37	38
The last Labour government	34	35	82	4	39	39	76	6	28	41	29	25	31	33	44	39	29	35	41	35	30	23
Both	25	22	7	19	28	35	11	25	27	18	26	17	22	23	21	22	22	23	21	22	20	27
Neither	4	4	3	3	11	2	2	5	4	4	3	4	3	4	3	4	4	3	5	4	3	3
Don't know	10	10	6	6	4	2	5	4	5	6	13	28	15	5	3	8	11	9	11	7	10	9

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

	Aug 25-26	Sept 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	20	22	8	29	18	27	13	28	24	16	27	14	25	25	19	16	29	20	23	20	24	19
Fairly worried	40	38	34	41	33	41	35	44	35	35	41	45	36	39	36	39	37	36	37	37	40	42
TOTAL WORRIED	60	60	42	70	51	68	48	72	59	51	68	59	61	64	55	55	66	56	60	57	64	61
Not very worried	27	27	40	20	35	23	37	18	31	31	23	20	26	25	32	32	20	32	27	28	22	28
Not at all worried	9	9	16	6	14	7	12	7	9	13	6	11	6	8	12	10	7	7	9	13	8	6
TOTAL NOT WORRIED	36	36	56	26	49	30	49	25	40	44	29	31	32	33	44	42	27	39	36	41	30	34
Don't know	4	4	2	4	0	1	3	3	1	5	4	10	7	3	1	3	6	5	4	2	6	6
be victims of burglary, robbery or mugging																						
Very worried	7	8	6	7	4	13	7	11	4	6	10	6	10	6	8	7	8	10	7	7	8	9
Fairly worried	28	27	29	28	18	34	30	29	24	24	29	21	23	27	33	24	30	29	27	28	26	21
TOTAL WORRIED	35	35	35	22	47	37	40	28	30	39	27	33	33	41	31	38	39	34	35	34	30	30
Not very worried	46	47	49	46	61	43	49	41	57	49	44	41	47	48	46	50	42	46	48	44	48	47
Not at all worried	14	13	14	14	17	9	11	15	12	16	10	17	12	14	11	14	11	11	13	15	10	19
TOTAL NOT WORRIED	60	60	63	60	78	52	60	56	69	65	54	58	59	62	57	64	53	57	61	59	58	66
Don't know	5	6	3	5	0	1	3	4	2	5	7	15	8	4	2	4	8	5	5	5	8	5
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	24	26	9	38	19	32	15	39	26	22	29	19	25	27	28	21	33	20	22	30	29	29
Fairly worried	40	37	30	41	45	37	31	41	45	32	42	35	35	38	39	39	35	38	39	35	37	36
TOTAL WORRIED	64	63	39	79	64	69	46	80	71	54	71	54	60	65	67	60	68	58	61	65	66	65
Not very worried	25	26	48	13	23	22	43	14	18	32	20	24	29	24	26	29	21	30	28	24	23	22
Not at all worried	7	6	11	4	12	8	9	4	9	9	4	9	5	8	5	8	5	6	6	9	5	6
TOTAL NOT WORRIED	32	32	59	17	35	30	52	18	27	41	24	33	34	32	31	37	26	36	34	33	28	28
Don't know	5	5	1	4	2	1	2	3	3	4	5	13	7	3	1	3	7	6	5	2	6	6
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	15	17	12	13	6	41	17	20	10	14	21	12	14	16	23	13	23	13	21	18	15	16
Fairly worried	29	28	28	28	30	29	27	30	29	26	29	22	21	32	31	26	30	22	26	23	35	29
TOTAL WORRIED	44	45	40	41	36	70	44	50	39	40	50	34	35	48	54	39	53	35	47	41	50	45
Not very worried	32	32	38	33	38	19	35	27	36	32	31	32	33	33	29	36	26	38	31	36	28	26
Not at all worried	19	17	18	19	24	9	16	16	21	21	13	20	24	14	13	21	11	19	15	21	14	18
TOTAL NOT WORRIED	51	49	56	52	62	28	51	43	57	53	44	52	57	47	42	57	37	57	46	57	42	44
Don't know	5	7	4	8	2	1	5	6	3	7	6	15	8	5	4	5	9	9	7	1	8	12

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

	Aug 25-26	Sept 7-8																				
lose their job / have difficulty finding work																						
Very worried	18	18	9	22	9	27	10	25	16	13	23	19	19	17	17	15	21	18	17	18	17	21
Fairly worried	34	33	29	36	33	34	30	34	34	31	35	37	31	38	27	32	34	28	35	28	37	31
TOTAL WORRIED	52	51	38	58	42	61	40	59	50	44	58	56	50	55	44	47	55	46	52	46	54	52
Not very worried	29	28	37	25	32	22	37	24	29	32	24	18	32	30	27	33	21	31	26	34	25	27
Not at all worried	14	14	22	11	21	11	18	12	16	17	12	10	8	11	25	15	13	14	15	14	14	11
TOTAL NOT WORRIED	43	42	59	36	53	33	55	36	45	49	36	28	40	41	52	48	34	45	41	48	39	38
Don't know	5	7	3	7	5	6	5	5	5	7	7	16	10	4	5	5	11	9	6	7	8	8
lose their home																						
Very worried	12	12	5	15	10	20	7	16	13	9	15	8	13	9	17	9	16	11	12	13	11	17
Fairly worried	24	23	18	27	19	28	17	28	27	22	25	19	25	25	21	22	24	22	24	19	26	21
TOTAL WORRIED	36	35	23	42	29	48	24	44	40	31	40	27	38	34	38	31	40	33	36	32	37	38
Not very worried	37	36	40	36	40	30	43	30	35	36	35	38	37	38	31	39	31	38	35	38	34	33
Not at all worried	21	22	34	17	27	19	29	21	23	26	18	16	15	24	29	24	19	21	22	24	21	21
TOTAL NOT WORRIED	58	58	74	53	67	49	72	51	58	62	53	54	52	62	60	63	50	59	57	62	55	54
Don't know	5	7	3	7	4	3	4	5	2	7	7	18	9	4	3	5	10	7	6	7	8	8
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	10	12	4	15	8	24	7	16	12	12	13	8	14	12	13	11	14	14	13	8	12	15
Fairly worried	23	22	16	30	22	19	17	29	24	21	23	22	18	22	26	20	25	20	21	25	22	22
TOTAL WORRIED	33	34	20	45	30	43	24	45	36	33	36	30	32	34	39	31	39	34	34	33	34	37
Not very worried	37	35	43	29	36	32	41	30	33	33	36	35	35	37	33	36	33	36	33	35	37	33
Not at all worried	24	24	33	20	32	21	30	20	26	27	21	19	25	24	25	29	18	23	26	27	21	20
TOTAL NOT WORRIED	61	59	76	49	68	53	71	50	59	60	57	54	60	61	58	65	51	59	59	62	58	53
Don't know	7	7	4	5	2	4	5	5	4	7	7	16	9	5	4	4	10	7	7	5	8	9
suffer ill-health																						
Very worried	16	16	10	18	14	23	13	22	16	12	20	7	14	16	23	13	20	14	15	20	16	15
Fairly worried	35	34	30	38	37	33	33	36	35	31	36	26	27	34	42	32	36	32	37	30	34	33
TOTAL WORRIED	51	50	40	56	51	56	46	58	51	43	56	33	41	50	65	45	56	46	52	50	50	48
Not very worried	34	36	44	31	36	37	41	30	35	40	31	44	38	38	27	40	30	40	35	36	35	32
Not at all worried	8	8	12	7	10	4	8	7	10	10	7	10	12	7	6	10	5	7	7	9	7	12
TOTAL NOT WORRIED	42	44	56	38	46	41	49	37	45	50	38	54	50	45	33	50	35	47	42	45	42	44
Don't know	6	7	4	6	4	2	4	5	4	7	6	14	10	5	2	5	8	7	6	5	8	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	61	103
Male 25 to 39	200	217
Male 40 to 59	301	291
Male 60 +	260	224
Female 18 to 24	73	102
Female 25 to 39	238	219
Female 40 to 59	359	298
Female 60 +	232	269
Region		
North England	372	424
Midlands	219	283
East	130	166
London	402	221
South England	337	395
Wales	81	86
Scotland	183	150
Social Grade		
AB	681	483
C1	480	500
C2	249	362
DE	314	379
Newspaper Type		
Express / Mail	384	245
Sun / Star	201	347
Mirror / Record	106	152
Guardian / Independent	112	76
FT / Times / Telegraph	131	138
Other Paper	273	198
No Paper	517	569
Political Party Identification		
Labour	530	545
Conservative	485	479
Liberal Democrat	143	164
SNP/Plaid Cymru	51	33
Others	135	84
None/ DK	380	419

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