

YouGov / The Sun Survey Results

Sample Size: 1676 GB Adults
Fieldwork: 10th - 11th August 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	1676	442	500	108	157	494	395	348	813	863	199	424	573	479	955	721	215	545	359	412	146	
Unweighted Sample	1676	458	502	101	165	518	399	353	781	895	92	426	659	499	1138	538	321	485	308	375	187	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	6	13	36	30	25	34	27	42	37	27	25	43	38	26	22
Lab	37	0	100	0	0	7	84	34	34	42	41	37	42	31	35	40	50	26	30	50	38
Lib Dem	8	0	0	100	0	1	1	30	7	9	12	9	8	7	10	6	8	10	7	6	7
Other	21	0	0	0	100	16	9	23	23	20	22	20	23	20	18	27	17	20	25	18	33

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	5	9	12	11	7	7	14	14	9	16	10	12	16	12	1
Green	5	0	0	0	0	1	1	11	6	5	11	9	4	2	5	6	6	7	4	4	6
SNP / PCY	3	0	0	0	0	0	2	1	3	3	3	3	3	3	3	3	0	0	2	0	24
BNP	0	0	0	0	0	0	0	0	1	0	1	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	1	0	0	0	0
Other	1	0	0	0	0	0	0	2	1	1	0	1	1	1	1	1	1	1	2	1	1

Non Voters

Would Not Vote	7	0	0	0	0	2	1	4	3	9	11	12	5	2	5	8	6	5	9	9	0
Don't know	14	0	0	0	0	12	11	11	8	19	17	13	13	14	11	17	10	16	17	10	14

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

	Aug 7-8	Aug 10-11																				
Approve	32	33	88	4	51	18	66	10	27	41	25	22	33	32	39	37	27	27	39	36	27	25
Disapprove	52	52	5	88	34	69	23	80	57	49	54	46	45	59	51	48	57	53	44	48	59	68
Don't know	16	15	7	8	15	13	11	10	16	10	21	32	23	9	9	15	16	19	17	16	14	7

If there was a referendum on Britain's membership of the European Union, how would you vote?

	July 17-18	Aug 10-11																				
I would vote for Britain to remain a member of the European Union	38	40	40	54	69	5	26	51	55	47	34	58	42	36	35	48	29	50	38	36	36	57
I would vote for Britain to leave the European Union	39	38	45	29	16	90	55	30	27	38	37	13	27	42	53	33	45	31	38	40	44	24
I would not vote	6	5	1	2	5	2	2	2	2	3	7	8	12	4	1	4	7	2	7	6	5	0
Don't know	17	17	15	15	11	3	16	17	16	12	21	20	19	18	11	15	19	17	17	18	15	18

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

	July 13-14	Aug 10-11																				
Imagine the British government under David Cameron renegotiated our relationship with Europe and said that Britain's interests were now protected, and David Cameron recommended that Britain remain a member of the European Union on the new terms.																						
How would you then vote in a referendum on the issue?																						
Would vote for Britain to remain in the European Union on the new terms	52	54	65	60	78	26	55	56	63	60	47	60	52	51	56	62	42	58	56	49	48	66
Would vote for Britain to leave the European Union	25	23	22	22	10	60	28	20	17	23	23	10	16	29	28	18	29	17	19	28	29	17
Would not vote	4	5	1	3	4	2	2	4	1	4	7	11	10	4	1	4	8	4	6	6	6	1
Don't know	19	18	13	15	8	12	14	20	19	13	23	19	23	16	16	16	21	21	19	17	18	16
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	44	46	87	20	62	50	75	24	44	52	40	37	39	45	57	52	38	44	52	52	39	31
Bad for the economy	37	35	4	65	24	39	12	59	42	35	35	32	35	40	31	34	37	39	27	30	42	54
Don't know	19	19	9	15	14	12	13	17	14	13	24	31	25	15	12	14	25	17	21	17	19	15
Being done fairly or unfairly?																						
Fairly	25	27	70	7	23	23	56	11	17	33	21	20	25	27	32	31	22	24	32	30	22	23
Unfairly	56	54	14	85	59	56	25	77	68	54	54	50	48	61	53	53	56	56	46	51	62	66
Don't know	19	19	16	8	18	21	20	12	15	13	24	30	26	13	15	16	22	20	22	20	16	11
Necessary or unnecessary?																						
Necessary	54	58	94	35	70	62	85	37	56	63	52	53	52	56	66	63	50	55	63	62	51	49
Unnecessary	28	27	2	51	16	29	9	47	29	26	27	25	25	31	23	25	29	29	23	20	32	36
Don't know	18	16	3	14	15	9	6	16	14	11	21	22	22	13	11	12	21	16	15	17	17	15
Too deep, too shallow or at about the right level?																						
Too deep	38	37	11	65	31	35	18	57	45	39	34	33	31	45	33	38	35	39	31	35	40	52
Too shallow	12	11	12	7	12	22	15	10	9	13	9	8	12	10	12	11	10	9	12	11	12	6
About the right level	29	31	68	10	46	23	54	15	31	34	29	24	29	28	39	35	26	28	38	33	25	25
Don't know	21	21	8	18	11	20	13	19	16	14	28	34	28	17	15	16	28	24	20	22	23	17

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

	July 27-28	Aug 10-11																				
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	38	36	7	67	28	31	13	59	46	36	35	26	27	44	36	34	37	39	29	34	39	51
Too slowly	11	13	16	8	10	26	19	8	10	17	9	17	15	10	12	13	12	14	15	10	13	6
About the right pace	31	33	70	10	54	27	57	15	32	35	31	23	33	31	39	37	28	29	38	34	30	25
Don't know	20	19	7	14	8	16	10	18	12	13	25	34	25	15	12	16	23	18	18	21	18	18
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	51	54	45	67	47	61	50	63	54	54	53	49	48	62	51	51	56	53	53	56	52	55
Not having an impact on my life	36	33	47	24	46	28	40	26	34	37	28	30	32	28	40	37	27	34	33	30	34	31
Don't know	13	14	8	9	6	11	11	11	11	9	18	21	20	10	9	11	17	14	14	14	14	14
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	29	25	4	57	13	19	6	50	30	25	25	25	20	32	22	24	26	33	18	19	31	35
The last Labour government	33	36	80	5	43	46	76	8	27	43	30	26	33	34	47	40	32	28	46	36	33	23
Both	24	25	10	27	33	29	13	27	33	22	27	25	24	26	24	24	26	26	20	33	21	30
Neither	4	4	3	6	6	1	2	7	5	4	3	3	5	3	4	5	3	2	5	2	4	4
Don't know	10	10	3	4	5	5	3	7	6	6	14	21	19	6	3	7	14	11	10	11	10	7

	July 27-28	Aug 10-11																				
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	18	7	27	15	25	11	25	18	13	23	17	17	24	13	14	24	22	17	16	20	21
Fairly worried	42	40	34	41	35	43	41	38	42	35	44	41	38	41	38	38	42	33	37	44	43	38
TOTAL WORRIED	61	58	41	68	50	68	52	63	60	48	67	58	55	65	51	52	66	55	54	60	63	59
Not very worried	29	31	43	25	38	25	35	26	31	37	25	30	33	25	36	34	26	31	34	32	26	32
Not at all worried	6	8	15	5	12	4	11	6	7	12	4	6	6	8	11	11	4	7	10	6	9	6
TOTAL NOT WORRIED	35	39	58	30	50	29	46	32	38	49	29	36	39	33	47	45	30	38	44	38	35	38
Don't know	4	3	1	2	0	2	1	5	2	3	4	6	6	2	1	3	4	6	2	3	3	4
be victims of burglary, robbery or mugging																						
Very worried	8	7	3	7	3	16	6	8	4	5	8	10	6	6	7	4	10	7	5	8	7	5
Fairly worried	30	30	28	37	17	34	29	36	23	25	34	27	28	32	30	28	32	28	29	26	37	22
TOTAL WORRIED	38	37	31	44	20	50	35	44	27	30	42	37	34	38	37	32	42	35	34	34	44	27
Not very worried	44	45	50	41	54	41	48	40	55	48	43	38	48	45	47	48	41	45	47	53	38	45
Not at all worried	12	13	16	12	19	6	14	10	15	17	10	17	11	14	13	15	12	14	15	8	13	22
TOTAL NOT WORRIED	56	58	66	53	73	47	62	50	70	65	53	55	59	59	60	63	53	59	62	61	51	67
Don't know	6	5	2	4	7	4	4	7	4	5	6	8	7	4	3	5	6	6	4	5	5	7

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

	July 27-28	Aug 10-11																				
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	27	22	7	36	12	29	11	35	22	16	27	17	17	26	22	17	28	29	18	21	24	21
Fairly worried	36	42	34	44	44	49	41	41	46	42	43	39	39	43	46	43	41	29	45	46	43	46
TOTAL WORRIED	63	64	41	80	56	78	52	76	68	58	70	56	56	69	68	60	69	58	63	67	67	67
Not very worried	27	25	43	15	37	17	35	15	27	28	22	23	32	22	23	28	21	30	27	25	19	25
Not at all worried	6	7	14	3	5	2	10	4	3	11	3	11	5	6	7	9	4	6	7	4	10	4
TOTAL NOT WORRIED	33	32	57	18	42	19	45	19	30	39	25	34	37	28	30	37	25	36	34	29	29	29
Don't know	5	4	3	2	1	3	3	6	1	4	5	10	8	3	2	3	6	6	3	5	5	4
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	17	15	10	16	9	38	14	17	12	10	21	10	8	20	18	11	21	14	15	18	15	16
Fairly worried	28	28	23	33	19	32	29	32	25	27	29	23	27	30	30	27	30	24	28	27	31	29
TOTAL WORRIED	45	43	33	49	28	70	43	49	37	37	50	33	35	50	48	38	51	38	43	45	46	45
Not very worried	29	34	39	31	44	24	35	28	39	35	32	42	38	31	30	36	31	36	34	36	32	30
Not at all worried	19	17	24	17	27	3	18	17	19	23	12	18	19	16	17	23	11	19	19	14	17	21
TOTAL NOT WORRIED	48	51	63	48	71	27	53	45	58	58	44	60	57	47	47	59	42	55	53	50	49	51
Don't know	7	5	3	4	1	3	4	6	5	4	6	8	7	3	5	4	7	7	4	5	5	5
lose their job / have difficulty finding work																						
Very worried	19	17	7	23	10	24	12	24	13	12	22	22	15	19	14	14	21	21	14	19	18	17
Fairly worried	33	35	32	41	38	33	32	36	36	33	37	43	36	38	27	34	37	32	33	38	37	35
TOTAL WORRIED	52	52	39	64	48	57	44	60	49	45	59	65	51	57	41	48	58	53	47	57	55	52
Not very worried	29	29	36	22	30	24	34	22	36	35	24	23	34	30	26	34	22	29	32	27	26	31
Not at all worried	13	13	21	10	19	13	18	11	12	16	10	3	8	9	26	14	12	11	14	11	14	13
TOTAL NOT WORRIED	42	42	57	32	49	37	52	33	48	51	34	26	42	39	52	48	34	40	46	38	40	44
Don't know	6	6	4	4	3	5	5	6	4	4	7	8	7	3	7	4	8	7	7	5	5	4
lose their home																						
Very worried	13	9	4	13	6	16	4	16	5	6	13	11	7	9	11	7	13	11	7	9	11	8
Fairly worried	26	24	16	28	18	25	22	30	22	21	26	15	25	27	23	22	27	25	21	25	27	22
TOTAL WORRIED	39	33	20	41	24	41	26	46	27	27	39	26	32	36	34	29	40	36	28	34	38	30
Not very worried	34	38	42	36	39	37	43	29	44	40	37	44	44	39	31	40	36	39	43	40	32	35
Not at all worried	20	23	34	20	33	17	27	19	26	28	18	21	17	22	30	27	18	17	25	20	24	30
TOTAL NOT WORRIED	54	61	76	56	72	54	70	48	70	68	55	65	61	61	61	67	54	56	68	60	56	65
Don't know	7	5	3	4	4	4	4	6	3	5	6	9	7	3	5	4	7	8	4	6	5	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	36	101
Male 25 to 39	175	211
Male 40 to 59	333	283
Male 60 +	237	218
Female 18 to 24	56	99
Female 25 to 39	251	213
Female 40 to 59	326	290
Female 60 +	262	261
Region		
North England	375	412
Midlands	222	275
East	134	161
London	321	215
South England	351	384
Wales	86	84
Scotland	187	146
Social Grade		
AB	667	469
C1	471	486
C2	238	352
DE	300	369
Newspaper Type		
Express / Mail	351	268
Sun / Star	205	394
Mirror / Record	104	168
Guardian / Independent	122	75
FT / Times / Telegraph	108	159
Other Paper	278	193
No Paper	508	419
Political Party Identification		
Labour	524	536
Conservative	490	469
Liberal Democrat	149	184
SNP/Plaid Cymru	47	28
Others	108	39
None/ DK	358	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