

YouGov / The Sun Survey Results

Sample Size: 1745 GB Adults
Fieldwork: 13th - 14th July 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 | 1745 | 484 | 526 | 110 | 142 | 520 | 427 | 379 | 846 | 899 | 208 | 441 | 597 | 499 | 995 | 750 | 223 | 567 | 373 | 429 | 152 |
| Unweighted Sample | 1745 | 492 | 516 | 84 | 179 | 537 | 433 | 354 | 803 | 942 | 93 | 399 | 734 | 519 | 1123 | 622 | 303 | 555 | 321 | 381 | 185 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

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

| | | | | | | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 35 | 100 | 0 | 0 | 0 | 79 | 4 | 12 | 36 | 34 | 29 | 32 | 34 | 40 | 39 | 29 | 32 | 41 | 37 | 32 | 23 |
| Lab | 38 | 0 | 100 | 0 | 0 | 5 | 87 | 38 | 38 | 38 | 43 | 38 | 41 | 33 | 34 | 44 | 45 | 30 | 40 | 45 | 36 |
| Lib Dem | 8 | 0 | 0 | 100 | 0 | 1 | 2 | 30 | 7 | 9 | 6 | 11 | 6 | 8 | 9 | 6 | 7 | 11 | 3 | 9 | 7 |
| Other | 19 | 0 | 0 | 0 | 100 | 15 | 7 | 21 | 19 | 19 | 22 | 18 | 19 | 19 | 17 | 21 | 16 | 18 | 20 | 15 | 34 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | | | | | | |
|-----------|-----------|---|---|---|-----|----|---|----|----|----|----|---|----|----|---|----|---|----|----|----|----|
| UKIP | 10 | 0 | 0 | 0 | 100 | 13 | 3 | 8 | 10 | 10 | 5 | 9 | 12 | 11 | 9 | 13 | 9 | 11 | 13 | 10 | 3 |
| SNP / PCY | 4 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 4 | 3 | 3 | 5 | 3 | 3 | 3 | 5 | 2 | 0 | 3 | 1 | 26 |
| Green | 4 | 0 | 0 | 0 | 0 | 1 | 2 | 10 | 3 | 5 | 12 | 3 | 3 | 3 | 5 | 3 | 4 | 6 | 2 | 4 | 3 |
| BNP | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| Respect | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 2 | 1 | 0 | 0 | 2 |

Non Voters

| | | | | | | | | | | | | | | | | | | | | | |
|----------------|-----------|---|---|---|---|---|----|----|---|----|----|----|----|----|----|----|----|----|----|----|---|
| Would Not Vote | 7 | 0 | 0 | 0 | 0 | 1 | 2 | 2 | 7 | 8 | 16 | 13 | 3 | 3 | 7 | 8 | 11 | 10 | 4 | 7 | 4 |
| Don't know | 13 | 0 | 0 | 0 | 0 | 9 | 11 | 22 | 9 | 18 | 14 | 11 | 16 | 12 | 12 | 15 | 16 | 11 | 13 | 18 | 8 |

July 10-11
July 13-14

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

| | | | | | | | | | | | | | | | | | | | | | | |
|------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve | 31 | 31 | 81 | 7 | 38 | 17 | 65 | 9 | 23 | 34 | 28 | 21 | 28 | 31 | 36 | 36 | 24 | 29 | 33 | 32 | 29 | 24 |
| Disapprove | 52 | 51 | 7 | 83 | 36 | 69 | 20 | 76 | 62 | 53 | 50 | 44 | 49 | 55 | 52 | 47 | 58 | 53 | 48 | 51 | 54 | 56 |
| Don't know | 17 | 18 | 12 | 11 | 27 | 15 | 14 | 15 | 16 | 13 | 22 | 35 | 23 | 14 | 12 | 18 | 18 | 17 | 19 | 17 | 17 | 19 |

Sample Size: 1745 GB Adults
Fieldwork: 13th - 14th July 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 | 1745 | 484 | 526 | 110 | 142 | 520 | 427 | 379 | 846 | 899 | 208 | 441 | 597 | 499 | 995 | 750 | 223 | 567 | 373 | 429 | 152 | |
| Unweighted Sample | 1745 | 492 | 516 | 84 | 179 | 537 | 433 | 354 | 803 | 942 | 93 | 399 | 734 | 519 | 1123 | 622 | 303 | 555 | 321 | 381 | 185 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

June
29-30

July
13-14

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

| | | | | | | | | | | | | | | | | | | | | | | |
|---|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would vote for Britain to remain a member of the European Union | 40 | 41 | 34 | 58 | 76 | 4 | 28 | 51 | 54 | 46 | 37 | 40 | 45 | 41 | 38 | 47 | 33 | 39 | 43 | 37 | 40 | 50 |
| I would vote for Britain to leave the European Union | 39 | 38 | 48 | 27 | 20 | 85 | 55 | 31 | 29 | 38 | 39 | 26 | 31 | 39 | 49 | 34 | 44 | 38 | 39 | 43 | 38 | 29 |
| I would not vote | 5 | 5 | 2 | 3 | 2 | 3 | 2 | 4 | 2 | 4 | 7 | 9 | 8 | 4 | 3 | 4 | 6 | 5 | 6 | 4 | 6 | 4 |
| Don't know | 16 | 16 | 16 | 12 | 2 | 7 | 15 | 15 | 15 | 13 | 18 | 25 | 16 | 17 | 10 | 15 | 17 | 18 | 13 | 15 | 17 | 18 |

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 | 54 | 52 | 66 | 59 | 78 | 16 | 56 | 55 | 62 | 56 | 48 | 49 | 51 | 51 | 55 | 60 | 42 | 54 | 52 | 49 | 51 | 59 |
| Would vote for Britain to leave the European Union | 23 | 25 | 24 | 21 | 6 | 66 | 32 | 22 | 18 | 25 | 24 | 14 | 21 | 26 | 32 | 20 | 31 | 24 | 24 | 28 | 24 | 22 |
| Would not vote | 6 | 4 | 0 | 2 | 2 | 2 | 1 | 4 | 1 | 3 | 5 | 6 | 7 | 3 | 3 | 4 | 5 | 6 | 5 | 3 | 5 | 2 |
| Don't know | 17 | 19 | 10 | 18 | 14 | 17 | 12 | 19 | 19 | 16 | 22 | 32 | 21 | 20 | 10 | 17 | 22 | 16 | 19 | 20 | 20 | 17 |

Sample Size: 1745 GB Adults
Fieldwork: 13th - 14th July 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 | 1745 | 484 | 526 | 110 | 142 | 520 | 427 | 379 | 846 | 899 | 208 | 441 | 597 | 499 | 995 | 750 | 223 | 567 | 373 | 429 | 152 | |
| Unweighted Sample | 1745 | 492 | 516 | 84 | 179 | 537 | 433 | 354 | 803 | 942 | 93 | 399 | 734 | 519 | 1123 | 622 | 303 | 555 | 321 | 381 | 185 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | | June 29-30 | July 13-14 | | | | | | | | | | | | | | | | | | | | | |
|--|---|---------------|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|
| 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 | 45 | 43 | 85 | 16 | 60 | 47 | 77 | 20 | 35 | 48 | 39 | 30 | 42 | 42 | 50 | 48 | 36 | 43 | 46 | 44 | 41 | 37 | |
| | Bad for the economy | 36 | 37 | 6 | 70 | 24 | 32 | 12 | 65 | 43 | 37 | 37 | 30 | 33 | 42 | 38 | 34 | 41 | 32 | 33 | 36 | 42 | 48 | |
| | Don't know | 19 | 20 | 9 | 14 | 17 | 21 | 11 | 16 | 22 | 15 | 24 | 39 | 25 | 16 | 12 | 18 | 22 | 24 | 21 | 20 | 17 | 15 | |
| Being done fairly or unfairly? | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fairly | 29 | 27 | 69 | 4 | 30 | 27 | 59 | 7 | 17 | 32 | 23 | 16 | 28 | 28 | 31 | 33 | 21 | 23 | 30 | 31 | 25 | 22 | |
| | Unfairly | 53 | 53 | 17 | 84 | 45 | 60 | 26 | 78 | 64 | 53 | 53 | 44 | 47 | 58 | 57 | 47 | 61 | 56 | 47 | 54 | 59 | 55 | |
| | Don't know | 18 | 19 | 14 | 11 | 26 | 13 | 15 | 15 | 19 | 15 | 24 | 40 | 25 | 15 | 12 | 20 | 18 | 21 | 23 | 16 | 16 | 23 | |
| Necessary or unnecessary? | | | | | | | | | | | | | | | | | | | | | | | | |
| | Necessary | 57 | 55 | 93 | 28 | 74 | 59 | 87 | 30 | 51 | 57 | 52 | 46 | 52 | 56 | 60 | 61 | 47 | 52 | 59 | 56 | 51 | 50 | |
| | Unnecessary | 28 | 28 | 3 | 55 | 10 | 25 | 7 | 51 | 32 | 32 | 25 | 21 | 29 | 29 | 28 | 24 | 34 | 30 | 21 | 26 | 34 | 37 | |
| | Don't know | 15 | 17 | 4 | 17 | 16 | 17 | 6 | 19 | 17 | 11 | 23 | 33 | 19 | 15 | 12 | 15 | 20 | 18 | 20 | 17 | 14 | 13 | |
| Too deep, too shallow or at about the right level? | | | | | | | | | | | | | | | | | | | | | | | | |
| | Too deep | 36 | 36 | 10 | 67 | 26 | 31 | 17 | 60 | 44 | 41 | 32 | 24 | 28 | 43 | 42 | 33 | 41 | 34 | 32 | 35 | 41 | 47 | |
| | Too shallow | 11 | 11 | 15 | 7 | 9 | 23 | 15 | 9 | 6 | 13 | 9 | 8 | 13 | 10 | 12 | 11 | 11 | 13 | 10 | 12 | 11 | 9 | |
| | About the right level | 32 | 30 | 66 | 10 | 45 | 25 | 55 | 12 | 28 | 33 | 28 | 27 | 28 | 30 | 34 | 35 | 24 | 29 | 34 | 29 | 30 | 24 | |
| | Don't know | 21 | 22 | 9 | 16 | 20 | 20 | 13 | 19 | 21 | 13 | 31 | 42 | 31 | 18 | 12 | 21 | 24 | 24 | 24 | 24 | 19 | 20 | |
| Being done too quickly, too slowly, or at about the right pace? | | | | | | | | | | | | | | | | | | | | | | | | |
| | Too quickly | 38 | 37 | 8 | 68 | 28 | 35 | 14 | 62 | 46 | 40 | 35 | 28 | 28 | 42 | 43 | 34 | 42 | 34 | 35 | 36 | 40 | 44 | |
| | Too slowly | 12 | 11 | 15 | 8 | 9 | 23 | 16 | 7 | 7 | 14 | 9 | 8 | 14 | 10 | 12 | 12 | 11 | 14 | 11 | 14 | 11 | 8 | |
| | About the right pace | 33 | 32 | 68 | 10 | 46 | 28 | 59 | 12 | 28 | 34 | 31 | 21 | 34 | 32 | 34 | 37 | 25 | 27 | 35 | 31 | 32 | 33 | |
| | Don't know | 17 | 19 | 9 | 14 | 17 | 14 | 10 | 19 | 19 | 13 | 26 | 43 | 24 | 15 | 10 | 17 | 22 | 25 | 20 | 19 | 17 | 14 | |
| Having an impact on your own life, or not having an impact on your own life? | | | | | | | | | | | | | | | | | | | | | | | | |
| | Having an impact on my life | 49 | 52 | 40 | 68 | 42 | 62 | 44 | 68 | 54 | 54 | 51 | 38 | 45 | 60 | 54 | 47 | 59 | 50 | 49 | 56 | 53 | 53 | |
| | Not having an impact on my life | 37 | 34 | 50 | 22 | 49 | 32 | 45 | 19 | 36 | 36 | 32 | 27 | 35 | 30 | 40 | 40 | 26 | 31 | 36 | 34 | 32 | 36 | |
| | Don't know | 14 | 14 | 10 | 10 | 9 | 7 | 11 | 12 | 10 | 11 | 17 | 34 | 19 | 10 | 6 | 13 | 15 | 18 | 15 | 10 | 15 | 10 | |
| And who do you think is most to blame for the current spending cuts? | | | | | | | | | | | | | | | | | | | | | | | | |
| | The Conservative-Liberal Democrat coalition | 26 | 24 | 2 | 56 | 10 | 19 | 5 | 50 | 26 | 25 | 23 | 13 | 20 | 28 | 29 | 22 | 28 | 23 | 19 | 24 | 30 | 31 | |
| | The last Labour government | 36 | 34 | 76 | 4 | 43 | 47 | 72 | 7 | 23 | 37 | 31 | 23 | 31 | 34 | 40 | 39 | 27 | 32 | 37 | 34 | 34 | 20 | |
| | Both | 22 | 28 | 16 | 28 | 32 | 30 | 17 | 28 | 37 | 27 | 28 | 32 | 31 | 26 | 25 | 24 | 33 | 29 | 29 | 27 | 23 | 38 | |
| | Neither | 5 | 4 | 2 | 5 | 14 | 2 | 1 | 5 | 9 | 5 | 4 | 6 | 5 | 4 | 4 | 6 | 3 | 5 | 6 | 3 | 4 | 5 | |
| | Don't know | 10 | 10 | 4 | 7 | 1 | 1 | 5 | 10 | 5 | 6 | 13 | 26 | 14 | 8 | 2 | 10 | 9 | 11 | 9 | 11 | 9 | 6 | |

Sample Size: 1745 GB Adults
Fieldwork: 13th - 14th July 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 | 1745 | 484 | 526 | 110 | 142 | 520 | 427 | 379 | 846 | 899 | 208 | 441 | 597 | 499 | 995 | 750 | 223 | 567 | 373 | 429 | 152 | |
| Unweighted Sample | 1745 | 492 | 516 | 84 | 179 | 537 | 433 | 354 | 803 | 942 | 93 | 399 | 734 | 519 | 1123 | 622 | 303 | 555 | 321 | 381 | 185 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | June 29-30 | July 13-14 | | | | | | | | | | | | | | | | | | | | |
|---|---------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 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 | 18 | 8 | 26 | 13 | 25 | 10 | 24 | 15 | 15 | 22 | 12 | 21 | 22 | 15 | 14 | 24 | 19 | 18 | 16 | 20 | 21 |
| Fairly worried | 39 | 43 | 35 | 47 | 34 | 44 | 38 | 53 | 45 | 40 | 45 | 46 | 44 | 42 | 41 | 39 | 48 | 40 | 41 | 44 | 47 | 36 |
| TOTAL WORRIED | 59 | 61 | 43 | 73 | 47 | 69 | 48 | 77 | 60 | 55 | 67 | 58 | 65 | 64 | 56 | 53 | 72 | 59 | 59 | 60 | 67 | 57 |
| Not very worried | 28 | 28 | 39 | 22 | 33 | 28 | 36 | 18 | 29 | 31 | 25 | 27 | 26 | 28 | 30 | 34 | 20 | 26 | 29 | 30 | 23 | 31 |
| Not at all worried | 9 | 8 | 15 | 3 | 21 | 3 | 14 | 4 | 8 | 10 | 6 | 5 | 6 | 7 | 13 | 10 | 5 | 8 | 9 | 6 | 9 | 9 |
| TOTAL NOT WORRIED | 37 | 36 | 54 | 25 | 54 | 31 | 50 | 22 | 37 | 41 | 31 | 32 | 32 | 35 | 43 | 44 | 25 | 34 | 38 | 36 | 32 | 40 |
| Don't know | 4 | 3 | 3 | 1 | 0 | 1 | 2 | 1 | 3 | 4 | 3 | 10 | 4 | 2 | 1 | 3 | 3 | 7 | 2 | 4 | 1 | 3 |
| be victims of burglary, robbery or mugging | | | | | | | | | | | | | | | | | | | | | | |
| Very worried | 9 | 8 | 5 | 10 | 6 | 13 | 5 | 9 | 6 | 7 | 9 | 5 | 10 | 6 | 10 | 5 | 11 | 13 | 7 | 7 | 10 | 2 |
| Fairly worried | 29 | 29 | 27 | 31 | 17 | 32 | 28 | 36 | 23 | 26 | 31 | 31 | 25 | 30 | 30 | 26 | 33 | 32 | 30 | 29 | 29 | 20 |
| TOTAL WORRIED | 38 | 37 | 32 | 41 | 23 | 45 | 33 | 45 | 29 | 33 | 40 | 36 | 35 | 36 | 40 | 31 | 44 | 45 | 37 | 36 | 39 | 22 |
| Not very worried | 46 | 47 | 50 | 47 | 54 | 44 | 51 | 43 | 51 | 48 | 47 | 47 | 46 | 48 | 48 | 51 | 42 | 39 | 47 | 47 | 47 | 58 |
| Not at all worried | 11 | 12 | 15 | 10 | 24 | 9 | 12 | 9 | 17 | 15 | 9 | 8 | 14 | 14 | 9 | 13 | 10 | 8 | 12 | 14 | 11 | 13 |
| TOTAL NOT WORRIED | 57 | 59 | 65 | 57 | 78 | 53 | 63 | 52 | 68 | 63 | 56 | 55 | 60 | 62 | 57 | 64 | 52 | 47 | 59 | 61 | 58 | 71 |
| Don't know | 5 | 4 | 3 | 2 | 0 | 2 | 3 | 3 | 4 | 4 | 4 | 10 | 6 | 2 | 3 | 5 | 3 | 7 | 4 | 4 | 2 | 6 |
| suffer directly from cuts in spending on public services such as health, education and welfare | | | | | | | | | | | | | | | | | | | | | | |
| Very worried | 25 | 24 | 8 | 39 | 12 | 33 | 9 | 37 | 23 | 21 | 26 | 14 | 17 | 26 | 31 | 19 | 29 | 23 | 24 | 23 | 25 | 20 |
| Fairly worried | 41 | 40 | 36 | 41 | 36 | 46 | 39 | 45 | 42 | 38 | 43 | 43 | 38 | 43 | 38 | 39 | 43 | 39 | 39 | 42 | 40 | 42 |
| TOTAL WORRIED | 66 | 64 | 44 | 80 | 48 | 79 | 48 | 82 | 65 | 59 | 69 | 57 | 55 | 69 | 69 | 58 | 72 | 62 | 63 | 65 | 65 | 62 |
| Not very worried | 25 | 27 | 42 | 14 | 43 | 17 | 40 | 10 | 28 | 30 | 24 | 26 | 32 | 24 | 25 | 32 | 20 | 25 | 28 | 25 | 26 | 29 |
| Not at all worried | 6 | 6 | 12 | 3 | 8 | 3 | 10 | 4 | 4 | 8 | 3 | 6 | 8 | 5 | 5 | 7 | 5 | 5 | 7 | 4 | 7 | 3 |
| TOTAL NOT WORRIED | 31 | 33 | 54 | 17 | 51 | 20 | 50 | 14 | 32 | 38 | 27 | 32 | 40 | 29 | 30 | 39 | 25 | 30 | 35 | 29 | 33 | 32 |
| Don't know | 4 | 4 | 2 | 3 | 1 | 1 | 2 | 4 | 3 | 3 | 4 | 12 | 5 | 2 | 1 | 4 | 4 | 8 | 2 | 5 | 2 | 5 |
| lose out because foreign factories and/or workers from abroad can do the same job more cheaply | | | | | | | | | | | | | | | | | | | | | | |
| Very worried | 18 | 16 | 12 | 18 | 4 | 38 | 13 | 19 | 11 | 15 | 17 | 8 | 11 | 19 | 22 | 11 | 24 | 14 | 14 | 20 | 18 | 14 |
| Fairly worried | 28 | 27 | 26 | 30 | 22 | 34 | 28 | 31 | 28 | 23 | 31 | 27 | 24 | 28 | 30 | 25 | 30 | 26 | 27 | 27 | 29 | 24 |
| TOTAL WORRIED | 46 | 43 | 38 | 48 | 26 | 72 | 41 | 50 | 39 | 38 | 48 | 35 | 35 | 47 | 52 | 36 | 54 | 40 | 41 | 47 | 47 | 38 |
| Not very worried | 31 | 32 | 35 | 32 | 37 | 14 | 35 | 28 | 32 | 33 | 31 | 35 | 36 | 32 | 25 | 35 | 27 | 31 | 33 | 30 | 32 | 33 |
| Not at all worried | 17 | 19 | 22 | 17 | 36 | 10 | 19 | 16 | 24 | 23 | 15 | 17 | 21 | 18 | 18 | 24 | 12 | 20 | 18 | 18 | 17 | 25 |
| TOTAL NOT WORRIED | 48 | 51 | 57 | 49 | 73 | 24 | 54 | 44 | 56 | 56 | 46 | 52 | 57 | 50 | 43 | 59 | 39 | 51 | 51 | 48 | 49 | 58 |
| Don't know | 6 | 6 | 4 | 5 | 1 | 3 | 5 | 5 | 5 | 5 | 6 | 14 | 7 | 3 | 5 | 5 | 7 | 8 | 7 | 6 | 3 | 4 |

Sample Size: 1745 GB Adults
Fieldwork: 13th - 14th July 2014

| | Total | 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 | 1745 | 484 | 526 | 110 | 142 | 520 | 427 | 379 | 846 | 899 | 208 | 441 | 597 | 499 | 995 | 750 | 223 | 567 | 373 | 429 | 152 | |
| Unweighted Sample | 1745 | 492 | 516 | 84 | 179 | 537 | 433 | 354 | 803 | 942 | 93 | 399 | 734 | 519 | 1123 | 622 | 303 | 555 | 321 | 381 | 185 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| lose their job / have difficulty finding work | | | | | | | | | | | | | | | | | | | | | | |
| Very worried | 19 | 17 | 10 | 23 | 12 | 25 | 9 | 22 | 17 | 16 | 19 | 13 | 15 | 19 | 18 | 13 | 22 | 19 | 13 | 18 | 21 | 15 |
| Fairly worried | 33 | 34 | 29 | 38 | 18 | 37 | 31 | 38 | 36 | 32 | 36 | 39 | 35 | 35 | 30 | 35 | 33 | 38 | 32 | 34 | 35 | 33 |
| TOTAL WORRIED | 52 | 51 | 39 | 61 | 30 | 62 | 40 | 60 | 53 | 48 | 55 | 52 | 50 | 54 | 48 | 48 | 55 | 57 | 45 | 52 | 56 | 48 |
| Not very worried | 29 | 28 | 36 | 23 | 36 | 22 | 35 | 22 | 29 | 29 | 27 | 21 | 34 | 31 | 22 | 30 | 26 | 21 | 33 | 28 | 25 | 33 |
| Not at all worried | 13 | 14 | 22 | 9 | 33 | 10 | 20 | 10 | 14 | 16 | 13 | 9 | 9 | 11 | 25 | 17 | 11 | 11 | 15 | 13 | 16 | 14 |
| TOTAL NOT WORRIED | 42 | 42 | 58 | 32 | 69 | 32 | 55 | 32 | 43 | 45 | 40 | 30 | 43 | 42 | 47 | 47 | 37 | 32 | 48 | 41 | 41 | 47 |
| Don't know | 6 | 6 | 4 | 7 | 0 | 6 | 5 | 9 | 4 | 7 | 6 | 18 | 6 | 4 | 5 | 5 | 8 | 11 | 7 | 8 | 3 | 5 |
| lose their home | | | | | | | | | | | | | | | | | | | | | | |
| Very worried | 13 | 12 | 5 | 16 | 8 | 17 | 6 | 16 | 10 | 11 | 13 | 10 | 9 | 11 | 15 | 9 | 15 | 13 | 11 | 10 | 15 | 7 |
| Fairly worried | 26 | 25 | 16 | 32 | 16 | 25 | 20 | 32 | 28 | 22 | 28 | 17 | 25 | 27 | 26 | 24 | 27 | 29 | 25 | 24 | 25 | 25 |
| TOTAL WORRIED | 39 | 37 | 21 | 48 | 24 | 42 | 26 | 48 | 38 | 33 | 41 | 27 | 34 | 38 | 41 | 33 | 42 | 42 | 36 | 34 | 40 | 32 |
| Not very worried | 34 | 37 | 46 | 33 | 39 | 34 | 43 | 33 | 37 | 38 | 37 | 41 | 42 | 37 | 32 | 39 | 35 | 33 | 36 | 42 | 37 | 41 |
| Not at all worried | 21 | 20 | 29 | 14 | 36 | 20 | 27 | 13 | 22 | 23 | 18 | 17 | 17 | 21 | 24 | 23 | 16 | 17 | 23 | 18 | 20 | 22 |
| TOTAL NOT WORRIED | 55 | 57 | 75 | 47 | 75 | 54 | 70 | 46 | 59 | 61 | 55 | 58 | 59 | 58 | 56 | 62 | 51 | 50 | 59 | 60 | 57 | 63 |
| Don't know | 6 | 5 | 3 | 4 | 1 | 4 | 4 | 6 | 3 | 6 | 5 | 14 | 6 | 3 | 4 | 5 | 6 | 8 | 6 | 5 | 3 | 4 |
| suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities | | | | | | | | | | | | | | | | | | | | | | |
| Very worried | 13 | 12 | 7 | 17 | 8 | 16 | 7 | 15 | 10 | 12 | 11 | 8 | 10 | 12 | 15 | 8 | 17 | 12 | 12 | 9 | 16 | 7 |
| Fairly worried | 21 | 23 | 15 | 28 | 21 | 21 | 16 | 31 | 25 | 23 | 24 | 25 | 23 | 22 | 25 | 24 | 23 | 24 | 24 | 18 | 26 | 27 |
| TOTAL WORRIED | 34 | 35 | 22 | 45 | 29 | 37 | 23 | 46 | 35 | 35 | 35 | 33 | 33 | 34 | 40 | 32 | 40 | 36 | 36 | 27 | 42 | 34 |
| Not very worried | 35 | 35 | 41 | 32 | 32 | 36 | 42 | 30 | 33 | 34 | 37 | 37 | 37 | 38 | 30 | 36 | 34 | 31 | 34 | 42 | 34 | 32 |
| Not at all worried | 22 | 23 | 31 | 18 | 39 | 20 | 28 | 18 | 27 | 25 | 21 | 17 | 22 | 24 | 25 | 26 | 19 | 22 | 23 | 24 | 21 | 27 |
| TOTAL NOT WORRIED | 57 | 58 | 72 | 50 | 71 | 56 | 70 | 48 | 60 | 59 | 58 | 54 | 59 | 62 | 55 | 62 | 53 | 53 | 57 | 66 | 55 | 59 |
| Don't know | 8 | 6 | 6 | 4 | 0 | 7 | 6 | 6 | 5 | 6 | 7 | 14 | 8 | 4 | 5 | 6 | 7 | 11 | 6 | 7 | 4 | 7 |
| suffer ill-health | | | | | | | | | | | | | | | | | | | | | | |
| Very worried | 18 | 15 | 10 | 22 | 6 | 17 | 12 | 23 | 10 | 12 | 19 | 8 | 9 | 16 | 24 | 12 | 21 | 14 | 14 | 15 | 20 | 11 |
| Fairly worried | 35 | 36 | 32 | 39 | 24 | 35 | 32 | 41 | 39 | 34 | 38 | 29 | 27 | 39 | 42 | 35 | 36 | 32 | 36 | 34 | 38 | 38 |
| TOTAL WORRIED | 53 | 51 | 42 | 61 | 30 | 52 | 44 | 64 | 49 | 46 | 57 | 37 | 36 | 55 | 66 | 47 | 57 | 46 | 50 | 49 | 58 | 49 |
| Not very worried | 33 | 36 | 42 | 28 | 57 | 40 | 42 | 25 | 40 | 39 | 33 | 39 | 46 | 36 | 26 | 40 | 30 | 39 | 39 | 35 | 30 | 36 |
| Not at all worried | 9 | 8 | 11 | 7 | 12 | 3 | 9 | 8 | 7 | 9 | 7 | 12 | 11 | 7 | 4 | 8 | 7 | 6 | 7 | 8 | 9 | 8 |
| TOTAL NOT WORRIED | 42 | 44 | 53 | 35 | 69 | 43 | 51 | 33 | 47 | 48 | 40 | 51 | 57 | 43 | 30 | 48 | 37 | 45 | 46 | 43 | 39 | 44 |
| Don't know | 6 | 5 | 4 | 4 | 1 | 5 | 5 | 3 | 4 | 6 | 5 | 13 | 6 | 3 | 4 | 6 | 5 | 8 | 4 | 7 | 4 | 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 | 39 | 105 |
| Male 25 to 39 | 169 | 220 |
| Male 40 to 59 | 364 | 295 |
| Male 60 + | 231 | 227 |
| Female 18 to 24 | 54 | 103 |
| Female 25 to 39 | 230 | 222 |
| Female 40 to 59 | 370 | 302 |
| Female 60 + | 288 | 272 |
| Region | | |
| North England | 381 | 429 |
| Midlands | 234 | 286 |
| East | 156 | 168 |
| London | 303 | 223 |
| South England | 399 | 400 |
| Wales | 87 | 87 |
| Scotland | 185 | 152 |
| Social Grade | | |
| AB | 650 | 489 |
| C1 | 473 | 506 |
| C2 | 256 | 366 |
| DE | 366 | 384 |
| Newspaper Type | | |
| Express / Mail | 385 | 279 |
| Sun / Star | 179 | 410 |
| Mirror / Record | 111 | 175 |
| Guardian / Independent | 105 | 79 |
| FT / Times / Telegraph | 122 | 166 |
| Other Paper | 287 | 201 |
| No Paper | 556 | 436 |
| Political Party Identification | | |
| Labour | 559 | 558 |
| Conservative | 507 | 489 |
| Liberal Democrat | 136 | 192 |
| SNP/Plaid Cymru | 56 | 30 |
| Others | 119 | 40 |
| None/ DK | 368 | 436 |

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