

YouGov / The Sun Survey Results

Sample Size: 2021 GB Adults
Fieldwork: 25th - 26th August 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	2021	529	582	124	205	587	512	415	980	1041	240	511	691	578	1152	869	259	657	432	497	176
Unweighted Sample	2021	489	636	116	214	540	561	411	981	1040	237	424	823	537	1299	722	317	617	399	462	226
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	78	5	14	31	35	30	37	28	37	38	27	31	44	34	27	16
Lab	37	0	100	0	0	3	83	33	36	37	36	36	41	33	34	40	45	26	37	47	33
Lib Dem	8	0	0	100	0	1	1	31	8	7	7	10	8	6	9	6	8	9	6	8	6
Other	22	0	0	0	100	18	11	22	24	21	27	17	23	24	19	27	16	21	22	18	46

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	5	10	14	12	7	7	15	17	10	17	10	16	13	12	6
Green	5	0	0	0	0	1	3	9	4	5	15	4	3	3	5	4	4	4	6	5	7
SNP / PCY	4	0	0	0	0	1	2	2	4	3	5	4	4	2	3	5	0	0	2	0	31
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	1	1	1	1	1	1	1	1	1	1	1	1	0	2

Non Voters

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

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

	Aug 21-22	Aug 25-26																				
Approve	32	31	84	6	42	15	67	8	26	36	27	23	33	29	36	36	25	30	37	31	29	20
Disapprove	53	52	6	87	38	72	21	84	58	53	51	45	46	60	52	49	56	50	44	55	57	67
Don't know	15	16	10	7	20	13	12	8	16	11	21	32	21	11	12	14	19	20	19	15	14	13

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

	Aug 10-11	Aug 25-26																				
I would vote for Britain to remain a member of the European Union	40	41	34	59	65	2	26	53	54	46	36	58	42	40	34	48	31	50	37	37	40	55
I would vote for Britain to leave the European Union	38	40	50	25	27	96	58	30	33	41	39	16	32	42	56	36	45	34	42	45	39	30
I would not vote	5	5	2	3	2	0	2	3	3	4	6	8	9	4	1	4	6	4	6	5	5	5
Don't know	17	14	14	13	7	1	13	14	10	9	19	18	18	14	9	11	18	12	15	13	16	10

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Aug 10-11	Aug 25-26																				
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	54	65	65	78	12	53	60	65	56	51	61	54	51	53	61	43	58	53	51	49	68
Would vote for Britain to leave the European Union	23	26	24	18	9	77	35	20	19	28	23	12	19	29	33	22	31	22	26	30	25	16
Would not vote	5	5	1	3	2	1	0	3	3	4	6	8	8	3	1	3	6	5	5	4	5	4
Don't know	18	16	10	15	11	10	12	17	13	12	20	19	19	17	12	13	20	14	16	15	20	12
	Aug 10-11	Aug 25-26																				
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	46	43	86	17	47	46	77	20	40	45	41	37	42	40	50	48	37	44	49	43	39	35
Bad for the economy	35	37	6	66	26	39	13	63	41	41	33	33	31	42	37	34	41	37	30	38	41	51
Don't know	19	20	8	17	27	16	10	18	19	14	25	29	26	17	13	17	23	19	21	19	21	14
Being done fairly or unfairly?																						
Fairly	27	29	71	7	36	24	61	9	22	32	26	27	29	26	33	34	22	32	32	29	25	24
Unfairly	54	55	17	85	43	64	28	81	61	56	53	46	50	60	56	51	59	51	49	56	59	62
Don't know	19	17	12	8	20	12	12	10	16	12	21	27	22	15	10	15	19	17	19	15	16	14
Necessary or unnecessary?																						
Necessary	58	57	93	30	68	65	87	32	56	60	54	53	56	54	62	62	49	57	63	55	53	48
Unnecessary	27	26	2	52	17	29	6	49	28	29	24	18	22	31	29	23	31	25	20	29	30	36
Don't know	16	17	5	17	15	6	7	19	16	11	22	28	23	15	10	15	19	17	18	16	17	15
Too deep, too shallow or at about the right level?																						
Too deep	37	39	10	69	34	41	18	66	42	43	36	34	31	45	41	38	41	41	33	40	41	50
Too shallow	11	10	13	6	11	17	13	8	7	13	7	9	12	8	11	11	8	12	11	12	7	7
About the right level	31	30	67	10	33	28	58	10	29	31	29	22	29	28	37	33	26	26	34	28	31	25
Don't know	21	21	10	15	23	14	11	16	22	13	28	35	28	18	11	18	24	22	21	20	21	18

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Aug 10-11	Aug 25-26																			
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	36	38	9	68	30	39	16	65	42	40	37	30	30	44	41	36	41	39	33	39	41	48
Too slowly	13	12	16	5	14	19	18	7	8	16	9	7	15	11	12	13	10	13	14	13	8	12
About the right pace	33	32	68	11	39	31	58	12	31	33	30	30	31	30	35	36	27	30	37	30	30	25
Don't know	19	18	8	16	18	11	8	16	18	11	24	32	24	15	11	15	22	18	17	18	21	15
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	54	52	40	65	51	60	43	67	54	54	51	41	45	60	54	50	56	50	47	55	58	51
Not having an impact on my life	33	34	50	26	36	33	47	24	36	36	32	29	33	31	39	37	29	36	35	32	31	36
Don't know	14	14	10	9	12	8	9	8	10	10	17	29	22	9	7	13	15	14	17	12	11	13
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	25	27	4	62	18	16	6	55	28	30	24	24	22	31	29	25	30	29	20	30	32	34
The last Labour government	36	34	79	3	38	50	74	6	28	37	31	24	30	33	43	38	29	27	42	36	31	21
Both	25	25	11	24	29	31	17	26	30	23	26	22	26	27	21	24	25	26	25	23	22	33
Neither	4	4	3	6	5	1	1	6	5	4	5	6	5	4	3	5	4	5	4	4	5	6
Don't know	10	10	3	5	10	2	2	7	9	5	14	23	16	6	4	8	12	12	10	8	11	6
		Aug 10-11	Aug 25-26																			
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	18	20	7	28	18	20	10	28	19	17	23	24	21	24	14	15	27	21	17	24	20	22
Fairly worried	40	40	34	43	44	46	38	43	38	37	42	34	39	40	42	39	41	42	37	39	43	40
TOTAL WORRIED	58	60	41	71	62	66	48	71	57	54	65	58	60	64	56	54	68	63	54	63	63	62
Not very worried	31	27	40	21	33	27	36	21	32	30	25	25	25	29	29	32	21	24	34	23	24	27
Not at all worried	8	9	17	6	5	6	14	6	9	11	7	8	9	6	13	11	6	7	9	10	8	9
TOTAL NOT WORRIED	39	36	57	27	38	33	50	27	41	41	32	33	34	35	42	43	27	31	43	33	32	36
Don't know	3	4	2	2	0	2	2	3	2	4	4	8	6	2	2	3	5	5	3	3	4	2
...be victims of burglary, robbery or mugging																						
Very worried	7	7	4	10	4	13	5	11	4	6	9	7	6	8	8	6	9	11	5	9	9	6
Fairly worried	30	28	27	29	15	34	29	30	24	24	32	24	27	27	32	26	31	28	25	29	32	26
TOTAL WORRIED	37	35	31	39	19	47	34	41	28	30	41	31	33	35	40	32	40	39	30	38	41	32
Not very worried	45	46	50	46	52	41	49	45	51	49	43	43	45	47	45	49	41	44	50	44	43	45
Not at all worried	13	14	15	11	27	10	14	10	18	16	12	17	13	15	12	15	12	11	15	12	12	20
TOTAL NOT WORRIED	58	60	65	57	79	51	63	55	69	65	55	60	58	62	57	64	53	55	65	56	55	65
Don't know	5	5	3	4	2	2	4	4	3	5	5	9	9	3	2	4	6	6	5	6	5	2

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Aug 10-11	Aug 25-26																					
suffer directly from cuts in spending on public services such as health, education and welfare																							
	Very worried	22	24	8	39	20	28	11	37	24	21	27	23	18	27	27	21	28	24	21	28	25	22
	Fairly worried	42	40	34	40	39	47	40	42	38	38	42	35	38	41	42	40	40	41	37	39	42	46
	TOTAL WORRIED	64	64	42	79	59	75	51	79	62	59	69	58	56	68	69	61	68	65	58	67	67	68
	Not very worried	25	25	41	16	31	19	35	15	29	27	22	22	27	25	24	27	22	24	29	21	23	22
	Not at all worried	7	7	15	2	9	6	11	2	6	10	5	10	8	6	6	9	4	7	8	7	6	6
	TOTAL NOT WORRIED	32	32	56	18	40	25	46	17	35	37	27	32	35	31	30	36	26	31	37	28	29	28
	Don't know	4	5	3	3	1	1	3	3	3	4	5	10	9	2	1	4	6	5	5	5	4	3
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																							
	Very worried	15	15	8	18	10	37	13	18	12	13	17	11	10	17	19	12	20	13	15	17	16	14
	Fairly worried	28	29	26	27	22	31	28	30	27	28	30	20	26	31	33	26	33	31	25	29	34	28
	TOTAL WORRIED	43	44	34	45	32	68	41	48	39	41	47	31	36	48	52	38	53	44	40	46	50	42
	Not very worried	34	32	39	31	37	20	36	30	34	33	30	36	32	33	28	36	27	31	33	32	29	34
	Not at all worried	17	19	24	18	28	10	20	17	23	21	17	24	22	16	17	23	14	17	22	17	15	21
	TOTAL NOT WORRIED	51	51	63	49	65	30	56	47	57	54	47	60	54	49	45	59	41	48	55	49	44	55
	Don't know	5	5	2	5	3	2	3	5	4	5	6	9	9	3	3	4	7	8	5	4	6	3
lose their job / have difficulty finding work																							
	Very worried	17	18	7	26	11	28	10	25	14	15	21	23	14	20	18	15	22	21	15	21	17	18
	Fairly worried	35	34	31	33	31	32	32	34	36	31	37	30	36	40	27	33	36	35	31	35	38	34
	TOTAL WORRIED	52	52	38	59	42	60	42	59	50	46	58	53	50	60	45	48	58	56	46	56	55	52
	Not very worried	29	29	37	26	35	28	35	26	31	33	24	26	32	27	28	32	24	26	31	25	29	32
	Not at all worried	13	14	21	12	20	10	19	11	16	16	12	11	10	10	23	16	11	11	18	13	11	13
	TOTAL NOT WORRIED	42	43	58	38	55	38	54	37	47	49	36	37	42	37	51	48	35	37	49	38	40	45
	Don't know	6	5	4	4	3	2	5	4	3	5	6	10	8	3	4	4	7	6	6	5	5	3
lose their home																							
	Very worried	9	12	4	19	7	14	7	19	9	9	15	9	10	14	14	9	16	13	10	16	11	12
	Fairly worried	24	24	17	26	19	32	20	28	21	22	26	19	25	25	24	21	28	24	24	26	23	22
	TOTAL WORRIED	33	36	21	45	26	46	27	47	30	31	41	28	35	39	38	30	44	37	34	42	34	34
	Not very worried	38	37	44	33	39	35	41	31	44	39	36	44	41	36	33	41	32	38	36	33	42	40
	Not at all worried	23	21	32	18	32	15	27	19	24	25	18	19	15	23	26	24	17	18	25	20	19	23
	TOTAL NOT WORRIED	61	58	76	51	71	50	68	50	68	64	54	63	56	59	59	65	49	56	61	53	61	63
	Don't know	5	5	3	3	2	3	5	3	3	5	6	10	9	3	2	4	7	7	5	5	5	3

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

	Aug 10-11	Aug 25-26																				
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	11	10	3	15	9	10	5	14	9	9	11	8	9	11	10	8	12	12	9	11	9	10
Fairly worried	23	23	13	26	17	31	18	27	22	22	23	22	18	23	26	20	27	24	19	27	24	20
TOTAL WORRIED	34	33	16	41	26	41	23	41	31	31	34	30	27	34	36	28	39	36	28	38	33	30
Not very worried	35	37	45	35	42	34	41	32	41	36	38	37	40	36	36	39	34	37	37	36	38	38
Not at all worried	25	24	36	19	29	19	32	21	24	27	21	24	22	25	25	28	18	19	28	20	22	27
TOTAL NOT WORRIED	60	61	81	54	71	53	73	53	65	63	59	61	62	61	61	67	52	56	65	56	60	65
Don't know	6	7	4	4	3	6	5	5	4	6	7	9	11	5	3	5	9	8	7	6	7	5
suffer ill-health																						
Very worried	15	16	6	21	13	20	11	21	14	12	19	10	11	17	21	13	20	13	15	19	16	15
Fairly worried	35	35	30	40	36	42	34	38	38	34	37	24	25	37	47	34	38	35	33	36	38	34
TOTAL WORRIED	50	51	36	61	49	62	45	59	52	46	56	34	36	54	68	47	58	48	48	55	54	49
Not very worried	36	34	49	28	38	27	41	30	36	38	31	41	42	34	26	40	28	36	36	33	32	37
Not at all worried	7	8	10	7	13	6	8	7	10	10	7	13	12	7	4	9	7	9	9	7	7	9
TOTAL NOT WORRIED	43	42	59	35	51	33	49	37	46	48	38	54	54	41	30	49	35	45	45	40	39	46
Don't know	7	6	5	5	0	5	5	5	3	6	6	12	10	4	3	5	8	8	7	5	6	4

	Aug 11-12	Aug 25-26																				
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
Sticks to what he believes in	23	23	50	11	22	18	42	11	21	25	22	18	18	22	31	25	21	28	24	22	20	23
Decisive	15	18	39	7	22	10	31	8	18	18	18	20	19	15	18	21	13	15	20	16	16	19
A natural leader	15	18	43	6	20	9	32	8	17	20	16	19	20	15	19	21	13	16	23	15	16	13
Charismatic	16	16	34	8	19	12	25	9	14	18	13	17	15	16	15	19	12	21	20	13	11	11
Strong	14	15	36	5	15	11	28	6	13	15	15	14	14	14	16	17	12	12	17	15	13	13
Good in a crisis	13	13	35	3	17	8	27	4	11	15	12	13	12	12	16	16	10	13	17	12	11	10
Honest	12	13	37	2	18	6	30	3	8	14	12	9	8	11	22	16	10	13	18	11	11	9
In touch with the concerns of ordinary people	5	6	17	0	8	3	15	1	3	6	6	5	4	5	9	6	5	3	8	6	5	5
None of these	46	46	11	71	40	62	25	69	49	46	47	34	41	53	48	42	53	37	41	50	51	56
Don't know	9	9	5	5	6	3	5	5	7	7	11	20	13	6	5	7	11	14	9	8	9	6

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

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

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In touch with the concerns of ordinary people	20	19	6	50	15	5	5	43	21	20	18	14	13	23	22	19	19	24	16	19	21	17	
Sticks to what he believes in	16	17	8	40	15	6	7	36	18	19	16	16	12	19	20	18	17	21	14	17	20	17	
Honest	17	17	6	40	16	4	4	37	19	18	16	13	11	19	19	19	13	21	15	16	18	18	
Strong	5	5	1	12	5	1	1	11	4	5	4	7	3	7	3	5	5	4	4	6	4	6	
Decisive	5	5	1	13	6	1	1	12	4	5	4	6	3	7	4	5	5	4	4	6	4	9	
Good in a crisis	4	3	1	9	5	1	1	8	3	4	3	2	3	5	3	3	4	2	4	4	3	4	
A natural leader	3	3	1	9	4	1	1	8	3	4	3	5	2	5	2	3	4	2	2	5	4	3	
Charismatic	4	3	1	7	0	2	1	5	3	3	3	4	3	4	2	2	4	4	2	3	3	5	
None of these	53	54	75	23	55	84	78	30	51	56	52	44	53	54	59	54	53	42	58	56	51	58	
Don't know	13	13	8	10	9	4	8	9	13	10	17	25	19	11	7	12	16	18	13	12	14	11	

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

	Aug 11-12	Aug 25-26	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
In touch with the concerns of ordinary people	9	9	13	7	34	2	10	7	17	9	9	12	8	7	10	10	8	9	10	8	8	8	
Honest	12	9	16	4	37	3	13	5	17	11	8	6	7	10	12	12	7	10	13	5	8	11	
Sticks to what he believes in	9	8	13	4	27	3	10	5	12	8	7	5	4	9	11	9	6	8	9	7	7	8	
Charismatic	9	8	13	5	24	2	10	6	14	9	7	10	9	9	6	10	6	8	10	7	8	8	
Good in a crisis	2	3	4	1	14	1	3	2	4	3	2	4	2	3	2	3	2	2	4	3	1	3	
Decisive	3	3	5	2	16	1	4	2	4	3	3	3	4	2	4	4	2	4	4	3	3	0	
A natural leader	3	3	4	2	17	1	3	1	7	4	3	3	4	4	2	3	3	3	4	2	4	1	
Strong	3	2	4	0	12	0	3	1	3	2	2	3	1	2	3	3	2	2	3	3	1	2	
None of these	61	63	56	75	24	88	64	75	52	65	62	52	58	65	70	62	65	56	58	67	67	70	
Don't know	11	13	9	9	6	4	8	9	9	10	16	24	18	11	6	11	15	18	13	12	11	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	113	121
Male 25 to 39	198	255
Male 40 to 59	427	342
Male 60 +	243	263
Female 18 to 24	124	119
Female 25 to 39	226	257
Female 40 to 59	396	350
Female 60 +	294	315
Region		
North England	462	497
Midlands	293	331
East	176	194
London	317	259
South England	441	463
Wales	106	101
Scotland	226	176
Social Grade		
AB	705	566
C1	594	586
C2	319	424
DE	403	445
Newspaper Type		
Express / Mail	389	287
Sun / Star	242	406
Mirror / Record	159	178
Guardian / Independent	168	89
FT / Times / Telegraph	137	162
Other Paper	324	232
No Paper	602	667
Political Party Identification		
Labour	703	639
Conservative	508	562
Liberal Democrat	167	192
SNP/Plaid Cymru	47	38
Others	151	99
None/ DK	445	491

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