

Sample Size: 1658 GB Adults
Fieldwork: 27th - 28th 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	428	511	100	160		490	399	349	804	854	197	419	567	474	945	713	212	539	355	408	144	
Unweighted Sample	469	459	95	176		540	374	334	753	905	93	403	656	506	1122	536	308	472	301	369	208	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	June	July																				
	29-30	27-28																				
Do you think Britain would be better or worse off economically if we left the European Union, or would it make no difference?																						
Better off	27	29	41	15	11	76	44	22	16	27	31	15	19	30	43	27	32	23	34	34	25	20
Worse off	37	37	23	55	66	6	18	49	59	41	34	51	39	38	28	39	35	41	35	33	40	44
Would make no difference	18	16	18	17	12	15	20	17	13	19	13	18	15	16	17	17	15	17	12	14	22	15
Don't know	18	18	18	14	11	3	19	13	12	14	22	16	27	17	12	17	19	19	19	20	13	21
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	12	14	21	7	6	36	22	11	8	14	15	13	9	12	23	13	16	10	17	16	14	7
Would have less influence	38	38	24	58	67	12	21	50	54	41	36	50	44	40	27	43	32	50	35	35	35	53
Would make no difference	35	32	42	26	13	47	44	29	24	36	29	16	26	33	43	31	34	25	32	30	39	29
Don't know	15	15	12	9	13	5	13	10	14	10	20	22	21	15	8	12	19	15	16	19	11	10
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	27	39	14	15	64	37	19	19	24	31	22	22	28	34	25	31	26	34	30	22	18
Would be bad for jobs and employment	33	34	24	53	62	2	19	44	52	41	28	44	37	35	27	38	29	37	32	33	34	46
Would make no difference	22	20	23	19	13	29	27	18	15	20	19	12	14	21	26	20	20	18	17	20	25	17
Don't know	17	18	15	14	10	5	17	19	14	15	22	23	27	15	13	17	20	20	17	18	19	19
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	17	21	28	13	11	59	29	18	9	22	20	13	17	21	26	20	22	15	23	22	20	18
Worse off	20	21	9	35	39	1	8	29	35	26	17	37	25	20	13	23	19	27	18	21	18	32
Would make no difference	44	40	50	38	34	33	48	37	40	40	41	33	34	41	48	41	40	39	41	37	45	34
Don't know	19	18	13	14	15	6	15	16	17	13	22	18	24	18	12	17	19	18	18	20	17	15

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Unweighted Sample	1658	469	459	95	176	540	374	334	753	905	93	403	656	506	1122	536	308	472	301	369	208	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	July 13-14	July 27-28																				
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	44	86	17	56	52	78	18	36	46	42	23	40	42	58	47	40	43	47	44	41	40
Bad for the economy	37	37	5	67	30	34	10	67	44	42	33	46	34	43	30	35	40	34	32	37	45	41
Don't know	20	19	9	15	14	14	12	15	20	12	26	30	26	15	12	18	21	23	21	19	13	19
Being done fairly or unfairly?																						
Fairly	27	25	70	5	27	18	56	5	17	28	22	10	22	25	34	29	19	23	29	27	20	22
Unfairly	53	56	14	85	55	66	26	85	66	58	54	62	53	60	52	53	60	58	51	51	64	63
Don't know	19	19	17	10	18	16	19	11	17	14	23	27	25	15	14	17	21	18	20	22	16	15
Necessary or unnecessary?																						
Necessary	55	54	92	28	68	58	83	31	53	56	52	36	51	54	63	59	47	52	57	54	50	51
Unnecessary	28	28	3	55	19	30	7	53	32	32	25	30	25	33	25	25	33	25	24	27	35	32
Don't know	17	18	4	17	14	12	10	16	15	13	23	34	24	13	12	17	20	24	18	19	15	16
Too deep, too shallow or at about the right level?																						
Too deep	36	38	6	70	35	44	12	71	46	42	35	32	34	47	34	36	42	38	33	37	45	44
Too shallow	11	12	17	7	5	20	15	6	9	13	11	14	13	9	12	13	10	13	13	8	14	7
About the right level	30	29	66	9	41	25	58	9	24	32	27	25	23	27	40	32	26	23	31	33	27	29
Don't know	22	21	11	14	19	11	15	14	20	14	27	29	30	16	14	19	23	25	23	22	14	21
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	37	38	7	67	30	45	13	67	44	42	33	29	35	46	34	35	42	37	31	37	46	42
Too slowly	11	11	17	5	4	22	14	8	7	14	8	12	11	10	11	11	11	12	13	8	12	7
About the right pace	32	31	68	12	49	24	59	10	31	31	32	26	27	28	41	36	25	29	33	32	28	32
Don't know	19	20	8	16	17	10	14	15	19	13	27	33	27	16	13	19	22	22	23	22	14	19
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	52	51	35	70	42	57	40	66	52	51	52	42	48	57	51	49	54	46	47	55	56	51
Not having an impact on my life	34	36	56	23	47	35	49	26	38	38	34	36	32	34	42	39	33	35	39	33	36	39
Don't know	14	13	9	6	11	8	11	8	10	11	14	22	20	9	7	12	13	19	14	13	9	10
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	24	29	4	64	15	26	6	62	29	30	28	35	22	35	27	27	32	31	27	27	31	33
The last Labour government	34	33	83	3	41	38	73	4	27	35	32	15	27	33	47	37	28	29	40	35	28	29
Both	28	24	8	23	31	32	14	22	32	22	25	24	32	20	20	23	24	21	21	22	29	27
Neither	4	4	2	6	0	3	2	7	5	5	3	4	5	5	3	3	5	4	2	5	6	4
Don't know	10	10	3	4	12	1	6	5	7	8	12	23	15	7	3	9	10	16	10	11	6	8

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

	July 13-14	July 27-28																				
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	19	8	28	10	21	11	27	21	15	23	16	23	23	12	15	25	18	16	18	25	19
Fairly worried	43	42	33	47	38	53	37	47	37	40	44	49	37	45	41	42	42	37	45	42	41	44
TOTAL WORRIED	61	61	41	75	48	74	48	74	58	55	67	65	60	68	53	57	67	55	61	60	66	63
Not very worried	28	29	44	20	45	21	38	19	33	32	26	22	30	26	34	32	24	28	29	29	28	28
Not at all worried	8	6	13	3	8	5	11	4	5	8	5	5	4	4	11	7	6	7	6	7	6	7
TOTAL NOT WORRIED	36	35	57	23	53	26	49	23	38	40	31	27	34	30	45	39	30	35	35	36	34	35
Don't know	3	4	2	2	0	1	3	3	4	6	2	8	6	2	1	4	4	10	3	4	1	3
be victims of burglary, robbery or mugging																						
Very worried	8	8	5	9	3	11	7	10	6	7	8	3	10	6	9	6	9	8	7	6	9	9
Fairly worried	29	30	29	29	21	40	33	33	25	27	33	32	28	30	31	29	32	31	30	29	34	22
TOTAL WORRIED	37	38	34	38	24	51	40	43	31	34	41	35	38	36	40	35	41	39	37	35	43	31
Not very worried	47	44	47	45	57	37	43	42	48	42	45	37	44	46	44	47	40	41	44	44	43	49
Not at all worried	12	12	15	13	16	8	12	10	15	16	8	15	11	12	12	12	13	8	14	14	10	14
TOTAL NOT WORRIED	59	56	62	58	73	45	55	52	63	58	53	52	55	58	56	59	53	49	58	58	53	63
Don't know	4	6	3	5	3	4	5	5	6	8	5	13	7	5	4	6	6	12	6	6	4	5
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	24	27	8	43	19	32	15	45	26	24	29	23	23	30	27	22	33	22	25	28	30	27
Fairly worried	40	36	32	38	28	47	34	37	34	32	40	38	31	36	40	39	32	36	36	35	37	34
TOTAL WORRIED	64	63	40	81	47	79	49	82	60	56	69	61	54	66	67	61	65	58	61	63	67	61
Not very worried	27	27	47	14	44	17	39	12	30	31	23	18	33	26	25	27	26	23	30	27	25	25
Not at all worried	6	6	10	3	10	3	7	3	6	8	3	9	6	5	5	7	4	8	5	6	4	10
TOTAL NOT WORRIED	33	33	57	17	54	20	46	15	36	39	26	27	39	31	30	34	30	31	35	33	29	35
Don't know	4	5	3	2	0	0	4	3	4	6	4	12	7	3	3	5	5	11	4	5	3	3
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	16	17	13	16	5	40	18	18	13	16	18	10	16	17	22	14	22	11	21	14	18	17
Fairly worried	27	28	29	28	17	35	29	31	20	24	31	31	21	30	30	27	30	23	27	31	29	26
TOTAL WORRIED	43	45	42	44	22	75	47	49	33	40	49	41	37	47	52	41	52	34	48	45	47	43
Not very worried	32	29	32	30	46	16	30	27	30	30	28	22	32	30	27	32	24	29	28	30	30	28
Not at all worried	19	19	23	21	32	7	17	19	30	22	17	25	22	18	16	22	17	25	18	18	19	24
TOTAL NOT WORRIED	51	48	55	51	78	23	47	46	60	52	45	47	54	48	43	54	41	54	46	48	49	52
Don't know	6	7	4	6	1	1	6	5	7	8	5	11	9	5	5	6	8	12	6	8	5	5

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Unweighted Sample	1658	469	459	95	176	540	374	334	753	905	93	403	656	506	1122	536	308	472	301	369	208	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 13-14	July 27-28																				
lose their job / have difficulty finding work																						
Very worried	17	19	7	26	8	26	10	29	20	17	20	24	22	18	15	16	23	17	16	19	23	20
Fairly worried	34	33	30	37	29	39	32	35	30	29	37	42	28	38	30	35	31	36	36	28	33	34
TOTAL WORRIED	51	52	37	63	37	65	42	64	50	46	57	66	50	56	45	51	54	53	52	47	56	54
Not very worried	28	29	38	25	42	19	34	23	31	31	27	15	33	31	27	32	24	24	30	31	28	27
Not at all worried	14	13	22	10	17	11	18	10	13	15	11	8	10	8	22	12	14	12	12	14	13	15
TOTAL NOT WORRIED	42	42	60	35	59	30	52	33	44	46	38	23	43	39	49	44	38	36	42	45	41	42
Don't know	6	6	4	3	4	5	6	4	5	8	5	9	8	4	5	5	8	12	5	7	4	5
lose their home																						
Very worried	12	13	6	17	8	16	8	18	13	11	15	8	13	13	13	9	17	11	11	12	16	13
Fairly worried	25	26	18	32	16	34	23	32	26	22	30	28	27	25	27	27	24	23	28	23	27	26
TOTAL WORRIED	37	39	24	49	24	50	31	50	39	33	45	36	40	38	40	36	41	34	39	35	43	39
Not very worried	37	34	39	33	45	31	35	33	35	35	33	33	37	35	30	36	31	32	34	35	33	36
Not at all worried	20	20	32	16	30	15	28	15	21	24	17	15	13	22	26	21	19	20	19	22	19	21
TOTAL NOT WORRIED	57	54	71	49	75	46	63	48	56	59	50	48	50	57	56	57	50	52	53	57	52	57
Don't know	5	7	5	3	1	4	7	3	5	8	6	17	9	5	4	6	9	13	7	7	5	4
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	12	13	5	18	5	18	8	19	12	13	12	17	11	13	12	9	17	12	13	9	15	14
Fairly worried	23	23	15	28	14	33	19	29	23	21	25	28	21	23	25	24	22	19	25	22	27	16
TOTAL WORRIED	35	36	20	46	19	51	27	48	35	34	37	45	32	36	37	33	39	31	38	31	42	30
Not very worried	35	34	40	31	50	27	38	28	35	31	36	25	38	34	34	36	31	37	33	33	32	39
Not at all worried	23	23	35	19	25	19	28	19	23	26	19	16	21	25	24	23	22	21	22	24	22	24
TOTAL NOT WORRIED	58	57	75	50	75	46	66	47	58	57	55	41	59	59	58	59	53	58	55	57	54	63
Don't know	6	7	5	4	6	3	7	4	7	8	7	14	10	5	6	7	8	11	7	11	4	6
suffer ill-health																						
Very worried	15	14	7	18	7	22	11	20	16	12	17	5	11	17	18	12	18	14	17	9	17	13
Fairly worried	36	36	34	39	33	37	33	43	36	32	40	35	27	34	46	36	36	30	34	42	37	34
TOTAL WORRIED	51	50	41	57	40	59	44	63	52	44	57	40	38	51	64	48	54	44	51	51	54	47
Not very worried	36	34	40	31	40	32	39	26	33	37	30	32	41	35	26	37	29	34	33	33	33	37
Not at all worried	8	9	13	7	19	2	10	7	9	11	7	13	11	9	6	9	9	9	10	7	8	13
TOTAL NOT WORRIED	44	43	53	38	59	34	49	33	42	48	37	45	52	44	32	46	38	43	43	40	41	50
Don't know	5	7	5	5	2	6	6	5	6	8	6	15	10	4	4	7	7	13	7	9	4	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	45	99
Male 25 to 39	174	209
Male 40 to 59	298	280
Male 60 +	236	216
Female 18 to 24	48	98
Female 25 to 39	229	211
Female 40 to 59	358	287
Female 60 +	270	259
Region		
North England	369	408
Midlands	211	272
East	128	159
London	308	212
South England	344	380
Wales	90	83
Scotland	208	144
Social Grade		
AB	674	464
C1	448	481
C2	243	348
DE	293	365
Newspaper Type		
Express / Mail	356	265
Sun / Star	168	390
Mirror / Record	116	166
Guardian / Independent	97	75
FT / Times / Telegraph	114	158
Other Paper	270	191
No Paper	537	415
Political Party Identification		
Labour	492	531
Conservative	513	464
Liberal Democrat	142	182
SNP/Plaid Cymru	55	28
Others	123	38
None/ DK	333	415

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For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk