

YouGov / The Sun Survey Results

Sample Size: 1671 GB Adults
Fieldwork: 21st - 22nd 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	1671	425	463	97	180	493	404	332	810	861	199	423	571	478	952	719	214	543	358	411	145	
Unweighted Sample	1671	448	453	96	195	542	408	334	786	885	91	392	663	525	1137	534	295	501	314	386	175	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	6	12	32	33	24	29	30	41	37	27	32	42	35	25	17
Lab	35	0	100	0	0	4	81	34	35	36	47	36	36	29	33	39	44	29	31	45	28
Lib Dem	7	0	0	100	0	0	2	29	6	9	2	12	8	5	9	5	8	9	6	6	8
Other	25	0	0	0	100	19	11	26	27	22	26	23	26	24	21	29	15	20	28	23	48

Other Parties Voting Intention

UKIP	14	0	0	0	100	17	6	13	14	13	5	6	17	19	10	20	10	14	20	15	3
Green	5	0	0	0	0	1	2	8	4	5	12	6	4	2	5	4	4	5	5	5	4
SNP / PCY	4	0	0	0	0	1	3	3	5	3	6	8	4	2	5	3	1	0	2	0	40
BNP	1	0	0	0	0	0	0	1	2	0	4	1	0	0	1	1	0	1	0	2	0
Respect	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	0	0	0	1	1	0	1	0	1	1	0	1	0	1	0	2

Non Voters

Would Not Vote	7	0	0	0	0	1	3	4	6	9	10	13	7	2	7	8	4	8	9	8	6
Don't know	15	0	0	0	0	12	12	18	8	21	15	17	14	14	15	15	13	18	16	12	9

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

	Sept 18-19	Sept 21-22																				
Approve	31	31	83	6	42	17	65	9	24	35	26	22	32	29	35	36	23	34	38	31	22	19
Disapprove	56	52	5	85	36	72	22	80	62	53	52	44	49	56	54	48	58	53	45	52	59	61
Don't know	13	17	12	10	22	11	14	11	14	11	22	34	19	15	11	16	19	13	17	16	19	20

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

	Aug 25-26	Sept 21-22																				
I would vote for Britain to remain a member of the European Union	41	42	36	63	67	5	30	52	58	48	38	53	46	39	39	50	33	52	39	35	40	66
I would vote for Britain to leave the European Union	40	38	49	23	19	92	55	31	29	39	38	22	29	41	50	32	46	37	38	44	41	18
I would not vote	5	5	2	2	0	1	2	2	2	4	6	7	9	5	2	4	6	2	6	6	6	6
Don't know	14	14	12	13	14	3	13	15	11	9	19	18	16	15	9	14	15	9	17	15	13	10

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

Aug 25-26 **Sept 21-22**

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	60	68	77	13	51	62	62	59	49	61	53	51	54	61	44	58	51	51	51	68
Would vote for Britain to leave the European Union	26	25	27	14	12	77	35	20	19	27	24	13	20	29	31	20	32	22	24	30	29	15
Would not vote	5	5	1	4	0	0	1	3	2	5	5	6	9	4	3	4	7	4	7	4	5	4
Don't know	16	16	12	14	11	10	13	15	17	9	22	20	18	17	12	15	18	15	18	15	16	13

Sept 7-8 **Sept 21-22**

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	86	20	45	45	77	18	37	48	38	38	39	42	50	48	36	51	50	41	35	35
Bad for the economy	37	36	7	62	23	38	11	61	41	38	34	34	31	40	36	33	40	35	27	38	43	45
Don't know	20	21	8	19	32	17	12	20	22	13	28	28	29	18	14	19	24	14	24	21	22	20

Being done fairly or unfairly?

Fairly	27	27	69	6	28	24	58	9	20	33	22	18	27	28	30	31	22	32	35	24	21	21
Unfairly	55	56	18	83	58	62	29	78	67	56	56	54	53	59	55	54	58	56	47	58	62	65
Don't know	18	17	13	11	14	14	14	13	13	11	22	28	20	13	14	15	20	12	18	18	17	14

Necessary or unnecessary?

Necessary	56	58	94	35	73	59	89	37	52	61	54	48	57	57	62	64	49	61	64	57	51	49
Unnecessary	29	27	2	49	18	30	6	47	32	29	25	24	24	30	27	24	32	28	20	28	33	34
Don't know	16	15	4	16	8	11	5	16	15	10	21	28	19	13	10	13	19	11	17	15	16	17

Too deep, too shallow or at about the right level?

Too deep	39	36	9	64	26	37	12	60	46	39	33	23	34	40	38	35	38	35	30	38	42	41
Too shallow	12	13	16	11	7	21	16	11	8	16	10	20	11	11	14	10	16	15	13	11	15	10
About the right level	29	29	62	7	43	26	55	12	25	32	26	18	28	31	31	34	22	32	33	28	24	25
Don't know	19	22	14	18	24	16	16	18	21	13	31	39	27	17	17	21	24	18	25	24	19	24

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

	Sept 7-8	Sept 21-22																				
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	40	37	7	66	28	35	13	60	47	39	35	30	31	42	37	36	38	38	28	40	43	41
Too slowly	11	12	18	7	9	22	17	9	10	14	11	19	10	10	14	10	15	9	13	8	16	11
About the right pace	32	32	65	11	48	31	56	16	26	35	30	20	33	33	35	38	25	37	36	34	25	29
Don't know	17	19	9	16	15	13	14	15	17	13	25	31	26	14	13	16	23	16	23	18	16	19
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	51	50	39	61	51	57	41	60	55	52	48	37	47	59	48	48	53	50	47	51	56	44
Not having an impact on my life	35	35	50	26	38	35	48	28	37	38	32	34	34	31	42	41	27	37	39	35	27	42
Don't know	14	15	10	13	12	9	11	12	8	10	20	30	20	10	11	12	20	13	15	15	17	14
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	30	26	5	63	10	16	4	53	34	26	26	30	22	29	25	25	27	30	21	26	30	30
The last Labour government	35	35	81	4	41	42	74	9	25	41	29	24	33	32	43	38	30	32	41	35	30	29
Both	22	27	9	22	41	34	16	25	32	23	30	26	26	28	25	25	28	25	26	26	27	30
Neither	4	4	3	4	4	3	2	7	4	4	4	3	4	4	3	4	3	5	4	3	4	4
Don't know	10	9	3	7	4	4	4	6	5	6	12	17	15	6	3	7	11	7	9	10	10	7

	Sept 7-8	Sept 21-22																				
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	22	21	8	29	15	29	12	28	22	18	24	24	22	22	19	17	27	22	18	21	23	25
Fairly worried	38	39	32	44	46	42	37	45	40	37	40	39	37	41	37	37	41	36	38	38	41	41
TOTAL WORRIED	60	60	40	73	61	71	49	73	62	55	64	63	59	63	56	54	68	58	56	59	64	66
Not very worried	27	29	45	22	26	21	38	22	28	31	27	27	28	26	34	34	22	31	32	28	26	26
Not at all worried	9	8	14	4	10	7	12	4	8	10	5	2	7	8	9	9	5	9	9	9	4	5
TOTAL NOT WORRIED	36	37	59	26	36	28	50	26	36	41	32	29	35	34	43	43	27	40	41	37	30	31
Don't know	4	3	0	2	2	2	1	1	2	4	3	9	6	2	1	2	5	2	2	4	5	3
be victims of burglary, robbery or mugging																						
Very worried	8	9	6	9	7	15	7	12	6	8	9	7	7	8	11	7	11	9	7	10	9	7
Fairly worried	27	27	23	32	23	33	27	34	23	24	31	22	25	29	29	24	31	32	27	28	27	22
TOTAL WORRIED	35	36	29	41	30	48	34	46	29	32	40	29	32	37	40	31	42	41	34	38	36	29
Not very worried	47	45	50	42	50	43	47	41	53	48	41	45	44	44	46	49	38	41	46	43	44	48
Not at all worried	13	15	19	13	16	8	15	10	14	17	12	13	17	16	11	16	13	13	16	12	14	20
TOTAL NOT WORRIED	60	60	69	55	66	51	62	51	67	65	53	58	61	60	57	65	51	54	62	55	58	68
Don't know	6	5	2	4	4	2	3	2	4	4	6	13	7	3	2	4	6	5	4	7	5	3

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

	Sept 7-8	Sept 21-22																				
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	26	23	8	36	20	25	12	35	27	18	28	21	21	24	26	20	27	23	21	25	24	26
Fairly worried	37	37	33	40	41	44	35	41	37	37	38	28	34	39	42	39	35	36	38	33	40	38
TOTAL WORRIED	63	60	41	76	61	69	47	76	64	55	66	49	55	63	68	59	62	59	59	58	64	64
Not very worried	26	27	43	16	30	22	39	16	28	32	23	30	30	26	25	30	24	30	28	28	24	26
Not at all worried	6	7	13	4	4	6	11	4	4	9	5	8	7	7	5	7	6	5	8	7	6	6
TOTAL NOT WORRIED	32	34	56	20	34	28	50	20	32	41	28	38	37	33	30	37	30	35	36	35	30	32
Don't know	5	6	3	4	5	4	4	3	3	5	6	13	8	4	2	4	8	5	5	7	6	4
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	17	17	11	18	7	36	16	20	12	17	17	14	10	18	22	13	21	14	14	20	19	13
Fairly worried	28	26	29	23	29	32	30	25	28	24	29	16	26	29	28	25	28	24	29	24	27	24
TOTAL WORRIED	45	43	40	41	36	68	46	45	40	41	46	30	36	47	50	38	49	38	43	44	46	37
Not very worried	32	32	32	36	34	18	31	34	34	32	31	35	31	32	30	35	27	34	31	31	30	36
Not at all worried	17	19	25	18	25	11	20	15	22	21	17	19	25	17	16	23	14	25	20	17	16	21
TOTAL NOT WORRIED	49	51	57	54	59	29	51	49	56	53	48	54	56	49	46	58	41	59	51	48	46	57
Don't know	7	6	2	6	4	3	3	6	4	6	7	16	8	4	4	4	9	3	6	7	8	7
lose their job / have difficulty finding work																						
Very worried	18	18	8	26	17	25	12	26	18	17	20	25	13	21	17	15	23	18	14	21	23	17
Fairly worried	33	31	27	32	31	38	29	36	34	30	32	28	35	36	25	34	28	33	33	29	31	32
TOTAL WORRIED	51	49	35	58	48	63	41	62	52	47	52	53	48	57	42	49	51	51	47	50	54	49
Not very worried	28	29	36	27	31	19	32	25	29	30	28	26	33	28	28	31	26	33	30	26	27	33
Not at all worried	14	14	25	9	14	14	22	8	13	16	13	9	10	11	25	16	13	12	17	16	12	12
TOTAL NOT WORRIED	42	43	61	36	45	33	54	33	42	46	41	35	43	39	53	47	39	45	47	42	39	45
Don't know	7	7	4	6	7	5	5	4	5	6	7	12	9	5	5	5	10	5	7	9	7	6
lose their home																						
Very worried	12	13	6	18	13	21	8	20	11	12	13	12	11	13	15	8	19	15	10	13	14	13
Fairly worried	23	23	16	27	14	28	22	31	21	20	26	22	23	24	23	24	22	22	23	23	25	21
TOTAL WORRIED	35	36	22	45	27	49	30	51	32	32	39	34	34	37	38	32	41	37	33	36	39	34
Not very worried	36	36	42	35	38	30	39	32	41	37	35	30	42	38	31	40	32	39	37	34	35	40
Not at all worried	22	22	34	15	27	19	27	13	22	24	19	20	17	22	27	24	19	18	24	23	20	20
TOTAL NOT WORRIED	58	58	76	50	65	49	66	45	63	61	54	50	59	60	58	64	51	57	61	57	55	60
Don't know	7	6	2	6	7	2	4	4	4	6	7	16	8	3	4	4	9	6	5	7	6	8

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

	Sept 7-8	Sept 21-22																				
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	12	11	4	16	6	19	7	17	11	12	11	12	9	11	14	9	15	14	9	12	12	12
Fairly worried	22	22	16	24	18	30	20	25	22	21	23	18	21	25	22	22	22	22	21	25	23	21
TOTAL WORRIED	34	33	20	40	24	49	27	42	33	33	34	30	30	36	36	31	37	36	30	37	35	33
Not very worried	35	36	39	40	41	27	35	38	36	37	35	40	36	37	32	36	36	35	36	31	37	40
Not at all worried	24	24	39	14	29	21	33	14	26	25	23	15	25	23	27	28	18	22	26	24	21	25
TOTAL NOT WORRIED	59	60	78	54	70	48	68	52	62	62	58	55	61	60	59	64	54	57	62	55	58	65
Don't know	7	7	2	5	6	3	5	5	5	5	9	14	8	4	5	5	9	6	7	8	7	4
suffer ill-health																						
Very worried	16	18	9	24	17	30	13	26	17	15	21	19	11	17	25	13	25	19	16	22	18	17
Fairly worried	34	35	33	36	38	38	34	37	41	31	38	18	31	36	44	38	31	33	36	34	36	31
TOTAL WORRIED	50	53	42	60	55	68	47	63	58	46	59	37	42	53	69	51	56	52	52	56	54	48
Not very worried	36	34	44	29	34	24	39	26	32	40	28	45	40	34	23	38	28	38	36	28	31	39
Not at all worried	8	7	11	6	6	5	9	6	7	8	7	4	11	8	5	7	8	4	5	10	9	8
TOTAL NOT WORRIED	44	41	55	35	40	29	48	32	39	48	35	49	51	42	28	45	36	42	41	38	40	47
Don't know	7	6	3	5	4	3	4	4	4	6	7	14	8	5	3	5	7	6	7	6	6	5

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	25	98
Male 25 to 39	185	206
Male 40 to 59	277	276
Male 60 +	256	213
Female 18 to 24	37	97
Female 25 to 39	269	208
Female 40 to 59	323	283
Female 60 +	264	255
Region		
North England	375	402
Midlands	209	268
East	153	157
London	281	209
South England	365	375
Wales	80	82
Scotland	173	142
Social Grade		
AB	631	458
C1	458	474
C2	221	344
DE	326	360
Newspaper Type		
Express / Mail	322	262
Sun / Star	132	384
Mirror / Record	81	164
Guardian / Independent	98	74
FT / Times / Telegraph	120	155
Other Paper	242	188
No Paper	641	409
Political Party Identification		
Labour	497	524
Conservative	484	458
Liberal Democrat	168	180
SNP/Plaid Cymru	44	28
Others	101	38
None/ DK	342	409

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