

YouGov / The Sun Survey Results

Sample Size: 1727 GB Adults
Fieldwork: 19th - 20th October 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	1727	434	463	101	211	529	407	342	838	889	206	437	591	494	984	743	221	561	370	425	150	
Unweighted Sample	1727	457	428	95	246	568	413	350	825	902	70	375	679	603	1143	584	279	537	333	394	184	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	71	2	15	31	31	19	27	31	39	36	25	33	38	33	27	14
Lab	33	0	100	0	0	4	77	28	32	34	37	39	34	27	31	36	43	25	34	42	24
Lib Dem	7	0	0	100	0	1	3	25	7	8	9	10	5	8	9	4	8	9	6	7	5
Other	28	0	0	0	100	24	18	31	29	27	35	25	30	26	24	34	16	28	27	25	57

Other Parties Voting Intention

UKIP	15	0	0	0	100	20	8	14	18	13	8	6	21	18	11	21	9	19	19	15	3
Green	6	0	0	0	0	2	5	13	6	7	12	10	4	4	7	5	5	6	6	8	3
SNP / PCY	5	0	0	0	0	1	4	3	5	6	9	8	4	4	4	6	1	1	2	0	49
BNP	0	0	0	0	0	0	0	0	0	0	2	1	0	0	1	0	1	1	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	2	4	1	0	1	1	1	1	1	1	2	1

Non Voters

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

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

	Oct 16-17	Oct 19-20																				
Approve	31	32	87	7	41	13	66	8	23	36	28	31	28	30	36	39	22	37	33	33	27	28
Disapprove	54	54	5	86	40	76	24	84	62	51	56	44	49	59	55	47	62	50	49	53	61	57
Don't know	14	15	9	8	19	11	11	7	16	13	17	25	22	11	9	14	16	13	19	14	12	16

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

	Sept 21-22	Oct 19-20																				
I would vote for Britain to remain a member of the European Union	42	40	35	56	77	4	26	51	56	45	35	49	47	36	34	47	30	43	35	36	40	61
I would vote for Britain to leave the European Union	38	39	49	25	16	92	59	32	28	40	39	24	22	46	52	34	46	33	40	44	42	25
I would not vote	5	5	1	3	0	2	1	3	3	4	5	7	9	3	2	2	8	3	6	6	4	2
Don't know	14	16	15	16	7	2	14	14	13	11	21	20	21	15	11	17	15	21	19	14	15	11

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

	Sept 21-22	Oct 19-20																				
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	55	69	61	87	14	55	60	63	60	50	58	60	48	55	63	43	56	54	53	52	68
Would vote for Britain to leave the European Union	25	24	22	17	5	71	32	21	16	26	21	8	13	30	32	18	31	17	22	29	26	18
Would not vote	5	5	0	2	3	5	1	3	5	4	7	9	8	3	3	3	9	3	5	5	6	3
Don't know	16	17	9	19	5	11	12	16	15	11	22	24	18	19	9	16	17	24	18	13	16	11
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	42	87	17	38	47	73	20	37	47	38	32	40	41	50	49	33	41	44	48	37	36
Bad for the economy	35	38	5	63	46	40	14	66	42	39	38	33	35	44	37	36	42	41	30	41	43	44
Don't know	19	19	9	20	15	13	13	15	21	14	24	36	25	15	13	16	24	17	25	11	19	20
Being done fairly or unfairly?																						
Fairly	29	27	72	4	20	28	59	5	19	31	24	21	25	27	32	34	19	30	30	29	22	23
Unfairly	54	56	12	85	68	63	25	86	64	55	56	50	52	60	56	53	60	55	48	57	63	61
Don't know	17	17	16	11	13	9	16	9	17	15	19	29	23	13	11	14	21	15	23	13	15	16
Necessary or unnecessary?																						
Necessary	59	56	95	28	69	63	85	33	55	61	52	43	55	56	63	63	47	56	59	59	53	49
Unnecessary	26	28	1	54	27	25	8	54	32	28	28	22	26	31	29	26	31	30	22	29	32	32
Don't know	15	16	4	17	4	12	7	13	13	11	20	35	18	13	8	11	22	14	19	12	15	19
Too deep, too shallow or at about the right level?																						
Too deep	36	37	9	68	37	32	17	67	42	39	36	19	34	45	39	35	41	37	31	39	44	37
Too shallow	12	13	18	7	12	28	17	8	10	15	11	10	11	13	15	13	11	16	12	12	10	15
About the right level	32	29	65	8	37	27	54	11	29	32	27	29	29	26	34	35	22	27	30	32	27	26
Don't know	20	21	8	17	15	13	12	14	20	15	26	42	26	16	13	17	26	20	26	17	18	21

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

	Oct 5-6	Oct 19-20																				
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	38	39	7	72	44	34	14	70	46	38	41	26	35	46	41	36	45	40	31	40	49	41
Too slowly	12	11	17	4	7	24	17	4	11	14	9	9	11	12	11	13	9	12	12	10	10	11
About the right pace	33	31	68	9	36	28	58	13	26	34	28	27	30	28	36	36	24	30	34	35	25	28
Don't know	17	18	8	15	13	14	11	13	17	14	23	37	24	14	11	15	23	18	23	15	16	19

	Oct 5-6	Oct 19-20																				
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	50	54	42	68	46	57	44	69	56	54	54	47	47	62	54	50	59	55	49	57	61	45
Not having an impact on my life	37	33	49	22	43	35	45	23	33	36	30	28	34	29	38	39	25	31	37	32	27	37
Don't know	13	13	9	10	11	8	10	8	11	10	15	25	20	9	7	11	16	14	13	11	12	19

	Oct 5-6	Oct 19-20																				
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	29	27	1	60	23	15	4	55	28	25	28	23	25	29	26	25	28	30	20	26	33	27
The last Labour government	34	36	85	4	31	46	77	5	26	40	31	26	30	37	43	40	30	33	42	38	29	28
Both	23	25	9	23	40	33	13	30	34	24	26	24	27	25	25	22	30	21	25	26	25	30
Neither	4	4	2	5	1	3	2	5	6	4	3	4	5	4	3	5	3	4	3	3	5	6
Don't know	9	9	3	7	6	3	4	5	6	5	12	23	14	5	2	8	9	11	10	6	8	9

	Oct 5-6	Oct 19-20																				
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	23	9	36	11	29	13	34	19	21	25	25	21	28	19	15	33	27	21	25	25	17
Fairly worried	41	37	30	39	39	36	34	36	44	33	41	33	41	36	38	37	37	42	37	35	36	44
TOTAL WORRIED	59	60	39	75	50	65	47	70	63	54	66	58	62	64	57	52	70	69	58	60	61	61
Not very worried	29	29	45	19	43	25	41	22	29	33	25	25	28	28	33	36	20	23	34	27	28	29
Not at all worried	9	7	13	3	6	8	9	5	7	9	5	6	4	6	10	8	5	6	6	9	6	5
TOTAL NOT WORRIED	38	36	58	22	49	33	50	27	36	42	30	31	32	34	43	44	25	29	40	36	34	34
Don't know	3	4	3	3	0	3	3	2	1	4	4	10	6	2	1	3	4	3	3	3	5	6

	Oct 5-6	Oct 19-20																				
be victims of burglary, robbery or mugging																						
Very worried	8	8	4	10	3	14	6	11	4	5	10	8	7	7	10	5	11	10	8	4	11	4
Fairly worried	28	29	27	36	24	35	32	32	25	29	29	27	28	29	32	27	32	40	24	34	29	23
TOTAL WORRIED	36	37	31	46	27	49	38	43	29	34	39	35	35	36	42	32	43	50	32	38	40	27
Not very worried	45	45	52	38	47	42	48	43	51	47	43	30	47	49	45	51	37	40	52	43	39	50
Not at all worried	14	12	14	11	24	5	10	10	18	13	11	18	10	12	12	12	11	6	10	12	16	18
TOTAL NOT WORRIED	59	57	66	49	71	47	58	53	69	60	54	48	57	61	57	63	48	46	62	55	55	68
Don't know	4	6	3	5	2	4	3	4	2	5	6	17	8	4	2	5	7	4	6	7	6	5

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

	Oct 5-6	Oct 19-20																				
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	22	27	6	44	16	34	13	41	30	24	30	23	24	29	28	22	33	27	25	28	30	22
Fairly worried	40	36	33	36	45	33	36	40	40	34	38	32	33	40	37	35	37	34	35	37	38	37
TOTAL WORRIED	62	63	39	80	61	67	49	81	70	58	68	55	57	69	65	57	70	61	60	65	68	59
Not very worried	27	26	47	13	27	26	39	12	23	30	23	25	30	23	27	32	19	28	29	27	21	29
Not at all worried	6	5	11	3	8	5	8	4	5	7	4	8	4	5	6	6	5	7	5	5	6	4
TOTAL NOT WORRIED	33	31	58	16	35	31	47	16	28	37	27	33	34	28	33	38	24	35	34	32	27	33
Don't know	4	5	3	4	4	3	3	4	2	5	5	12	9	3	1	4	6	4	5	3	5	9
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	17	17	9	19	4	37	15	21	12	14	19	18	9	20	19	11	24	15	17	18	18	7
Fairly worried	28	28	33	23	24	31	32	25	24	26	30	19	23	33	32	26	31	28	28	30	28	24
TOTAL WORRIED	45	45	42	42	28	68	47	46	36	40	49	37	32	53	51	37	55	43	45	48	46	31
Not very worried	32	31	32	32	33	18	32	29	38	34	27	32	35	28	29	35	25	32	33	26	27	43
Not at all worried	18	18	22	18	35	11	16	19	20	19	16	18	24	14	16	21	12	17	15	19	20	16
TOTAL NOT WORRIED	50	49	54	50	68	29	48	48	58	53	43	50	59	42	45	56	37	49	48	45	47	59
Don't know	5	7	5	8	4	4	4	6	5	6	8	13	10	5	4	6	8	8	6	6	7	11
lose their job / have difficulty finding work																						
Very worried	18	19	6	26	8	26	11	23	17	18	20	30	16	21	14	14	25	22	16	22	21	12
Fairly worried	33	33	30	33	30	35	31	35	34	33	33	30	37	35	28	34	32	34	33	29	34	39
TOTAL WORRIED	51	52	36	59	38	61	42	58	51	51	53	60	53	56	42	48	57	56	49	51	55	51
Not very worried	30	28	37	23	38	21	36	23	32	28	28	19	30	30	27	31	24	27	31	29	22	32
Not at all worried	14	14	21	12	22	14	16	14	13	16	12	11	7	10	25	16	10	10	14	13	16	8
TOTAL NOT WORRIED	44	42	58	35	60	35	52	37	45	44	40	30	37	40	52	47	34	37	45	42	38	40
Don't know	6	7	6	7	2	4	6	5	5	6	7	10	9	4	6	5	9	6	5	7	7	9
lose their home																						
Very worried	13	12	3	17	3	18	7	18	11	12	12	15	9	14	11	8	16	14	12	11	14	6
Fairly worried	24	25	18	29	24	24	22	28	24	24	26	23	27	24	26	23	28	26	23	26	25	27
TOTAL WORRIED	37	37	21	46	27	42	29	46	35	36	38	38	36	38	37	31	44	40	35	37	39	33
Not very worried	35	37	42	31	39	36	40	33	41	36	38	31	40	40	32	43	29	39	41	34	31	42
Not at all worried	22	20	33	15	34	18	27	17	19	23	18	16	16	19	28	22	18	15	20	23	23	15
TOTAL NOT WORRIED	57	57	75	46	73	54	67	50	60	59	56	47	56	59	60	65	47	54	61	57	54	57
Don't know	5	6	4	8	1	3	4	4	5	6	6	14	9	4	3	5	8	5	5	5	7	10

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

	Oct 5-6	Oct 19-20																				
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	11	12	1	17	8	19	6	18	11	12	12	12	10	13	12	9	16	15	10	15	11	11
Fairly worried	21	22	16	27	18	23	19	27	20	21	24	25	20	23	24	20	25	25	20	24	26	18
TOTAL WORRIED	32	34	17	44	26	42	25	45	31	33	36	37	30	36	36	29	41	40	30	39	37	29
Not very worried	38	37	43	30	33	35	43	30	37	36	37	31	41	37	34	39	34	37	42	32	32	37
Not at all worried	24	22	34	19	38	18	26	20	27	24	20	16	20	21	26	26	16	17	22	22	24	20
TOTAL NOT WORRIED	62	59	77	49	71	53	69	50	64	60	57	47	61	58	60	65	50	54	64	54	56	57
Don't know	6	7	5	7	3	5	6	5	6	7	8	16	9	6	4	6	9	6	7	7	6	14
suffer ill-health																						
Very worried	16	16	6	24	12	22	9	26	11	13	18	11	11	18	20	10	23	17	13	18	20	9
Fairly worried	35	38	44	37	34	34	43	35	39	36	40	32	33	37	46	40	36	41	38	40	36	35
TOTAL WORRIED	51	54	50	61	46	56	52	61	50	49	58	43	44	55	66	50	59	58	51	58	56	44
Not very worried	36	32	36	27	40	32	35	27	39	34	30	29	37	34	27	36	26	32	35	27	30	38
Not at all worried	8	7	9	5	13	8	7	6	7	9	5	9	9	7	4	8	6	5	7	7	8	6
TOTAL NOT WORRIED	44	39	45	32	53	40	42	33	46	43	35	38	46	41	31	44	32	37	42	34	38	44
Don't know	6	7	5	7	1	5	6	5	4	8	7	19	11	4	3	6	8	5	7	7	7	13