YouGov / The Sun Survey Results

Sample Size: 1658 GB Adults
Fieldwork: 27th - 28th 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		**1658**	428	511	100	160	490	399	349	804	854	197	419	567	474	945	713	212	539	355	408	144
Unweighted Sample		**1658**	469	459	95	176	540	374	334	753	905	93	403	656	506	1122	536	308	472	301	369	208
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																						
[Excluding Don't knows and Wouldn't votes]																						
Con		**33**	100	0	0	0	80	3	11	33	33	11	31	30	46	37	27	32	39	34	28	22
Lab		**39**	0	100	0	0	6	85	36	37	42	59	41	42	28	34	47	41	31	42	50	32
Lib Dem		**8**	0	0	100	0	0	1	31	8	7	4	8	9	8	10	5	10	8	8	6	5
Other		**20**	0	0	0	100	14	11	22	23	18	26	21	19	19	20	22	17	22	17	16	41
Other Parties Voting Intention																						
UKIP		**12**	0	0	0	100	13	8	9	12	12	9	11	12	14	10	15	10	16	12	13	3
Green		**4**	0	0	0	0	0	2	9	5	3	10	6	3	2	4	3	5	4	2	3	10
SNP / PCY		**3**	0	0	0	0	0	1	3	5	2	7	3	3	2	4	2	0	2	1	0	27
BNP		**0**	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	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	0	1	1	0	0	2	0	1	1	1	1	0	2	0	1
Non Voters																						
Would Not Vote		***7***	*0*	*0*	*0*	*0*	*2*	*2*	*7*	*7*	*6*	*15*	*14*	*4*	*1*	*6*	*9*	*9*	*8*	*5*	*7*	*4*
Don't know		***14***	*0*	*0*	*0*	*0*	*12*	*9*	*19*	*11*	*17*	*14*	*17*	*13*	*14*	*13*	*16*	*15*	*15*	*13*	*16*	*12*

	July 24-25	**July 27-28**
Do you approve or disapprove of the Government's record to date?		
Approve	*33*	**31**
Disapprove	*52*	**53**
Don't know	*16*	**16**

© 2014 YouGov plc. All Rights Reserved

Sample Size: 1658 GB Adults
Fieldwork: 27th - 28th 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		**1658**	428	511	100	160	490	399	349	804	854	197	419	567	474	945	713	212	539	355	408	144
Unweighted Sample		**1658**	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

© 2014 YouGov plc. All Rights Reserved

Sample Size: 1658 GB Adults
Fieldwork: 27th - 28th 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		**1658**	428	511	100	160	490	399	349	804	854	197	419	567	474	945	713	212	539	355	408	144
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

© 2014 YouGov plc. All Rights Reserved

Sample Size: 1658 GB Adults
Fieldwork: 27th - 28th 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		**1658**	428	511	100	160	490	399	349	804	854	197	419	567	474	945	713	212	539	355	408	144
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 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

© 2014 YouGov plc. All Rights Reserved

Sample Size: 1658 GB Adults
Fieldwork: 27th - 28th 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		**1658**	428	511	100	160	490	399	349	804	854	197	419	567	474	945	713	212	539	355	408	144
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

© 2014 YouGov plc. All Rights Reserved

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**

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

© 2014 YouGov Plc. All Rights Reserved