

# YouGov / The Sun Survey Results

Sample Size: 1933 GB Adults  
Fieldwork: 5th - 6th May 2014

	Voting intention				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	
<b>Weighted Sample</b>	<b>1933</b>	510	524	134	214	569	490	415	938	995	230	489	661	553	1102	831	247	628	414	476	168
Unweighted Sample	1933	486	548	112	235	565	489	395	895	1038	213	450	772	498	1250	683	280	595	436	430	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>34</b>	100	0	0	0	74	7	16	36	32	35	34	28	40	37	29	34	43	37	25	21
Lab	<b>35</b>	0	100	0	0	4	80	29	34	36	32	40	38	28	32	39	37	26	36	44	35
Lib Dem	<b>9</b>	0	0	100	0	2	1	34	9	8	11	9	10	7	11	6	10	11	5	9	12
Other	<b>22</b>	0	0	0	100	20	12	21	21	23	22	18	23	24	19	26	19	20	22	22	32

## Other Parties Voting Intention

UKIP	<b>14</b>	0	0	0	100	18	9	12	14	15	11	7	15	20	12	18	10	16	15	19	3
Green	<b>3</b>	0	0	0	0	1	1	5	2	3	4	4	2	1	3	2	4	4	2	2	2
SNP / PCY	<b>3</b>	0	0	0	0	0	2	2	4	3	6	4	3	2	3	4	2	0	3	0	27
BNP	<b>0</b>	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	1	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	2	1	1	0	1	2	1	1	2	3	0	1	1	1

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	0	3	1	4	6	7	14	8	6	3	5	8	5	8	5	8	3
Don't know	<b>16</b>	0	0	0	0	12	10	22	12	20	22	16	15	15	14	19	18	20	14	11	15

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

	May 1-2	May 5-6																				
Approve	32	<b>32</b>	84	8	39	13	59	11	28	37	27	27	30	28	40	36	26	30	37	32	26	30
Disapprove	54	<b>51</b>	7	83	38	70	25	80	54	51	51	38	49	58	49	47	56	49	44	52	58	56
Don't know	14	<b>17</b>	9	10	23	17	16	9	18	12	22	35	21	14	11	17	18	20	19	17	15	14



Fieldwork: 5th - 6th May 2014

	Total	Voting intention				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	
<b>Weighted Sample</b>	<b>1933</b>	510	524	134	214	569	490	415	938	995	230	489	661	553	1102	831	247	628	414	476	168	
Unweighted Sample	1933	486	548	112	235	565	489	395	895	1038	213	450	772	498	1250	683	280	595	436	430	192	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	April 21-22	May 5-6																				
<b>Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...</b>																						
<b>Good or bad for the economy?</b>																						
Good for the economy	46	45	86	19	58	45	74	23	40	51	41	41	41	43	54	51	38	45	51	49	39	37
Bad for the economy	35	34	5	63	24	38	13	60	36	36	33	27	35	40	30	31	38	38	25	36	40	41
Don't know	19	20	8	18	18	17	13	17	24	13	27	32	25	17	15	17	24	18	24	15	21	21
<b>Being done fairly or unfairly?</b>																						
Fairly	30	29	70	8	24	27	58	10	20	35	24	25	26	27	36	32	25	27	35	28	25	23
Unfairly	54	52	16	81	52	63	28	78	58	51	53	40	52	59	50	50	55	55	44	54	56	60
Don't know	16	19	14	11	24	10	14	12	21	14	23	35	22	15	14	19	19	18	21	18	19	17
<b>Necessary or unnecessary?</b>																						
Necessary	59	58	94	38	72	51	83	39	56	64	53	56	56	56	64	64	51	53	63	61	53	55
Unnecessary	26	25	2	45	14	35	9	44	26	26	24	19	23	28	26	22	29	28	20	25	29	29
Don't know	15	17	4	17	14	14	8	17	19	10	23	26	21	16	10	14	20	18	17	14	18	16
<b>Too deep, too shallow or at about the right level?</b>																						
Too deep	35	34	7	62	33	36	13	57	39	35	32	19	28	43	33	33	34	32	28	38	37	39
Too shallow	13	11	13	7	12	18	13	9	7	13	9	17	10	9	11	12	10	15	11	9	11	11
About the right level	33	34	73	13	38	26	60	16	29	39	29	26	34	30	42	36	31	33	40	34	29	27
Don't know	18	22	7	18	16	20	13	18	24	13	30	37	28	18	14	19	26	20	22	19	24	23
<b>Being done too quickly, too slowly, or at about the right pace?</b>																						
Too quickly	37	36	7	66	32	42	15	62	39	38	35	20	32	45	35	33	40	35	30	41	40	34
Too slowly	13	12	16	8	12	19	15	9	10	15	9	16	13	10	13	13	11	15	12	11	11	13
About the right pace	34	33	69	12	42	25	58	15	28	36	31	33	28	31	41	37	29	32	37	32	31	30
Don't know	16	18	8	13	14	14	12	14	22	11	26	31	26	14	11	17	21	18	20	15	17	23
<b>Having an impact on your own life, or not having an impact on your own life?</b>																						
Having an impact on my life	54	50	34	61	45	64	41	60	53	50	50	35	47	58	48	48	52	51	47	52	52	47
Not having an impact on my life	34	37	57	29	41	28	48	30	34	41	33	40	38	30	43	42	31	37	41	34	35	37
Don't know	12	13	9	10	14	8	11	10	13	9	17	25	15	12	8	10	17	12	13	14	13	16
<b>And who do you think is most to blame for the current spending cuts?</b>																						
The Conservative-Liberal Democrat coalition	25	26	4	58	12	22	6	56	25	26	26	17	28	29	25	24	29	28	21	27	30	30
The last Labour government	38	35	81	4	44	43	72	7	28	41	30	26	29	33	48	41	28	35	41	38	29	28
Both	25	25	9	25	31	30	16	24	32	23	27	31	25	28	20	24	27	24	26	24	25	30
Neither	3	4	2	7	7	2	1	8	5	5	3	3	5	4	4	4	4	4	2	3	7	5
Don't know	9	9	4	6	6	3	5	5	10	5	13	23	13	6	4	7	11	9	10	9	9	7

Fieldwork: 5th - 6th May 2014

	Voting intention					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	
<b>Weighted Sample</b>	<b>1933</b>	<b>510</b>	<b>524</b>	<b>134</b>	<b>214</b>	<b>569</b>	<b>490</b>	<b>415</b>	<b>938</b>	<b>995</b>	<b>230</b>	<b>489</b>	<b>661</b>	<b>553</b>	<b>1102</b>	<b>831</b>	<b>247</b>	<b>628</b>	<b>414</b>	<b>476</b>	<b>168</b>	
Unweighted Sample	1933	486	548	112	235	565	489	395	895	1038	213	450	772	498	1250	683	280	595	436	430	192	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 6-7	May 5-6																				
<b>Thinking about the next two or three years, how worried are you that people like you will... not have enough money to live comfortably</b>																						
Very worried	22	22	9	32	8	27	14	31	16	19	25	18	25	26	17	17	28	25	19	22	26	19
Fairly worried	39	37	30	40	41	42	34	41	42	34	39	36	36	39	36	37	37	34	35	40	37	42
<b>TOTAL WORRIED</b>	<b>61</b>	<b>59</b>	<b>39</b>	<b>72</b>	<b>49</b>	<b>69</b>	<b>48</b>	<b>72</b>	<b>58</b>	<b>53</b>	<b>64</b>	<b>54</b>	<b>61</b>	<b>65</b>	<b>53</b>	<b>54</b>	<b>65</b>	<b>59</b>	<b>54</b>	<b>62</b>	<b>63</b>	<b>61</b>
Not very worried	28	29	45	21	42	24	39	21	28	34	25	27	28	27	35	32	25	29	33	27	27	30
Not at all worried	7	7	14	4	6	5	11	4	7	8	6	5	7	6	10	9	5	7	9	6	6	7
<b>TOTAL NOT WORRIED</b>	<b>35</b>	<b>36</b>	<b>59</b>	<b>25</b>	<b>48</b>	<b>29</b>	<b>50</b>	<b>25</b>	<b>35</b>	<b>42</b>	<b>31</b>	<b>32</b>	<b>35</b>	<b>33</b>	<b>45</b>	<b>41</b>	<b>30</b>	<b>36</b>	<b>42</b>	<b>33</b>	<b>33</b>	<b>37</b>
Don't know	4	4	2	3	3	2	3	3	6	4	5	15	5	2	3	4	5	6	4	5	4	2
<b>be victims of burglary, robbery or mugging'</b>																						
Very worried	10	8	4	10	0	18	6	9	5	7	9	8	10	9	6	7	10	13	5	11	10	5
Fairly worried	29	27	26	33	17	33	27	35	22	27	28	23	27	27	29	27	28	27	27	26	30	25
<b>TOTAL WORRIED</b>	<b>39</b>	<b>35</b>	<b>30</b>	<b>43</b>	<b>17</b>	<b>51</b>	<b>33</b>	<b>44</b>	<b>27</b>	<b>34</b>	<b>37</b>	<b>31</b>	<b>37</b>	<b>36</b>	<b>35</b>	<b>34</b>	<b>38</b>	<b>40</b>	<b>32</b>	<b>37</b>	<b>40</b>	<b>30</b>
Not very worried	45	45	55	40	58	36	49	39	52	46	45	39	47	45	48	49	41	45	47	43	44	50
Not at all worried	11	12	14	12	18	9	13	11	14	15	10	15	11	13	12	13	12	9	14	13	10	16
<b>TOTAL NOT WORRIED</b>	<b>56</b>	<b>57</b>	<b>69</b>	<b>52</b>	<b>76</b>	<b>45</b>	<b>62</b>	<b>50</b>	<b>66</b>	<b>61</b>	<b>55</b>	<b>54</b>	<b>58</b>	<b>58</b>	<b>60</b>	<b>62</b>	<b>53</b>	<b>54</b>	<b>61</b>	<b>56</b>	<b>54</b>	<b>66</b>
Don't know	4	7	2	5	6	5	5	6	7	4	9	15	5	6	5	5	9	7	7	7	6	5
<b>suffer directly from cuts in spending on public services such as health, education and welfare'</b>																						
Very worried	23	23	8	34	12	35	13	35	22	19	26	14	21	27	23	19	28	23	21	24	26	18
Fairly worried	41	39	31	42	44	44	36	41	40	36	41	35	36	40	41	40	37	33	37	40	41	47
<b>TOTAL WORRIED</b>	<b>64</b>	<b>62</b>	<b>39</b>	<b>76</b>	<b>56</b>	<b>79</b>	<b>49</b>	<b>76</b>	<b>62</b>	<b>55</b>	<b>67</b>	<b>49</b>	<b>57</b>	<b>67</b>	<b>64</b>	<b>59</b>	<b>65</b>	<b>56</b>	<b>58</b>	<b>64</b>	<b>67</b>	<b>65</b>
Not very worried	26	27	45	15	39	13	36	16	26	31	23	29	30	23	28	29	24	29	30	26	23	26
Not at all worried	7	7	13	4	2	6	11	4	6	10	4	9	7	7	5	7	6	8	8	7	5	6
<b>TOTAL NOT WORRIED</b>	<b>33</b>	<b>34</b>	<b>58</b>	<b>19</b>	<b>41</b>	<b>19</b>	<b>47</b>	<b>20</b>	<b>32</b>	<b>41</b>	<b>27</b>	<b>38</b>	<b>37</b>	<b>30</b>	<b>33</b>	<b>36</b>	<b>30</b>	<b>37</b>	<b>38</b>	<b>33</b>	<b>28</b>	<b>32</b>
Don't know	4	5	3	4	3	2	3	4	6	4	5	13	5	3	3	4	5	6	5	4	5	3
<b>lose out because foreign factories and/or workers from abroad can do the same job more cheaply</b>																						
Very worried	19	17	12	17	8	42	15	21	12	16	19	9	12	21	21	13	24	18	13	22	20	15
Fairly worried	29	25	25	27	15	28	27	27	20	25	25	20	21	30	26	22	29	21	24	25	30	25
<b>TOTAL WORRIED</b>	<b>48</b>	<b>42</b>	<b>37</b>	<b>44</b>	<b>23</b>	<b>70</b>	<b>42</b>	<b>48</b>	<b>32</b>	<b>41</b>	<b>44</b>	<b>29</b>	<b>33</b>	<b>51</b>	<b>47</b>	<b>35</b>	<b>53</b>	<b>39</b>	<b>37</b>	<b>47</b>	<b>50</b>	<b>40</b>
Not very worried	28	27	29	27	34	18	28	25	29	28	26	29	34	26	21	32	21	27	29	25	25	32
Not at all worried	19	24	31	24	40	8	25	20	32	26	23	28	27	19	27	29	19	25	29	23	19	26
<b>TOTAL NOT WORRIED</b>	<b>47</b>	<b>51</b>	<b>60</b>	<b>51</b>	<b>74</b>	<b>26</b>	<b>53</b>	<b>45</b>	<b>61</b>	<b>54</b>	<b>49</b>	<b>57</b>	<b>61</b>	<b>45</b>	<b>48</b>	<b>61</b>	<b>40</b>	<b>52</b>	<b>58</b>	<b>48</b>	<b>44</b>	<b>58</b>
Don't know	6	6	3	5	3	4	4	6	7	5	7	13	6	4	5	5	8	9	5	5	7	3

Fieldwork: 5th - 6th May 2014

		Voting intention					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	1933	510	524	134	214	569	490	415	938	995	230	489	661	553	1102	831	247	628	414	476	168
	Unweighted Sample	1933	486	548	112	235	565	489	395	895	1038	213	450	772	498	1250	683	280	595	436	430	192	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		April 6-7	May 5-6																				
<b>lose their job / have difficulty finding work</b>																							
	Very worried	20	18	9	23	10	31	13	23	15	15	22	16	16	22	17	15	23	20	16	21	20	14
	Fairly worried	36	32	28	36	34	37	28	33	35	33	31	37	32	38	23	33	31	28	28	33	37	37
	<b>TOTAL WORRIED</b>	<b>56</b>	<b>50</b>	<b>37</b>	<b>59</b>	<b>44</b>	<b>68</b>	<b>41</b>	<b>56</b>	<b>50</b>	<b>48</b>	<b>53</b>	<b>53</b>	<b>48</b>	<b>60</b>	<b>40</b>	<b>48</b>	<b>54</b>	<b>48</b>	<b>44</b>	<b>54</b>	<b>57</b>	<b>51</b>
	Not very worried	25	27	37	22	32	20	33	22	28	30	25	24	34	25	25	30	23	29	31	25	21	30
	Not at all worried	14	16	24	14	20	8	21	15	16	17	15	11	11	11	29	18	14	16	18	14	15	14
	<b>TOTAL NOT WORRIED</b>	<b>39</b>	<b>43</b>	<b>61</b>	<b>36</b>	<b>52</b>	<b>28</b>	<b>54</b>	<b>37</b>	<b>44</b>	<b>47</b>	<b>40</b>	<b>35</b>	<b>45</b>	<b>36</b>	<b>54</b>	<b>48</b>	<b>37</b>	<b>45</b>	<b>49</b>	<b>39</b>	<b>36</b>	<b>44</b>
	Don't know	5	7	3	5	4	4	4	7	6	6	7	13	6	5	6	5	9	7	6	6	7	6
<b>lose their home</b>																							
	Very worried	14	13	4	18	5	24	9	19	9	10	16	8	11	15	15	9	18	17	11	11	17	9
	Fairly worried	24	22	16	27	14	28	19	26	19	20	23	20	24	22	20	20	25	19	21	21	24	25
	<b>TOTAL WORRIED</b>	<b>38</b>	<b>35</b>	<b>20</b>	<b>45</b>	<b>19</b>	<b>52</b>	<b>28</b>	<b>45</b>	<b>28</b>	<b>30</b>	<b>39</b>	<b>28</b>	<b>35</b>	<b>37</b>	<b>35</b>	<b>29</b>	<b>43</b>	<b>36</b>	<b>32</b>	<b>32</b>	<b>41</b>	<b>34</b>
	Not very worried	36	36	42	33	49	29	38	29	40	39	33	38	42	38	27	40	30	35	37	37	31	43
	Not at all worried	21	24	35	19	28	14	31	20	27	26	21	21	18	20	34	26	20	21	26	24	23	20
	<b>TOTAL NOT WORRIED</b>	<b>57</b>	<b>60</b>	<b>77</b>	<b>52</b>	<b>77</b>	<b>43</b>	<b>69</b>	<b>49</b>	<b>67</b>	<b>65</b>	<b>54</b>	<b>59</b>	<b>60</b>	<b>58</b>	<b>61</b>	<b>66</b>	<b>50</b>	<b>56</b>	<b>63</b>	<b>61</b>	<b>54</b>	<b>63</b>
	Don't know	5	6	3	4	3	5	4	5	6	4	7	13	5	5	4	5	7	8	5	7	5	3
<b>suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																							
	Very worried	14	11	5	14	7	23	8	13	10	11	12	5	10	14	13	9	15	17	7	13	14	9
	Fairly worried	24	22	14	28	21	26	17	29	18	20	23	23	19	22	24	19	26	20	23	19	24	22
	<b>TOTAL WORRIED</b>	<b>38</b>	<b>33</b>	<b>19</b>	<b>42</b>	<b>28</b>	<b>49</b>	<b>25</b>	<b>42</b>	<b>28</b>	<b>31</b>	<b>35</b>	<b>28</b>	<b>29</b>	<b>36</b>	<b>37</b>	<b>28</b>	<b>41</b>	<b>37</b>	<b>30</b>	<b>32</b>	<b>38</b>	<b>31</b>
	Not very worried	34	32	35	30	36	31	36	28	35	34	31	33	38	33	27	35	29	32	31	36	31	34
	Not at all worried	22	27	42	20	33	13	34	23	28	29	25	24	27	24	31	30	22	22	32	24	23	31
	<b>TOTAL NOT WORRIED</b>	<b>56</b>	<b>59</b>	<b>77</b>	<b>50</b>	<b>69</b>	<b>44</b>	<b>70</b>	<b>51</b>	<b>63</b>	<b>63</b>	<b>56</b>	<b>57</b>	<b>65</b>	<b>57</b>	<b>58</b>	<b>65</b>	<b>51</b>	<b>54</b>	<b>63</b>	<b>60</b>	<b>54</b>	<b>65</b>
	Don't know	5	8	5	7	4	6	5	7	9	6	9	15	7	7	6	6	9	8	7	8	9	4
<b>suffer ill-health</b>																							
	Very worried	16	15	8	18	5	26	12	19	13	13	18	9	12	16	21	12	20	17	14	13	20	12
	Fairly worried	35	35	33	38	44	41	37	39	36	32	38	22	28	39	42	34	36	34	35	37	36	31
	<b>TOTAL WORRIED</b>	<b>51</b>	<b>50</b>	<b>41</b>	<b>56</b>	<b>49</b>	<b>67</b>	<b>49</b>	<b>58</b>	<b>49</b>	<b>45</b>	<b>56</b>	<b>31</b>	<b>40</b>	<b>55</b>	<b>63</b>	<b>46</b>	<b>56</b>	<b>51</b>	<b>49</b>	<b>50</b>	<b>56</b>	<b>43</b>
	Not very worried	35	32	40	28	37	22	35	27	35	36	28	39	37	33	25	36	27	28	33	34	29	41
	Not at all worried	8	11	14	10	9	5	11	8	9	14	8	17	17	8	6	12	8	11	12	10	9	10
	<b>TOTAL NOT WORRIED</b>	<b>43</b>	<b>43</b>	<b>54</b>	<b>38</b>	<b>46</b>	<b>27</b>	<b>46</b>	<b>35</b>	<b>44</b>	<b>50</b>	<b>36</b>	<b>56</b>	<b>54</b>	<b>41</b>	<b>31</b>	<b>48</b>	<b>35</b>	<b>39</b>	<b>45</b>	<b>44</b>	<b>38</b>	<b>51</b>
	Don't know	6	7	5	5	4	6	5	6	7	6	8	13	7	5	6	6	8	10	7	6	6	6

## 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.
<b>Age and Gender</b>		
Male 18 to 24	92	116
Male 25 to 39	187	244
Male 40 to 59	367	327
Male 60 +	249	251
Female 18 to 24	121	114
Female 25 to 39	263	246
Female 40 to 59	405	334
Female 60 +	249	302
<b>Region</b>		
North England	430	476
Midlands	298	317
East	176	186
London	280	247
South England	419	443
Wales	138	97
Scotland	192	168
<b>Social Grade</b>		
AB	697	541
C1	553	561
C2	321	406
DE	362	425
<b>Newspaper Type</b>		
Express / Mail	417	309
Sun / Star	239	454
Mirror / Record	143	193
Guardian / Independent	137	87
FT / Times / Telegraph	157	184
Other Paper	288	222
No Paper	552	483
<b>Political Party Identification</b>		
Labour	641	619
Conservative	514	541
Liberal Democrat	151	213
SNP/Plaid Cymru	43	33
Others	128	44
None/ DK	456	483

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)