

YouGov / The Sun Survey Results

Sample Size: 1748 GB Adults
Fieldwork: 6th - 7th April 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	1748	436	485	134	191	515	467	328	848	900	208	442	598	500	996	752	224	568	374	430	152	
Unweighted Sample	1748	426	504	111	205	525	474	338	831	917	126	420	728	474	1113	635	323	525	350	405	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	5	13	32	33	26	33	28	39	36	29	34	42	31	28	18
Lab	36	0	100	0	0	3	83	32	35	38	47	34	37	34	33	40	39	24	37	50	39
Lib Dem	10	0	0	100	0	1	2	37	8	12	10	18	8	6	13	6	13	13	6	6	14
Other	21	0	0	0	100	20	10	18	25	17	17	16	27	20	17	25	15	22	25	16	29

Other Parties Voting Intention

UKIP	14	0	0	0	100	19	7	9	16	12	11	8	18	17	11	18	9	17	19	13	4
SNP / PCY	3	0	0	0	0	0	2	2	4	2	3	4	5	1	3	4	2	0	3	0	23
Green	2	0	0	0	0	0	0	6	2	1	0	3	2	1	2	1	1	2	2	2	0
BNP	1	0	0	0	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	0	1	1	1	1	1	1	1	1	0	1	2

Non Voters

Would Not Vote	8	0	0	0	0	2	2	5	7	8	17	10	6	4	8	7	9	10	6	8	1
Don't know	16	0	0	0	0	14	11	23	10	22	22	16	16	13	17	15	13	18	15	16	16

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

		April 3-4					April 6-7															
Approve	33	29	80	6	33	11	59	10	20	31	27	18	32	26	34	33	24	28	36	25	24	27
Disapprove	52	55	9	87	50	78	26	79	63	56	54	53	47	60	56	51	60	53	46	59	62	62
Don't know	15	16	11	7	17	11	15	11	17	13	19	29	21	14	9	16	15	19	18	15	14	11

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
			April 6-7																				
			Mar 23-24																				
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	44	45	90	18	52	48	76	25	39	47	44	32	43	43	55	48	42	40	49	43	45	42
	Bad for the economy	38	37	5	67	29	34	13	60	42	40	33	31	36	41	35	36	38	38	30	38	40	46
	Don't know	17	18	5	14	19	17	11	15	19	13	23	37	21	16	10	16	21	21	20	19	15	12
Being done fairly or unfairly?																							
	Fairly	30	30	79	7	31	26	63	10	21	33	28	19	31	28	37	34	25	27	35	28	28	28
	Unfairly	53	55	11	84	53	63	27	76	65	57	53	50	47	62	55	51	60	54	49	60	56	61
	Don't know	17	15	9	9	16	10	10	13	14	11	20	30	23	10	9	15	16	19	16	13	16	12
Necessary or unnecessary?																							
	Necessary	58	58	94	29	75	61	86	34	60	58	58	44	62	54	64	63	51	52	65	55	55	55
	Unnecessary	27	26	2	53	15	27	6	47	27	29	23	27	20	31	25	24	29	29	20	30	28	29
	Don't know	15	16	3	18	11	12	8	19	13	13	19	29	18	15	10	13	20	18	15	15	17	16
Too deep, too shallow or at about the right level?																							
	Too deep	36	37	8	68	21	44	16	61	42	41	34	26	27	48	38	35	41	36	28	44	42	44
	Too shallow	12	11	16	7	7	19	18	9	9	14	9	9	11	11	14	12	11	10	13	14	9	8
	About the right level	33	31	69	10	47	23	56	14	28	32	30	22	35	26	36	34	27	31	35	25	32	28
	Don't know	20	20	8	15	25	14	11	16	21	13	27	44	27	15	11	19	22	24	25	17	16	19
Being done too quickly, too slowly, or at about the right pace?																							
	Too quickly	38	38	10	70	25	42	17	61	45	42	35	27	29	48	39	36	41	36	30	45	43	43
	Too slowly	13	11	13	9	15	16	16	10	9	15	8	6	13	11	12	12	10	14	13	10	10	9
	About the right pace	33	34	72	10	46	28	59	15	29	32	36	26	39	27	41	37	30	30	38	30	36	29
	Don't know	16	16	4	11	15	14	8	14	17	11	21	41	18	14	8	15	19	20	19	15	11	19
Having an impact on your own life, or not having an impact on your own life?																							
	Having an impact on my life	50	51	37	65	41	59	43	60	55	54	48	34	47	59	53	50	53	42	47	62	56	41
	Not having an impact on my life	36	34	53	25	47	29	45	26	36	34	35	29	36	31	39	37	31	39	35	27	34	44
	Don't know	14	15	10	10	11	12	12	14	9	12	17	37	17	10	9	13	17	19	18	12	10	15
And who do you think is most to blame for the current spending cuts?																							
	The Conservative-Liberal Democrat coalition	25	25	2	60	8	18	3	51	30	28	22	23	21	27	27	23	28	25	16	30	30	31
	The last Labour government	36	36	80	5	46	50	75	10	26	38	34	19	35	34	45	40	30	33	40	37	33	28
	Both	25	26	13	24	29	25	16	26	32	24	28	26	26	28	23	25	27	24	28	22	27	27
	Neither	5	4	3	6	5	2	2	6	3	5	4	5	7	5	2	4	5	6	5	4	3	7
	Don't know	10	9	1	5	11	5	3	7	9	6	12	28	12	6	3	8	10	12	11	7	7	7

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

	Mar 23-24	April 6-7																				
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	22	10	28	17	28	10	29	24	19	24	28	18	24	19	16	29	22	23	27	19	12
Fairly worried	41	39	32	44	35	41	37	44	37	40	38	30	40	44	36	40	38	40	35	40	42	43
TOTAL WORRIED	59	61	42	72	52	69	47	73	61	59	62	58	58	68	55	56	67	62	58	67	61	55
Not very worried	29	28	42	21	33	23	38	21	28	27	28	25	28	25	32	31	23	27	29	26	28	30
Not at all worried	7	7	14	3	14	6	12	3	9	8	7	3	7	6	11	9	5	7	9	5	7	11
TOTAL NOT WORRIED	36	35	56	24	47	29	50	24	37	35	35	28	35	31	43	40	28	34	38	31	35	41
Don't know	4	4	2	3	2	3	3	3	2	5	3	13	6	1	2	3	5	4	4	3	4	4
be victims of burglary, robbery or mugging'																						
Very worried	7	10	8	12	12	12	9	13	8	9	11	8	7	10	12	7	14	10	11	10	11	3
Fairly worried	27	29	29	32	21	31	26	35	22	27	32	27	31	31	27	29	29	32	27	33	30	25
TOTAL WORRIED	34	39	37	44	33	43	35	48	30	36	43	35	38	41	39	36	43	42	38	43	41	28
Not very worried	47	45	46	43	46	46	49	39	55	46	44	41	43	47	47	47	43	42	46	42	48	49
Not at all worried	13	11	14	10	19	6	12	10	12	13	9	12	13	10	11	13	9	11	11	11	8	21
TOTAL NOT WORRIED	60	56	60	53	65	52	61	49	67	59	53	53	56	57	58	60	52	53	57	53	56	70
Don't know	5	4	3	3	2	5	4	3	3	5	4	11	6	2	3	4	5	5	5	4	4	3
suffer directly from cuts in spending on public services such as health, education and welfare'																						
Very worried	18	23	7	35	15	31	14	33	22	21	24	17	17	26	26	19	28	25	18	31	24	14
Fairly worried	42	41	35	46	38	40	37	44	44	37	44	34	39	42	42	39	43	33	43	39	43	40
TOTAL WORRIED	60	64	42	81	53	71	51	77	66	58	68	51	56	68	68	58	71	58	61	70	67	54
Not very worried	28	26	40	14	37	23	35	17	24	28	25	33	31	23	23	31	20	30	26	23	24	33
Not at all worried	7	7	14	3	8	3	10	3	7	9	4	6	8	6	7	8	5	7	8	4	7	10
TOTAL NOT WORRIED	35	33	54	17	45	26	45	20	31	37	29	39	39	29	30	39	25	37	34	27	31	43
Don't know	5	4	3	2	3	3	4	2	3	4	3	10	5	3	1	3	5	5	5	3	3	3
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	14	19	12	20	8	39	19	23	15	18	20	11	12	25	21	13	27	13	20	25	17	16
Fairly worried	29	29	29	30	25	36	29	30	24	28	30	28	26	32	28	28	30	29	28	30	30	29
TOTAL WORRIED	43	48	41	50	33	75	48	53	39	46	50	39	38	57	49	41	57	42	48	55	47	45
Not very worried	32	28	35	27	35	12	29	27	31	28	28	26	31	26	27	32	22	32	26	25	32	24
Not at all worried	19	19	22	19	29	7	17	17	27	20	17	21	23	13	20	22	15	20	19	16	17	26
TOTAL NOT WORRIED	51	47	57	46	64	19	46	44	58	48	45	47	54	39	47	54	37	52	45	41	49	50
Don't know	7	6	2	4	3	6	5	3	4	6	6	13	7	3	4	5	6	7	7	4	5	4

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

	Mar 23-24	April 6-7																				
lose their job / have difficulty finding work																						
Very worried	15	20	8	25	16	28	11	26	19	19	21	23	17	23	18	15	26	19	18	26	19	17
Fairly worried	35	36	31	42	24	38	33	38	36	35	37	44	37	41	27	38	34	33	37	35	36	38
TOTAL WORRIED	50	56	39	67	40	66	44	64	55	54	58	67	54	64	45	53	60	52	55	61	55	55
Not very worried	31	25	34	19	34	19	29	22	28	25	24	18	28	24	25	28	21	28	24	23	27	23
Not at all worried	13	14	24	11	21	10	21	11	13	16	13	5	12	10	25	15	14	13	15	11	15	18
TOTAL NOT WORRIED	44	39	58	30	55	29	50	33	41	41	37	23	40	34	50	43	35	41	39	34	42	41
Don't know	6	5	4	2	4	5	6	3	4	5	5	10	6	2	5	5	5	7	7	5	3	5
lose their home																						
Very worried	11	14	4	18	13	21	7	21	13	13	15	10	11	14	18	10	19	11	13	21	13	8
Fairly worried	24	24	20	30	8	32	20	30	22	22	26	23	23	27	22	23	26	28	22	25	26	20
TOTAL WORRIED	35	38	24	48	21	53	27	51	35	35	41	33	34	41	40	33	45	39	35	46	39	28
Not very worried	38	36	41	31	44	32	39	30	39	36	35	39	41	37	28	41	29	32	39	33	34	43
Not at all worried	21	21	32	18	30	13	29	17	22	23	19	17	18	19	29	22	20	23	20	18	23	25
TOTAL NOT WORRIED	59	57	73	49	74	45	68	47	61	59	54	56	59	56	57	63	49	55	59	51	57	68
Don't know	6	5	4	3	5	3	5	3	4	5	4	11	6	3	3	4	5	6	6	4	4	4
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	11	14	6	18	11	23	9	18	12	14	14	11	11	15	15	9	19	14	13	16	14	10
Fairly worried	21	24	18	29	21	29	19	29	23	24	25	28	23	23	26	24	26	24	23	30	23	23
TOTAL WORRIED	32	38	24	47	32	52	28	47	35	38	39	39	34	38	41	33	45	38	36	46	37	33
Not very worried	37	34	38	31	38	29	35	30	37	33	36	36	37	37	29	37	31	34	35	35	34	35
Not at all worried	24	22	34	20	26	14	31	19	25	24	20	13	23	22	25	25	18	21	23	16	24	28
TOTAL NOT WORRIED	61	56	72	51	64	43	66	49	62	57	56	49	60	59	54	62	49	55	58	51	58	63
Don't know	7	5	4	3	3	5	6	3	4	5	6	12	6	4	4	5	6	7	7	4	5	4
suffer ill-health																						
Very worried	14	16	10	19	18	25	15	19	16	13	19	6	10	18	23	11	22	14	15	20	16	13
Fairly worried	36	35	32	39	29	32	32	38	31	32	38	31	27	35	43	34	36	31	33	39	37	31
TOTAL WORRIED	50	51	42	58	47	57	47	57	47	45	57	37	37	53	66	45	58	45	48	59	53	44
Not very worried	37	35	42	29	40	30	36	32	39	38	32	42	41	37	25	39	30	41	39	30	32	36
Not at all worried	7	8	12	7	10	7	10	6	10	10	6	9	13	6	6	10	6	7	7	7	9	15
TOTAL NOT WORRIED	44	43	54	36	50	37	46	38	49	48	38	51	54	43	31	49	36	48	46	37	41	51
Don't know	7	6	4	5	3	7	6	5	4	7	5	13	8	4	3	6	6	7	7	4	7	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	54	105
Male 25 to 39	187	220
Male 40 to 59	355	295
Male 60 +	235	227
Female 18 to 24	72	103
Female 25 to 39	233	222
Female 40 to 59	373	302
Female 60 +	239	273
Region		
North England	405	430
Midlands	264	287
East	140	168
London	323	224
South England	385	400
Wales	86	87
Scotland	145	152
Social Grade		
AB	626	489
C1	487	507
C2	287	367
DE	348	385
Newspaper Type		
Express / Mail	333	280
Sun / Star	187	411
Mirror / Record	111	175
Guardian / Independent	113	79
FT / Times / Telegraph	109	166
Other Paper	265	201
No Paper	630	437
Political Party Identification		
Labour	567	559
Conservative	496	489
Liberal Democrat	148	192
SNP/Plaid Cymru	32	30
Others	114	40
None/ DK	391	437

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