YouGov / The Sun Survey Results

Sample Size: 1919 GB Adults
Fieldwork: 16th - 17th March 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	**1919**	480	600	141	167	579	468	390	931	988	228	486	656	549	1094	825	246	624	411	472	167
Unweighted Sample	1919	497	507	127	226	613	401	391	952	967	154	404	746	615	1294	625	340	603	346	414	216
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																					
Con	**32**	100	0	0	0	74	4	13	32	32	16	28	29	44	35	28	28	39	37	27	17
Lab	**40**	0	100	0	0	8	85	34	40	40	67	46	39	28	35	47	41	31	40	50	43
Lib Dem	**9**	0	0	100	0	2	2	35	9	10	6	11	9	10	12	6	12	11	8	8	6
Other	**18**	0	0	0	100	17	9	18	18	18	11	15	23	18	18	19	19	19	14	15	34
Other Parties Voting Intention																					
UKIP	**11**	0	0	0	100	14	6	8	12	10	3	7	14	14	9	14	14	13	8	12	5
SNP / PCY	**3**	0	0	0	0	1	1	1	4	2	2	4	3	2	3	3	0	1	2	0	25
Green	**3**	0	0	0	0	1	1	6	2	4	5	3	4	1	4	2	3	4	3	2	4
BNP	**0**	0	0	0	0	0	0	1	0	1	0	0	1	0	1	0	0	0	1	0	0
Respect	**0**	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	2	0	0	0	0
Other	**1**	0	0	0	0	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1
Non Voters																					
Would Not Vote	***9***	*0*	*0*	*0*	*0*	*4*	*3*	*5*	*8*	*10*	*12*	*17*	*7*	*3*	*8*	*9*	*6*	*8*	*12*	*10*	*6*
Don't know	***13***	*0*	*0*	*0*	*0*	*9*	*8*	*16*	*8*	*18*	*18*	*14*	*14*	*10*	*13*	*13*	*16*	*14*	*10*	*13*	*14*

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YouGov
What the world thinks

			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		**1919**	480	600	141	167	579	468	390	931	988	228	486	656	549	1094	825	246	624	411	472	167
Unweighted Sample		1919	497	507	127	226	613	401	391	952	967	154	404	746	615	1294	625	340	603	346	414	216
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Mar 2-3	**Mar 16-17**																				
Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?																						
National Health Service																						
Conservative	*24*	**21**	70	2	7	17	54	3	9	24	19	9	13	20	35	24	18	23	26	21	16	14
Labour	*37*	**35**	5	80	21	14	7	73	37	37	32	42	33	37	29	32	37	34	32	36	37	35
Liberal Democrat	*6*	**6**	2	2	53	2	3	1	18	7	6	8	7	6	6	8	4	9	5	7	7	5
Other	*4*	**5**	1	1	0	23	4	2	7	7	4	3	5	8	4	5	6	4	5	3	6	15
None	*12*	**14**	9	6	6	28	16	7	15	13	15	6	18	13	14	14	14	12	14	15	13	12
Don't know	*17*	**19**	11	10	13	15	15	13	14	12	25	32	24	16	11	17	20	20	17	18	21	18
Asylum and immigration																						
Conservative	*25*	**26**	73	8	24	4	51	10	20	28	24	13	22	27	34	29	22	27	31	25	23	16
Labour	*18*	**16**	1	42	5	3	3	38	13	15	17	25	16	16	12	15	16	16	12	18	17	21
Liberal Democrat	*6*	**7**	1	6	52	1	2	5	20	9	6	10	7	6	7	9	5	9	8	6	6	6
Other	*18*	**17**	9	14	2	74	19	14	16	20	15	10	13	20	20	15	20	19	16	17	16	22
None	*16*	**16**	9	15	9	13	14	15	18	17	16	13	20	14	16	16	17	14	16	18	16	16
Don't know	*17*	**18**	7	15	8	4	11	18	13	12	23	28	22	17	11	16	20	17	16	15	22	18
Law and order																						
Conservative	*34*	**33**	87	11	26	21	69	13	23	39	27	21	26	33	44	37	28	36	39	34	26	22
Labour	*23*	**23**	1	64	4	5	3	56	21	23	22	32	21	25	18	20	26	23	18	25	26	25
Liberal Democrat	*4*	**6**	0	3	51	0	1	2	17	6	5	5	7	5	6	7	4	5	6	5	6	6
Other	*6*	**8**	1	2	1	47	8	4	8	9	7	6	3	10	10	8	8	8	8	6	6	17
None	*13*	**12**	4	8	6	16	8	11	14	10	13	7	18	10	11	11	13	9	11	14	13	10
Don't know	*20*	**19**	6	13	12	11	11	15	17	13	25	30	25	17	12	18	21	19	18	16	23	20
Education and schools																						
Conservative	*26*	**25**	77	2	8	23	60	4	14	28	22	9	17	23	39	27	22	24	31	26	18	15
Labour	*32*	**30**	4	76	11	9	6	68	31	31	28	41	28	31	24	28	32	32	24	30	34	31
Liberal Democrat	*8*	**9**	3	3	67	6	5	3	23	10	8	8	10	9	8	10	7	12	10	7	8	6
Other	*5*	**6**	1	1	0	30	5	3	6	7	5	5	4	9	5	6	6	5	6	4	6	15
None	*12*	**11**	6	6	4	17	11	7	12	11	12	7	16	9	12	12	11	11	11	13	11	12
Don't know	*18*	**19**	9	12	10	15	14	15	14	13	25	30	25	18	12	17	22	16	18	19	23	21
Taxation																						
Conservative	*30*	**27**	81	6	11	18	61	8	12	31	23	12	18	26	41	30	23	25	32	28	23	16
Labour	*30*	**26**	2	68	11	10	6	58	28	27	26	38	23	25	25	24	29	28	23	28	28	24
Liberal Democrat	*7*	**8**	2	5	63	2	2	4	22	10	7	8	10	8	7	10	6	11	8	7	9	8
Other	*5*	**6**	0	1	1	27	4	3	6	7	4	4	3	8	5	6	6	6	6	4	4	15
None	*12*	**14**	7	7	7	23	13	9	15	13	15	9	20	13	11	13	14	12	12	15	14	16
Don't know	*17*	**20**	7	13	8	20	13	18	17	13	26	30	25	19	11	17	23	18	19	18	22	21

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			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		**1919**	480	600	141	167	579	468	390	931	988	228	486	656	549	1094	825	246	624	411	472	167
Unweighted Sample		**1919**	497	507	127	226	613	401	391	952	967	154	404	746	615	1294	625	340	603	346	414	216
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Mar 2-3	**Mar 16-17**																				
Unemployment																						
Conservative	*27*	**25**	78	5	13	17	60	6	15	28	23	14	19	24	38	28	22	24	32	26	20	16
Labour	*31*	**31**	6	75	19	14	8	65	33	33	28	39	29	31	29	30	32	32	25	34	34	29
Liberal Democrat	*6*	**5**	1	2	50	1	2	2	17	6	5	6	6	5	5	6	4	5	5	5	6	5
Other	*5*	**6**	0	2	0	31	5	3	7	7	5	6	4	9	5	6	7	7	6	3	5	18
None	*13*	**13**	6	5	9	22	12	8	15	12	13	7	15	13	13	12	13	14	12	12	14	13
Don't know	*18*	**20**	9	11	9	14	14	17	15	13	25	28	27	19	10	18	22	19	19	19	21	20
The economy in general																						
Conservative	*33*	**32**	90	5	22	30	71	8	19	36	28	12	23	31	48	35	27	31	40	32	25	20
Labour	*25*	**24**	1	66	6	8	4	54	25	25	22	34	23	25	18	21	27	24	17	27	27	27
Liberal Democrat	*5*	**5**	0	2	54	0	1	2	16	6	4	5	7	4	5	7	4	5	5	4	7	4
Other	*6*	**6**	0	1	0	31	4	3	7	7	5	5	4	8	6	6	6	7	6	4	5	14
None	*12*	**13**	3	10	4	17	8	13	15	13	14	11	17	13	11	14	13	12	12	14	15	14
Don't know	*19*	**20**	5	15	13	14	12	20	18	13	27	34	26	18	13	19	23	21	20	19	22	21
Europe																						
Conservative	*21*	**20**	62	4	12	3	45	4	14	21	20	10	16	21	28	22	18	21	25	20	16	12
Labour	*22*	**19**	2	53	5	3	3	46	17	21	17	30	17	22	14	20	19	23	14	20	22	22
Liberal Democrat	*8*	**9**	3	7	62	0	4	5	25	11	7	8	9	8	11	11	6	10	9	8	8	11
Other	*16*	**16**	11	8	4	74	21	10	13	19	13	8	11	19	21	15	17	16	16	15	16	20
None	*13*	**15**	10	13	7	14	14	14	16	14	15	8	22	12	14	13	16	12	14	18	14	15
Don't know	*19*	**21**	11	15	10	6	13	21	16	13	28	37	26	18	13	19	24	19	21	20	23	20
Welfare benefits																						
Conservative	*28*	**27**	76	5	11	28	59	8	14	28	25	11	20	25	41	30	22	25	31	27	24	18
Labour	*30*	**30**	6	74	21	9	9	64	31	31	29	36	27	31	28	28	33	31	26	33	31	31
Liberal Democrat	*6*	**7**	3	4	49	1	3	3	18	7	6	10	7	6	5	8	5	7	8	5	7	5
Other	*7*	**8**	1	2	1	39	7	3	7	9	6	6	5	10	7	7	8	8	7	6	7	15
None	*12*	**12**	6	5	8	16	10	8	15	13	11	6	18	11	10	11	12	10	12	13	11	12
Don't know	*17*	**18**	9	10	10	7	12	13	15	12	23	31	23	17	8	16	20	18	16	17	20	18

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			Voting intention				2010 Vote			Gender		Age				Social Grade		Region				
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Weighted Sample		**1919**	480	600	141	167	579	468	390	931	988	228	486	656	549	1094	825	246	624	411	472	167
Unweighted Sample		1919	497	507	127	226	613	401	391	952	967	154	404	746	615	1294	625	340	603	346	414	216
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Dec 05-06 2013	**Mar 16-17 2014**																				
Do you think George Osborne is doing a good job or a bad job as Chancellor of the Exchequer?																						
He is doing a good job	26	**33**	81	11	39	34	67	13	24	38	29	20	25	34	45	38	27	33	37	33	30	26
He is doing a bad job	46	**39**	4	74	30	43	12	69	50	42	36	39	38	42	36	38	42	37	32	43	43	51
Don't know	28	**28**	15	16	30	23	22	18	26	19	35	41	37	24	19	25	32	29	31	25	27	23
	Jan 30-31	**Mar 16-17**																				
Which of these would make the better Chancellor of the Exchequer?																						
George Osborne	*32*	**35**	88	7	36	45	74	11	25	42	29	19	26	35	51	40	29	37	42	32	31	25
Ed Balls	*23*	**22**	0	55	14	14	4	49	24	24	20	29	20	22	21	19	25	23	19	25	23	19
Don't know	*45*	**43**	11	38	50	41	22	39	51	35	51	52	55	43	28	41	46	40	39	42	46	56
	Mar 13-14	**Mar 16-17**																				
How do you think the financial situation of your household will change over the next 12 months?																						
Get a lot better	*2*	**2**	2	1	3	3	2	2	3	2	2	3	1	3	1	3	1	3	2	2	1	2
Get a little better	*14*	**18**	31	14	18	7	23	13	17	23	13	21	24	15	15	20	15	18	17	21	16	18
TOTAL GET BETTER	**16**	**20**	**33**	**15**	**21**	**10**	**25**	**15**	**20**	**25**	**15**	**24**	**25**	**18**	**16**	**23**	**16**	**21**	**19**	**23**	**17**	**20**
Stay about the same	*42*	**39**	49	31	47	38	44	34	39	37	41	36	34	38	45	41	37	37	39	36	41	42
Get a little worse	*26*	**25**	11	32	26	32	21	29	27	24	25	17	23	26	28	22	28	21	26	25	24	23
Get a lot worse	*10*	**10**	2	15	2	20	5	18	8	9	11	3	11	14	8	7	14	12	9	9	12	10
TOTAL GET WORSE	**36**	**35**	**13**	**47**	**28**	**52**	**26**	**47**	**35**	**33**	**36**	**20**	**34**	**40**	**36**	**29**	**42**	**33**	**35**	**34**	**36**	**33**
Don't know	*6*	**6**	4	6	4	0	4	5	6	5	8	19	7	4	2	7	6	7	6	7	6	4
How do you think the economic situation of the country as a whole will change over the next 12 months?																						
Get a lot better		**3**	8	1	4	1	6	0	2	4	2	1	3	3	3	3	2	3	3	4	1	2
Get a little better		**32**	65	18	37	23	50	19	32	39	25	32	27	27	41	37	25	33	35	29	30	31
TOTAL GET BETTER		**35**	**73**	**19**	**41**	**24**	**56**	**19**	**34**	**43**	**27**	**33**	**30**	**30**	**44**	**40**	**27**	**36**	**38**	**33**	**31**	**33**
Stay about the same		**33**	20	37	39	37	25	40	33	30	37	33	35	37	28	32	36	32	34	33	35	32
Get a little worse		**17**	4	28	12	23	12	23	19	16	18	12	16	18	19	15	19	15	17	18	17	22
Get a lot worse		**8**	1	11	4	16	4	13	8	8	9	5	10	10	7	7	11	10	6	9	11	8
TOTAL GET WORSE		**25**	**5**	**39**	**16**	**39**	**16**	**36**	**27**	**24**	**27**	**17**	**26**	**28**	**26**	**22**	**30**	**25**	**23**	**27**	**28**	**30**
Don't know		**6**	2	5	5	1	3	5	6	4	9	17	8	5	3	6	7	7	6	7	7	6

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Unweighted Sample	1919	497	507	127	226	613	401	391	952	967	154	404	746	615	1294	625	340	603	346	414	216
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, do you think the state of Britain's economy is better or worse than it was one year ago, or about the same?																					
Better than a year ago	**41**	80	22	50	32	65	22	38	48	33	36	37	37	50	46	33	37	46	44	37	28
Worse than a year ago	**22**	3	37	19	29	10	35	21	19	24	19	22	25	18	19	25	23	16	24	24	25
About the same	**32**	15	37	30	37	22	40	36	29	35	30	33	35	30	30	35	32	32	27	35	39
Don't know	**6**	2	4	1	1	3	3	5	4	8	15	8	4	2	5	6	8	6	6	4	7
And do you personally feel better or worse off than you did one year ago, or about the same?																					
Better than a year ago	**16**	30	9	20	7	21	8	18	18	13	24	17	14	13	18	13	15	16	14	16	16
Worse than a year ago	**37**	14	48	33	53	26	49	38	34	40	28	34	45	33	34	42	40	33	41	39	33
About the same	**44**	55	40	43	39	51	40	40	45	42	34	44	39	53	45	42	41	48	41	41	45
Don't know	**4**	1	3	5	0	2	2	4	2	5	14	5	2	0	4	4	5	2	4	4	6
If George Osborne has some money available to cut income tax in this week's budget, which of the following would you rather see? *[Asked to 965 respondents]*																					
Increasing the personal tax allowance (the amount people can earn before paying any income tax - currently £10,000)	**66**	71	68	77	60	67	65	71	70	62	55	62	71	69	65	67	54	61	75	71	66
ncreasing the higher tax threshold (the amount people can earn before paying the higher 40% rate of income tax - currently £41,450)	**13**	22	10	8	17	20	11	11	15	12	15	10	13	15	18	8	23	17	10	8	9
Neither	**10**	3	14	11	12	5	12	9	7	12	7	13	7	11	8	12	9	10	7	13	10
Don't know	**11**	4	8	4	11	9	12	9	8	13	22	15	8	5	9	13	15	12	8	7	15

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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	**64**	**115**
	Male 25 to 39	**185**	**242**
	Male 40 to 59	**375**	**324**
	Male 60 +	**328**	**249**
	Female 18 to 24	**90**	**113**
	Female 25 to 39	**219**	**244**
	Female 40 to 59	**371**	**332**
	Female 60 +	**287**	**299**
Region			
	North England	**414**	**472**
	Midlands	**256**	**315**
	1	**163**	**184**
	London	**340**	**246**
	South England	**440**	**439**
	Wales	**90**	**96**
	Scotland	**216**	**167**
Social Grade			
	AB	**772**	**537**
	C1	**522**	**557**
	C2	**250**	**403**
	DE	**375**	**422**
Newspaper Type			
	Express / Mail	**393**	**307**
	Sun / Star	**172**	**451**
	Mirror / Record	**89**	**192**
	Guardian / Independent	**135**	**86**
	FT / Times / Telegraph	**160**	**182**
	Other Paper	**319**	**221**
	No Paper	**651**	**480**
Political Party Identification			
	Labour	**521**	**614**
	Conservative	**563**	**537**
	Liberal Democrat	**176**	**211**
	SNP/Plaid Cymru	**61**	**33**
	Others	**158**	**44**
	None/ DK	**440**	**480**

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		Unweighted no.	Weighted no.
Age and Gender			
	Male 18 to 24	**46**	**58**
	Male 25 to 39	**94**	**122**
	Male 40 to 59	**164**	**163**
	Male 60 +	**183**	**125**
	Female 18 to 24	**60**	**57**
	Female 25 to 39	**96**	**123**
	Female 40 to 59	**183**	**167**
	Female 60 +	**139**	**151**
Region			
	North England	**218**	**237**
	Midlands	**140**	**158**
	1	**88**	**93**
	London	**128**	**124**
	South England	**242**	**221**
	Wales	**44**	**48**
	Scotland	**105**	**84**
Social Grade			
	AB	**390**	**270**
	C1	**282**	**280**
	C2	**123**	**203**
	DE	**170**	**212**
Newspaper Type			
	Express / Mail	**203**	**154**
	Sun / Star	**93**	**227**
	Mirror / Record	**53**	**97**
	Guardian / Independent	**85**	**43**
	FT / Times / Telegraph	**92**	**92**
	Other Paper	**133**	**111**
	No Paper	**306**	**241**
Political Party Identification			
	Labour	**237**	**309**
	Conservative	**278**	**270**
	Liberal Democrat	**79**	**106**
	SNP/Plaid Cymru	**39**	**16**
	Others	**100**	**22**
	None/ DK	**232**	**241**

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