

YouGov / The Sun Survey Results

Sample Size: 1558 GB Adults
Fieldwork: 23rd - 24th 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	1558	437	468	118	117	463	369	301	756	802	185	394	533	445	888	670	199	506	333	383	136	
Unweighted Sample	1558	443	429	102	160	487	370	309	745	813	84	396	605	473	996	562	291	474	312	345	136	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	0	81	7	9	37	35	28	36	34	39	38	33	31	44	33	37	21
Lab	38	0	100	0	0	6	87	30	36	41	42	39	39	36	36	42	41	28	40	48	40
Lib Dem	10	0	0	100	0	0	1	41	10	9	17	9	9	8	12	7	13	12	11	4	9
Other	16	0	0	0	100	13	5	20	17	15	12	15	18	16	15	18	16	16	16	11	30

Other Parties Voting Intention

UKIP	10	0	0	0	100	12	2	12	10	9	6	6	11	11	7	13	10	12	11	7	2
SNP / PCY	3	0	0	0	0	1	1	3	4	3	2	4	3	4	3	3	1	0	2	0	26
Green	2	0	0	0	0	0	2	5	2	2	3	3	3	1	3	1	3	2	2	4	1
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Respect	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	1	0	0	0
Other	1	0	0	0	0	0	0	0	1	1	0	2	1	0	1	1	2	0	1	0	0

Non Voters

Would Not Vote	7	0	0	0	0	3	2	1	6	9	24	10	4	3	5	11	6	8	8	7	7
Don't know	14	0	0	0	0	9	11	19	10	19	11	18	14	12	14	14	14	15	12	17	8

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

	Mar 20-21	Mar 23-24																				
Approve	33	34	84	7	49	16	66	10	30	42	28	36	33	30	41	36	33	33	40	35	30	28
Disapprove	52	49	6	86	35	72	20	78	55	47	50	39	44	55	50	49	49	50	42	49	54	56
Don't know	14	17	10	6	16	12	13	12	15	11	22	25	23	15	10	16	18	17	18	16	16	16

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	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	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Mar 9-10	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	42	44	85	21	59	41	75	23	41	48	41	27	43	45	52	49	39	38	50	46	39	42
Bad for the economy	40	38	7	66	33	44	15	61	45	39	38	43	36	43	34	35	43	43	33	38	43	39
Don't know	18	17	9	13	8	14	10	16	13	13	21	30	21	13	14	16	18	18	17	16	18	19
Being done fairly or unfairly?																						
Fairly	29	30	72	8	30	29	61	9	21	35	26	17	29	30	36	32	28	30	37	29	24	24
Unfairly	56	53	15	82	62	56	24	81	68	52	54	54	46	58	53	53	54	54	46	56	57	59
Don't know	15	17	12	10	8	15	15	10	11	13	20	29	24	12	11	16	18	16	17	15	18	17
Necessary or unnecessary?																						
Necessary	57	58	94	34	72	65	88	36	57	62	54	51	59	55	63	62	53	54	63	57	57	49
Unnecessary	29	27	3	53	20	27	7	51	31	26	28	28	20	34	26	25	31	28	21	31	29	36
Don't know	14	15	3	13	7	8	6	13	11	12	17	21	21	11	11	13	16	18	15	11	14	15
Too deep, too shallow or at about the right level?																						
Too deep	39	36	5	68	24	29	11	67	43	39	33	31	27	43	36	34	38	37	28	40	40	41
Too shallow	12	12	17	6	17	20	16	7	14	12	11	7	13	11	13	14	9	12	11	11	10	16
About the right level	30	33	69	11	49	28	60	13	28	36	30	26	31	32	38	34	31	32	40	31	29	22
Don't know	19	20	9	14	10	24	12	14	15	13	26	36	29	14	12	18	22	20	20	17	21	22
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	41	38	6	70	22	36	13	68	40	38	39	37	31	45	36	35	43	41	32	42	42	39
Too slowly	13	13	22	8	12	24	19	7	11	14	11	12	13	12	13	13	11	14	12	13	10	18
About the right pace	31	33	66	9	56	28	58	12	35	35	31	24	31	32	40	36	30	32	38	31	32	26
Don't know	15	16	6	13	10	12	10	12	14	13	19	27	24	11	11	16	16	14	18	14	15	18
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	53	50	39	61	39	53	43	58	52	46	53	42	43	61	46	49	51	49	45	52	55	46
Not having an impact on my life	34	36	52	30	50	38	46	30	38	41	32	33	35	31	45	39	32	35	40	37	31	40
Don't know	12	14	10	10	11	9	11	11	10	13	15	25	22	9	9	12	17	16	15	11	15	14
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	24	25	3	56	13	23	6	52	26	25	25	14	17	30	30	23	27	31	18	25	26	35
The last Labour government	37	36	84	2	44	47	73	6	33	39	32	27	35	36	40	39	32	32	42	34	33	30
Both	26	25	8	29	31	24	16	29	30	23	27	27	29	25	22	25	25	23	25	27	27	20
Neither	5	5	3	5	11	2	2	5	5	5	4	7	5	4	5	5	4	3	4	7	4	4
Don't know	9	10	2	8	1	4	3	7	5	7	12	25	15	5	3	8	11	11	11	6	10	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Mar 9-10	Mar 23-24																				
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	22	18	7	24	17	23	10	23	16	15	22	18	17	25	12	14	24	26	18	14	17	20
Fairly worried	42	41	37	47	29	32	40	46	40	38	45	38	46	36	45	41	42	35	39	50	42	38
TOTAL WORRIED	64	59	44	71	46	55	50	69	56	53	67	56	63	61	57	55	66	61	57	64	59	58
Not very worried	25	29	43	20	39	35	39	24	33	32	25	27	27	29	30	32	24	27	31	27	28	28
Not at all worried	8	7	11	6	13	6	9	6	10	9	5	2	5	8	11	9	5	8	8	6	8	4
TOTAL NOT WORRIED	33	36	54	26	52	41	48	30	43	41	30	29	32	37	41	41	29	35	39	33	36	32
Don't know	3	4	2	2	3	4	2	2	1	6	3	15	5	2	1	4	4	4	4	3	4	9
be victims of burglary, robbery or mugging'																						
Very worried	10	7	4	10	2	9	6	9	5	5	9	4	5	9	6	6	8	11	5	5	7	9
Fairly worried	31	27	30	26	18	34	32	23	23	26	29	23	25	28	31	25	31	31	29	32	23	16
TOTAL WORRIED	41	34	34	36	20	43	38	32	28	31	38	27	30	37	37	31	39	42	34	37	30	25
Not very worried	43	47	49	49	57	36	46	53	52	49	46	45	53	46	45	50	44	42	46	48	50	50
Not at all worried	12	13	15	12	20	16	12	13	17	15	11	13	10	14	15	14	12	11	14	10	15	15
TOTAL NOT WORRIED	55	60	64	61	77	52	58	66	69	64	57	58	63	60	60	64	56	53	60	58	65	65
Don't know	5	5	3	3	3	4	3	3	2	6	5	15	6	3	3	5	6	5	6	4	4	10
suffer directly from cuts in spending on public services such as health, education and welfare'																						
Very worried	24	18	5	30	12	20	11	28	17	14	22	8	15	23	20	16	21	21	14	21	22	15
Fairly worried	41	42	39	45	31	48	40	47	46	37	46	45	38	41	45	42	42	37	43	40	46	39
TOTAL WORRIED	65	60	44	75	43	68	51	75	63	51	68	53	53	64	65	58	63	58	57	61	68	54
Not very worried	25	28	42	18	43	21	36	19	28	34	23	26	36	25	27	30	26	29	31	33	20	26
Not at all worried	6	7	11	5	11	7	10	5	8	10	4	4	6	9	7	7	6	9	7	4	6	10
TOTAL NOT WORRIED	31	35	53	23	54	28	46	24	36	44	27	30	42	34	34	37	32	38	38	37	26	36
Don't know	4	5	3	3	3	4	3	2	2	6	4	16	6	2	2	4	5	3	5	3	5	9
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	18	14	12	12	5	33	17	14	8	11	16	5	10	14	20	10	19	12	12	13	16	14
Fairly worried	28	29	29	27	25	30	29	32	27	28	30	27	24	29	34	27	31	31	29	28	32	15
TOTAL WORRIED	46	43	41	39	30	63	46	46	35	39	46	32	34	43	54	37	50	43	41	41	48	29
Not very worried	32	32	33	36	30	26	31	32	35	33	31	32	35	37	24	35	29	30	35	35	26	33
Not at all worried	16	19	23	18	37	6	19	16	26	21	17	19	25	16	18	22	15	22	18	18	18	25
TOTAL NOT WORRIED	48	51	56	54	67	32	50	48	61	54	48	51	60	53	42	57	44	52	53	53	44	58
Don't know	5	7	3	7	4	5	4	6	4	7	6	17	6	5	5	7	6	5	5	6	8	12

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Unweighted Sample	1558	443	429	102	160	487	370	309	745	813	84	396	605	473	996	562	291	474	312	345	136	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Mar 9-10	Mar 23-24																				
lose their job / have difficulty finding work																						
Very worried	19	15	7	18	17	23	10	15	18	13	17	10	16	17	14	12	20	15	13	14	18	18
Fairly worried	35	35	32	39	30	36	33	42	35	30	40	37	38	37	31	36	35	36	36	35	35	32
TOTAL WORRIED	54	50	39	57	47	59	43	57	53	43	57	47	54	54	45	48	55	51	49	49	53	50
Not very worried	27	31	41	27	30	25	37	28	28	35	27	34	33	32	25	32	28	31	32	32	28	27
Not at all worried	14	13	17	10	19	9	16	9	14	15	10	2	7	11	23	13	11	14	12	13	12	12
TOTAL NOT WORRIED	41	44	58	37	49	34	53	37	42	50	37	36	40	43	48	45	39	45	44	45	40	39
Don't know	5	6	3	6	3	6	4	5	4	7	6	16	6	3	7	7	6	5	6	5	7	11
lose their home																						
Very worried	14	11	4	14	8	13	6	14	11	9	12	5	7	13	13	7	15	11	8	10	13	13
Fairly worried	26	24	16	26	24	26	20	26	20	18	30	24	26	22	24	21	27	27	27	24	20	21
TOTAL WORRIED	40	35	20	40	32	39	26	40	31	27	42	29	33	35	37	28	42	38	35	34	33	34
Not very worried	36	38	44	38	39	41	42	38	44	41	36	39	47	40	28	42	33	38	39	43	34	36
Not at all worried	20	21	34	17	26	16	28	17	22	25	18	14	14	23	29	23	19	21	20	18	26	19
TOTAL NOT WORRIED	56	59	78	55	65	57	70	55	66	66	54	53	61	63	57	65	52	59	59	61	60	55
Don't know	5	6	3	6	3	4	4	5	3	7	5	18	6	2	7	7	5	4	6	5	6	11
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	13	11	5	14	9	17	7	16	12	10	12	7	9	13	13	9	14	12	8	12	12	17
Fairly worried	23	21	15	28	21	21	17	26	21	18	24	14	19	22	25	19	23	21	22	21	22	14
TOTAL WORRIED	36	32	20	42	30	38	24	42	33	28	36	21	28	35	38	28	37	33	30	33	34	31
Not very worried	37	37	45	33	34	38	43	33	38	37	37	44	40	38	31	37	37	37	41	39	31	36
Not at all worried	21	24	31	20	32	15	28	21	25	27	20	18	26	23	25	28	19	25	23	22	26	21
TOTAL NOT WORRIED	58	61	76	53	66	53	71	54	63	64	57	62	66	61	56	65	56	62	64	61	57	57
Don't know	5	7	4	5	5	8	5	5	4	7	7	16	6	5	7	8	6	5	6	7	8	13
suffer ill-health																						
Very worried	17	14	6	20	12	20	9	17	14	9	18	8	7	16	20	11	18	14	10	14	17	15
Fairly worried	36	36	33	36	38	36	34	41	39	35	36	22	31	35	46	36	35	38	34	42	34	29
TOTAL WORRIED	53	50	39	56	50	56	43	58	53	44	54	30	38	51	66	47	53	52	44	56	51	44
Not very worried	34	37	50	33	37	34	46	31	35	40	34	44	45	38	26	38	35	34	41	34	36	33
Not at all worried	7	7	7	6	11	4	7	6	10	9	6	9	9	7	5	9	5	9	8	5	7	8
TOTAL NOT WORRIED	41	44	57	39	48	38	53	37	45	49	40	53	54	45	31	47	40	43	49	39	43	41
Don't know	6	7	4	5	2	6	5	5	3	7	6	17	9	4	3	7	6	5	6	4	6	15

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	40	94
Male 25 to 39	166	196
Male 40 to 59	297	263
Male 60 +	242	202
Female 18 to 24	44	92
Female 25 to 39	230	198
Female 40 to 59	308	270
Female 60 +	231	243
Region		
North England	345	383
Midlands	243	256
1	142	150
London	291	199
South England	332	357
Wales	69	78
Scotland	136	136
Social Grade		
AB	590	436
C1	406	452
C2	232	327
DE	330	343
Newspaper Type		
Express / Mail	350	249
Sun / Star	126	366
Mirror / Record	65	156
Guardian / Independent	107	70
FT / Times / Telegraph	107	148
Other Paper	248	179
No Paper	555	390
Political Party Identification		
Labour	468	499
Conservative	445	436
Liberal Democrat	123	171
SNP/Plaid Cymru	40	26
Others	110	36
None/ DK	372	390

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