

YouGov / The Sun Survey Results

Sample Size: 1814 GB Adults
Fieldwork: 27th - 28th January 2014

Weighted Sample
Unweighted Sample

	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
1814	X	X	X	X	542	447	390	880	934	216	459	620	519	1034	780	232	590	388	446	158
1814	475	520	104	208	559	445	376	874	940	126	396	707	585	1198	616	274	605	345	400	190
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who would you trust more to run the economy?

David Cameron and George Osborne	40	39	91	7	50	47	78	12	31	42	36	31	33	39	48	45	32	39	47	42	31	26
Ed Miliband and Ed Balls	29	24	0	68	10	5	2	52	27	26	22	29	23	24	22	23	25	23	18	26	27	30
Not sure	31	37	9	25	40	48	20	36	42	32	42	40	44	37	31	32	44	38	35	32	42	43

Generally speaking, do you personally feel better or worse off than you did four years ago, or about the same?

Better off than four years ago	23	31	15	40	12	26	15	29	25	21	31	36	18	12	26	17	30	24	16	23	22
Worse off than four years ago	47	32	62	30	66	40	57	41	44	50	38	38	55	49	42	54	41	47	52	46	48
About the same	27	35	21	29	22	31	26	28	28	27	19	20	27	38	29	25	25	27	27	29	30
Don't know	3	2	1	2	0	2	2	2	4	2	13	5	0	0	3	3	4	3	4	2	1

Who do you blame more for being worse off - the last Labour government, the current coalition government, or both equally?

[Only asked to respondents who feel worse off than four years ago; n=831]

The last Labour government	22	72	1	26	30	58	5	12	22	22	14	14	24	26	26	17	19	25	25	18	17
The current coalition government	33	2	65	9	18	10	61	23	36	30	18	45	31	31	31	34	34	24	39	38	35
Both equally	34	17	28	47	48	24	28	52	34	34	44	29	35	33	33	36	39	37	27	36	35
Neither	8	8	5	4	1	7	5	7	6	9	21	7	7	5	7	9	6	10	6	6	9
Don't know	3	1	1	13	2	1	2	6	2	5	2	4	3	4	2	4	1	5	3	2	4