

# YouGov / Sunday Times Survey Results

Sample Size: 1884 GB Adults  
Fieldwork: 16th - 17th 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	1884	492	520	164	220	572	462	380	914	970	224	477	644	539	1074	810	241	612	403	463	164	
Unweighted Sample	1884	504	530	124	236	597	453	384	904	980	173	376	742	593	1269	615	253	649	346	433	203	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 2013	April 16-17																				
<b>Which government do you think would be better for...</b>																						
<b>Helping people get onto the housing ladder?</b>																						
A Labour government led by Ed Miliband	24	26	5	62	26	11	5	53	28	28	24	31	29	25	22	26	25	27	23	26	30	23
A Conservative government led by David Cameron	35	28	65	6	32	22	55	9	23	30	25	25	20	26	37	31	23	22	31	29	27	22
Neither	27	30	18	19	28	62	28	24	33	29	31	23	29	34	29	29	31	25	26	30	32	44
Don't know	15	17	12	12	14	5	13	14	17	13	20	22	22	15	12	14	21	26	20	15	11	11
<b>Managing the economy?</b>																						
A Labour government led by Ed Miliband	23	20	2	54	15	6	3	46	18	22	17	20	22	20	17	19	20	17	18	19	23	21
A Conservative government led by David Cameron	38	41	92	10	46	43	79	15	36	46	37	39	32	40	52	46	35	38	48	42	37	32
Neither	26	26	3	24	26	49	13	28	31	24	28	21	26	30	23	24	28	26	19	28	28	37
Don't know	13	13	3	12	13	2	5	12	16	8	18	21	20	10	8	11	16	19	15	10	12	10
<b>Providing more jobs?</b>																						
A Labour government led by Ed Miliband	33	30	7	73	31	14	5	65	30	33	28	37	30	32	26	30	30	30	26	31	36	30
A Conservative government led by David Cameron	25	29	75	3	30	25	66	6	22	34	24	18	26	25	40	34	23	26	36	28	25	19
Neither	28	26	12	14	26	55	20	17	32	23	29	23	24	31	24	24	28	23	21	28	28	38
Don't know	14	15	6	10	13	6	9	12	17	10	19	22	20	12	10	12	19	21	18	12	11	13
<b>Keeping prices down?</b>																						
A Labour government led by Ed Miliband	28	25	6	63	25	7	4	52	25	27	24	38	28	25	17	24	26	23	20	31	29	23
A Conservative government led by David Cameron	22	24	61	3	28	19	52	5	19	28	21	19	19	23	31	28	19	21	29	24	22	15
Neither	26	36	27	24	33	70	36	30	38	35	38	25	32	38	43	36	37	33	34	35	39	50
Don't know	14	14	6	10	14	4	8	12	18	11	18	18	21	13	8	12	18	23	17	10	10	11
<b>Improving standards of living for people like you?</b>																						
A Labour government led by Ed Miliband	34	31	5	79	26	16	6	68	31	34	29	37	31	35	24	30	33	26	26	36	37	29
A Conservative government led by David Cameron	25	27	75	3	27	16	61	6	18	30	24	21	22	25	36	30	23	26	33	27	22	16
Neither	29	30	16	12	36	66	26	18	38	29	31	24	27	31	32	30	30	29	25	29	31	46
Don't know	13	12	5	7	11	2	6	8	14	8	16	18	20	8	8	10	15	18	15	8	10	8
<b>Tackling the government's deficit?</b>																						
A Labour government led by Ed Miliband	19	16	1	45	11	6	3	38	13	18	14	13	17	16	15	16	16	16	14	15	21	14
A Conservative government led by David Cameron	41	45	91	16	53	44	80	17	42	51	39	41	37	44	53	49	39	42	50	47	40	37
Neither	26	25	4	26	20	46	11	29	28	23	27	25	25	27	22	25	25	22	20	26	27	35
Don't know	14	15	4	13	16	4	6	15	17	9	20	21	21	12	10	11	20	20	16	12	13	14

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

March  
31 - 1  
April  
16-17

**Do you agree or disagree with the following statement...**

**In the last few years most people's incomes have not kept pace with rising prices**

Agree strongly	58	54	33	75	45	68	37	74	60	57	50	40	57	62	47	52	56	52	48	56	58	59
Tend to agree	27	30	51	13	41	19	46	15	26	29	31	36	24	24	39	34	24	26	34	32	26	26
<b>TOTAL AGREE</b>	<b>85</b>	<b>84</b>	<b>84</b>	<b>88</b>	<b>86</b>	<b>87</b>	<b>83</b>	<b>89</b>	<b>86</b>	<b>86</b>	<b>81</b>	<b>76</b>	<b>81</b>	<b>86</b>	<b>86</b>	<b>86</b>	<b>80</b>	<b>78</b>	<b>82</b>	<b>88</b>	<b>84</b>	<b>85</b>
Tend to disagree	6	6	13	3	6	6	11	4	4	7	5	4	5	6	8	6	6	6	7	6	7	6
Disagree strongly	6	4	2	4	5	6	3	3	4	4	4	6	3	4	2	3	4	2	4	3	5	4
<b>TOTAL DISAGREE</b>	<b>12</b>	<b>10</b>	<b>15</b>	<b>7</b>	<b>11</b>	<b>12</b>	<b>14</b>	<b>7</b>	<b>8</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>11</b>	<b>9</b>	<b>12</b>	<b>10</b>
Don't know	4	7	2	4	4	1	4	4	6	4	10	14	11	3	4	5	10	13	8	4	5	5

**Who do you think is more to blame for people's incomes not keeping pace with rising prices?**

*[Only asked to respondents who agree that most people's incomes have not kept pace with rising prices; n= 1615]*

The policies of the last Labour government	25	27	66	2	19	35	61	3	19	31	23	20	19	25	37	29	24	22	31	28	26	13
The policies of the present coalition government	25	25	2	57	14	19	3	56	19	27	23	28	23	29	20	22	29	24	22	18	35	27
Both equally	28	26	9	23	31	35	15	22	32	21	31	26	33	25	22	25	27	26	21	31	22	43
Neither - it's more the fault of circumstances beyond the control of governments	16	18	19	15	33	9	17	16	25	18	17	18	18	17	18	20	14	19	21	17	14	14
Don't know	5	5	4	3	3	1	4	3	3	3	7	9	7	4	3	4	6	9	5	5	4	3

**SUMMARY - responses of full sample**

Agree - blame last Labour government	22	22	55	2	16	30	51	3	17	26	18	15	16	22	32	25	19	17	26	25	22	11
Agree - blame present coalition government	22	21	2	51	12	17	2	49	17	23	18	21	18	25	17	19	23	19	18	16	29	23
Agree - blame both	24	22	8	20	27	31	13	20	28	18	25	20	26	21	19	21	22	21	17	27	18	37
Agree - it's more the fault of circumstances beyond the control of governments	14	15	16	14	28	8	14	14	22	16	14	13	15	15	15	17	12	15	17	15	12	12
Agree - Don't know who to blame	4	4	4	3	2	1	3	3	3	2	6	7	6	3	3	4	4	7	4	5	3	2
Disagree that income is rising more slowly than prices	12	10	15	7	11	12	14	7	8	11	9	10	8	10	10	9	10	8	11	9	12	10
Don't know if income is rising more slowly than prices	4	7	2	4	4	1	4	4	6	4	10	14	11	3	4	5	10	13	8	4	5	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.
<b>Age and Gender</b>		
Male 18 to 24	72	113
Male 25 to 39	153	237
Male 40 to 59	362	318
Male 60 +	317	245
Female 18 to 24	101	111
Female 25 to 39	223	239
Female 40 to 59	380	326
Female 60 +	276	294
<b>Region</b>		
North England	433	463
Midlands	258	309
East	190	181
London	253	241
South England	459	431
Wales	88	94
Scotland	203	164
<b>Social Grade</b>		
AB	747	528
C1	522	546
C2	259	396
DE	356	414
<b>Newspaper Type</b>		
Express / Mail	391	301
Sun / Star	146	443
Mirror / Record	102	188
Guardian / Independent	160	85
FT / Times / Telegraph	144	179
Other Paper	272	217
No Paper	669	471
<b>Political Party Identification</b>		
Labour	580	603
Conservative	543	528
Liberal Democrat	137	207
SNP/Plaid Cymru	44	32
Others	114	43
None/ DK	466	471

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)