

YouGov / The Sun Survey Results

Sample Size: 1663 GB Adults

Fieldwork: 3rd - 4th December 2014

	Westminster VI					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	1663	424	438	97	205	475	411	334	807	856	198	421	569	476	948	715	213	540	356	409	145	
Unweighted Sample	1663	420	417	95	224	494	407	346	797	866	108	308	655	592	1113	550	209	528	347	391	188	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 1-2	Dec 3-4																				
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	33	33	83	6	46	32	68	13	24	40	27	17	32	33	42	39	26	34	39	31	31	23
He is doing a bad job	41	44	5	78	33	48	15	73	53	46	43	47	39	49	42	42	47	37	39	49	47	58
Don't know	25	22	12	16	20	20	16	15	23	15	30	36	29	17	17	19	27	29	22	20	23	19
Which of these would make the better Chancellor of the Exchequer?																						
George Osborne	36	37	86	5	47	44	75	10	25	44	29	26	34	36	44	42	29	37	44	35	32	23
Ed Balls	23	22	0	60	17	7	2	52	25	24	20	17	20	26	21	23	21	21	19	21	26	25
Don't know	42	41	13	35	36	49	23	38	50	32	50	57	46	38	35	35	49	42	37	43	42	53
How do you think the financial situation of your household will change over the next 12 months?																						
Get a lot better	2	2	3	1	5	3	3	1	2	3	2	4	5	2	1	3	1	5	3	2	1	3
Get a little better	16	17	30	11	21	8	23	11	16	20	14	26	18	15	14	21	11	24	16	15	15	20
TOTAL BETTER	18	19	33	12	26	11	26	12	18	23	16	30	23	17	15	24	12	29	19	17	16	23
Stay about the same	45	41	51	36	43	44	48	36	40	42	41	42	38	40	45	40	42	38	43	40	44	37
Get a little worse	22	22	9	31	17	27	15	30	26	20	25	13	19	24	28	22	23	19	23	23	23	21
Get a lot worse	9	10	2	17	5	15	5	17	12	10	10	3	11	14	8	7	15	9	8	13	10	16
TOTAL WORSE	31	32	11	48	22	42	20	47	38	30	35	16	30	38	36	29	38	28	31	36	33	37
Don't know	6	7	4	4	8	3	6	6	5	6	8	13	10	5	5	6	8	6	7	7	8	3
How do you think the economic situation of the country as a whole will change over the next 12 months?																						
Get a lot better	1	1	2	1	5	0	2	0	1	2	1	0	2	1	0	2	0	1	2	1	0	2
Get a little better	24	25	56	10	32	14	45	8	22	30	21	32	23	23	27	31	18	29	29	24	22	18
TOTAL BETTER	25	26	58	11	37	14	47	8	23	32	22	32	25	24	27	33	18	30	31	25	22	20
Stay about the same	37	33	31	31	37	42	31	30	37	32	35	39	38	31	30	32	35	31	32	36	36	30
Get a little worse	22	24	6	40	13	27	12	42	24	24	25	17	21	26	29	23	26	21	25	22	24	32
Get a lot worse	10	9	1	15	5	14	5	15	10	8	10	1	8	14	9	7	13	10	7	11	10	15
TOTAL WORSE	32	33	7	55	18	41	17	57	34	32	35	18	29	40	38	30	39	31	32	33	34	47
Don't know	7	6	3	4	8	2	5	5	6	4	9	11	8	6	4	5	8	7	6	6	8	4

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

	Dec 1-2	Dec 3-4																				
Which government do you think would be better for...																						
Helping people get onto the housing ladder?																						
A Labour government led by Ed Miliband	31	26	5	67	19	8	6	54	29	26	26	37	26	24	24	27	25	30	22	27	30	25
A Conservative government led by David Cameron	20	25	65	5	24	26	56	9	15	29	21	16	22	25	31	29	19	21	30	26	23	14
Neither	35	35	20	21	43	62	27	28	42	35	34	24	35	39	34	32	39	34	33	35	31	53
Don't know	15	14	11	7	13	5	11	9	14	9	19	22	16	12	11	12	16	15	15	12	16	8
Managing the economy?																						
A Labour government led by Ed Miliband	19	19	0	61	7	3	1	47	20	19	20	22	17	20	19	17	22	16	16	24	23	15
A Conservative government led by David Cameron	41	41	94	10	45	45	82	15	31	47	36	32	37	40	50	47	33	48	46	38	38	26
Neither	26	28	2	22	33	49	12	29	37	27	29	25	28	32	24	25	32	24	25	28	27	49
Don't know	14	12	3	8	15	3	5	9	12	7	16	20	18	8	6	10	13	12	13	10	12	9
Providing more jobs?																						
A Labour government led by Ed Miliband	28	29	4	75	21	9	6	64	33	30	28	31	28	30	28	27	31	29	26	32	32	29
A Conservative government led by David Cameron	29	29	74	4	37	36	63	8	19	37	21	21	25	28	37	34	23	31	32	29	28	15
Neither	28	28	11	13	28	50	22	20	34	25	31	19	29	32	26	26	30	25	25	27	26	47
Don't know	15	14	10	8	14	4	10	8	14	8	20	29	18	10	9	13	16	15	17	12	14	10
Keeping prices down?																						
A Labour government led by Ed Miliband	23	23	3	66	10	6	3	54	22	23	23	30	23	23	20	21	25	23	19	27	26	20
A Conservative government led by David Cameron	22	25	64	5	33	22	50	8	18	32	18	21	21	25	29	29	20	26	29	24	24	13
Neither	39	38	24	21	39	67	37	29	46	37	39	26	35	42	41	37	39	35	36	38	35	59
Don't know	16	14	10	8	18	5	9	9	14	9	19	23	21	10	9	13	15	16	16	11	15	9
Improving standards of living for people like you?																						
A Labour government led by Ed Miliband	28	28	3	78	19	8	4	61	30	29	28	35	27	28	26	26	31	29	25	31	31	26
A Conservative government led by David Cameron	22	24	68	3	28	25	56	4	13	29	20	18	22	24	30	29	19	27	27	24	24	14
Neither	35	34	20	13	41	64	30	26	44	34	35	21	33	39	36	33	37	30	32	35	32	54
Don't know	14	13	9	6	11	4	9	8	13	8	17	25	18	8	8	12	14	14	15	10	13	6
Tackling the government's deficit?																						
A Labour government led by Ed Miliband	14	14	0	46	7	0	0	37	12	15	13	14	14	14	14	12	17	12	10	17	19	10
A Conservative government led by David Cameron	40	41	88	12	52	45	78	16	35	47	35	36	36	42	47	47	33	43	46	40	37	33
Neither	31	32	7	30	28	50	17	35	41	30	34	25	33	35	31	30	34	30	30	31	31	48
Don't know	15	13	4	13	14	4	5	11	12	8	18	25	18	9	9	11	16	15	14	12	13	9