

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

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

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

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
Increasing 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

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

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

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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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