

YouGov / The Sun Survey Results

Sample Size: 1981 GB Adults
Fieldwork: 31st March - 1st 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	1981	511	577	151	193	579	471	390	961	1020	236	501	678	567	1129	852	254	644	424	487	172
Unweighted Sample	1981	450	598	139	217	556	488	400	963	1018	190	430	769	592	1270	711	263	597	410	466	245
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	5	10	33	33	29	33	30	37	35	30	34	39	33	30	15
Lab	37	0	100	0	0	5	83	34	36	39	41	42	38	31	34	41	39	31	37	47	31
Lib Dem	10	0	0	100	0	2	2	34	9	10	11	8	11	9	13	5	12	10	10	7	11
Other	20	0	0	0	100	16	10	21	22	19	19	17	20	24	18	24	15	20	20	15	43

Other Parties Voting Intention

UKIP	12	0	0	0	100	14	5	12	14	11	4	9	13	18	10	15	8	16	14	11	5
SNP / PCY	4	0	0	0	0	1	2	2	5	3	7	4	4	3	4	4	1	1	3	0	33
Green	2	0	0	0	0	0	2	5	2	3	4	4	2	1	3	1	4	2	3	2	1
BNP	1	0	0	0	0	1	0	1	1	1	0	0	1	1	0	2	1	1	0	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	1	1	1	1	3	0	1	1	1	1	1	1	0	0	3

Non Voters

Would Not Vote	8	0	0	0	0	3	2	4	6	9	11	10	7	5	6	10	4	6	10	10	4
Don't know	14	0	0	0	0	11	8	18	8	19	15	15	15	11	13	15	15	15	11	15	15

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

		Mar 30-31				Mar 01-01			April													
Approve	33	33	87	7	41	23	66	9	26	39	28	31	33	31	38	37	28	33	39	35	30	18
Disapprove	52	53	6	87	41	68	24	82	62	52	54	45	53	55	55	50	56	51	48	53	55	69
Don't know	16	14	8	6	17	9	11	9	12	9	18	24	15	15	8	13	16	16	13	12	15	14

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

Mar 31-01
17-18
April

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

Sticks to what he believes in	22	25	52	12	37	20	43	13	25	29	22	26	24	25	26	26	23	26	24	24	28	20
Decisive	15	16	37	8	18	8	30	7	12	17	15	20	18	13	15	18	13	16	19	13	16	10
A natural leader	14	15	35	7	14	13	27	8	10	17	13	22	17	14	11	17	13	15	18	13	15	9
Charismatic	17	15	29	7	27	12	26	9	14	17	13	20	15	15	13	17	12	15	18	15	13	9
Good in a crisis	15	15	39	3	18	10	29	5	11	17	13	16	15	13	17	17	12	17	15	14	16	10
Strong	13	15	34	8	10	11	27	8	8	18	11	16	18	14	13	16	13	13	16	11	19	10
Honest	12	12	32	3	10	8	25	2	6	14	9	15	8	10	15	13	9	10	14	11	12	7
In touch with the concerns of ordinary people	6	7	18	1	5	5	14	1	2	7	6	8	7	4	8	7	6	6	8	6	6	5
None of these	45	46	10	69	29	58	23	66	54	45	46	30	45	47	51	43	50	45	41	46	47	58
Don't know	9	8	6	3	7	3	7	3	5	5	11	14	7	8	6	7	9	9	8	8	7	5

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	23	22	8	49	25	7	9	42	24	22	21	25	15	22	25	22	20	22	21	20	24	19
Sticks to what he believes in	16	17	10	34	20	7	8	32	20	19	15	19	13	18	18	19	14	18	20	13	18	14
Honest	15	14	4	35	16	5	4	30	19	16	13	15	10	16	16	16	12	15	14	12	17	11
Decisive	9	8	3	21	8	2	3	16	7	9	7	8	7	9	8	9	7	7	9	7	8	8
Strong	6	6	3	14	8	2	4	12	4	7	5	5	8	5	5	7	5	7	7	7	6	2
A natural leader	4	5	3	12	3	1	3	9	3	6	4	8	3	6	4	5	5	5	5	4	6	3
Charismatic	5	4	2	7	9	0	2	5	3	4	4	7	3	4	3	3	4	7	2	4	5	4
Good in a crisis	5	4	1	11	1	3	1	9	2	5	3	5	4	3	4	4	3	4	4	4	4	3
None of these	50	52	73	23	45	75	70	32	53	55	49	44	51	52	58	52	52	50	54	53	49	55
Don't know	12	11	7	7	5	7	8	7	8	7	15	14	15	11	7	9	14	12	10	13	11	12

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

Thinking about Liberal Democrat leader Nick Clegg,
which of the following qualities do you think he has?
Please tick all that apply.

Mar 17-18
Mar 31-01
April

Honest	11	12	17	8	43	6	13	8	18	14	9	19	7	12	11	14	9	15	11	10	13	7
Charismatic	11	12	12	9	29	7	10	8	18	11	9	15	10	12	6	11	8	13	12	9	7	11
In touch with the concerns of ordinary people	9	10	16	6	37	2	13	5	20	9	11	14	7	11	12	12	9	8	12	9	11	10
Sticks to what he believes in	10	10	18	4	30	12	17	5	13	10	10	5	8	10	16	12	8	14	11	8	11	9
A natural leader	8	10	7	2	18	2	5	2	8	5	4	8	4	5	2	6	3	8	5	4	4	2
Decisive	4	5	7	4	22	3	7	3	7	6	5	9	6	5	4	6	5	8	6	4	6	2
Good in a crisis	4	5	5	2	12	5	3	1	6	5	3	5	7	3	2	5	3	2	3	3	6	4
Strong	3	4	6	2	17	1	5	2	6	5	3	8	4	5	2	5	3	8	3	4	5	2
None of these	3	4	46	70	15	73	53	71	50	60	55	51	54	59	62	55	60	54	54	59	61	64
Don't know	60	58	9	7	5	6	9	6	7	7	15	13	14	11	7	9	13	10	10	13	11	10
	12	11																				

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	85	119
Male 25 to 39	193	250
Male 40 to 59	384	335
Male 60 +	301	258
Female 18 to 24	105	117
Female 25 to 39	237	252
Female 40 to 59	385	343
Female 60 +	291	309
Region		
North England	466	487
Midlands	275	325
1	178	190
London	263	254
South England	419	454
Wales	135	99
Scotland	245	172
Social Grade		
AB	751	555
C1	519	574
C2	314	416
DE	397	436
Newspaper Type		
Express / Mail	357	317
Sun / Star	243	466
Mirror / Record	161	198
Guardian / Independent	147	89
FT / Times / Telegraph	128	188
Other Paper	280	228
No Paper	665	495
Political Party Identification		
Labour	663	634
Conservative	508	555
Liberal Democrat	164	218
SNP/Plaid Cymru	68	34
Others	118	46
None/ DK	460	495

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