

YouGov / The Sun Survey Results

Sample Size: 1834 GB Adults
Fieldwork: 4th - 5th 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	1833	481	516	146	153	533	423	376	889	945	218	463	627	525	1045	789	235	596	392	450	160	
Unweighted Sample	1833	469	500	125	195	542	417	369	901	932	155	364	765	549	1260	573	221	634	346	397	235	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	80	4	10	35	33	26	37	33	37	37	31	37	42	31	32	18
Lab	37	0	100	0	0	5	84	32	35	39	46	38	37	33	34	41	39	26	44	44	36
Lib Dem	10	0	0	100	0	1	2	40	10	11	11	10	11	9	12	9	11	15	8	7	9
Other	18	0	0	0	100	15	10	17	20	16	16	15	19	21	17	19	12	17	16	17	37

Other Parties Voting Intention

UKIP	11	0	0	0	100	14	7	8	12	10	2	4	14	15	10	13	8	14	10	13	3
SNP / PCY	3	0	0	0	0	0	2	2	3	3	6	4	2	2	3	2	0	0	2	0	28
Green	3	0	0	0	0	1	1	6	3	3	7	5	2	2	3	3	3	3	2	3	4
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
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	0	0	2	1	0	0	2	0	1	0	1	0	0	1	1	1

Non Voters

Would Not Vote	8	0	0	0	0	2	2	4	7	9	10	15	5	3	8	8	8	8	7	9	4
Don't know	16	0	0	0	0	13	14	17	10	22	24	16	14	15	15	17	15	17	20	14	13

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

Mar 3-4 **Mar 4-5**

Approve	32	31	87	7	33	9	67	7	21	37	26	28	31	33	32	35	27	35	34	31	28	22
Disapprove	55	55	6	88	44	81	25	83	63	54	56	43	55	57	57	51	60	50	49	55	62	64
Don't know	14	14	7	5	23	9	9	10	16	9	18	29	15	11	11	14	14	16	17	14	10	13

Which of these would make the best Prime Minister?

Feb 18-19 **Mar 4-5**

David Cameron	37	35	94	5	19	31	77	8	19	40	31	25	34	36	40	38	31	39	40	32	33	23
Ed Miliband	28	22	1	61	10	7	3	48	24	25	19	23	24	22	19	20	24	20	15	24	27	26
Nick Clegg	6	5	1	3	45	0	1	2	16	6	5	6	6	5	5	5	6	6	6	5	5	6
Don't know	29	38	4	32	26	62	18	41	41	30	45	47	36	38	36	36	40	35	39	38	35	45

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	65	110
Male 25 to 39	164	231
Male 40 to 59	376	310
Male 60 +	297	238
Female 18 to 24	90	108
Female 25 to 39	201	233
Female 40 to 59	389	317
Female 60 +	252	286
Region		
North England	398	451
Midlands	237	301
1	179	176
London	221	235
South England	455	420
Wales	109	92
Scotland	235	160
Social Grade		
AB	738	514
C1	523	532
C2	255	385
DE	318	403
Newspaper Type		
Express / Mail	352	293
Sun / Star	195	431
Mirror / Record	109	183
Guardian / Independent	156	83
FT / Times / Telegraph	153	174
Other Paper	264	211
No Paper	605	459
Political Party Identification		
Labour	550	587
Conservative	514	514
Liberal Democrat	135	202
SNP/Plaid Cymru	79	31
Others	119	42
None/ DK	437	459

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