

# YouGov / The Sun Survey Results

Sample Size: 1911 GB Adults  
Fieldwork: 5th - 6th February 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	
<b>Weighted Sample</b>	<b>1911</b>	458	542	144	193	587	461	386	927	984	227	483	654	547	1089	822	245	621	409	470	166	
Unweighted Sample	1911	460	561	126	211	563	497	391	911	1000	175	442	729	565	1291	620	264	594	401	424	228	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	32	100	0	0	0	77	4	14	31	34	22	31	27	42	38	25	27	45	30	25	21
Lab	38	0	100	0	0	4	85	31	41	35	53	45	37	30	34	44	45	27	43	44	40
Lib Dem	10	0	0	100	0	2	2	38	9	11	15	12	10	7	12	8	10	10	9	11	10
Other	20	0	0	0	100	17	8	17	19	20	9	13	26	21	17	23	18	18	18	20	29

## Other Parties Voting Intention

UKIP	14	0	0	0	100	16	5	10	14	13	2	6	18	18	11	18	12	15	13	18	1
SNP / PCY	3	0	0	0	0	0	2	2	3	3	3	3	4	2	3	3	1	0	2	0	25
Green	2	0	0	0	0	1	1	5	1	3	4	2	2	1	3	1	4	2	2	2	2
BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	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	0	0	1	0	1	1	1	0	1	0	1	1	1	0

## Non Voters

Would Not Vote	8	0	0	0	0	2	3	5	5	11	20	10	5	4	7	9	5	9	8	10	4
Don't know	18	0	0	0	0	16	12	22	13	22	20	21	17	15	17	19	21	19	19	16	13

Feb  
4-5

Feb  
5-6

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

Approve	31	30	83	9	29	13	60	11	22	34	26	21	27	29	36	33	25	34	36	28	22	25
Disapprove	54	55	8	83	45	80	29	77	62	57	54	51	51	59	56	53	58	52	49	54	64	62
Don't know	15	15	9	8	26	7	11	12	16	9	20	28	22	11	8	14	17	14	15	19	14	13

Fieldwork: 5th - 6th February 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	
<b>Weighted Sample</b>	<b>1911</b>	<b>458</b>	<b>542</b>	<b>144</b>	<b>193</b>	<b>587</b>	<b>461</b>	<b>386</b>	<b>927</b>	<b>984</b>	<b>227</b>	<b>483</b>	<b>654</b>	<b>547</b>	<b>1089</b>	<b>822</b>	<b>245</b>	<b>621</b>	<b>409</b>	<b>470</b>	<b>166</b>	
Unweighted Sample	1911	460	561	126	211	563	497	391	911	1000	175	442	729	565	1291	620	264	594	401	424	228	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan  
22-23  
Feb  
5-6

Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	27	26	83	3	7	24	66	5	10	29	24	16	20	25	38	32	20	25	33	25	23	19
Applies most to Labour	28	26	3	76	2	5	3	62	23	30	23	26	27	29	23	25	29	30	19	30	30	29
Applies most to the Liberal Democrats	9	11	4	4	79	4	4	5	35	13	10	18	12	11	8	14	8	11	13	10	11	12
Applies to none of them	22	22	6	9	6	61	20	15	20	19	25	16	19	24	26	20	26	26	22	19	22	27
Don't know	13	14	5	8	6	6	6	13	12	9	18	24	22	10	6	10	18	8	14	16	14	13

It is led by people of real ability

Applies most to the Conservatives	22	21	69	5	8	11	50	6	12	24	19	15	18	20	27	23	18	18	27	19	18	18
Applies most to Labour	14	14	2	42	3	0	2	37	9	15	12	13	14	14	12	12	15	16	11	13	17	12
Applies most to the Liberal Democrats	4	5	1	3	35	1	1	2	12	7	3	7	7	4	3	5	5	7	4	5	5	4
Applies to none of them	44	43	17	37	40	82	36	37	50	43	44	34	36	50	45	43	43	42	41	43	44	49
Don't know	17	17	10	13	14	5	11	17	17	12	22	30	24	12	13	16	19	16	17	20	17	17

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	46	43	84	28	34	32	68	29	37	44	41	33	40	45	46	45	40	46	44	41	43	38
Applies most to Labour	11	10	1	30	2	2	1	25	8	13	7	9	8	11	11	9	11	11	8	11	11	10
Applies most to the Liberal Democrats	4	6	3	5	35	4	3	5	13	7	5	8	10	7	1	6	7	8	6	5	7	5
Applies to none of them	25	26	9	23	14	56	21	23	26	25	27	21	23	26	31	26	26	22	28	27	23	30
Don't know	15	15	3	14	16	5	6	18	15	10	19	29	20	11	10	14	17	14	14	16	16	17

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	20	20	5	34	18	20	11	31	22	18	21	16	17	22	21	18	22	24	18	18	21	19
Applies most to Labour	27	26	54	7	52	27	46	9	30	29	24	24	20	30	28	28	23	22	29	23	28	26
Applies most to the Liberal Democrats	29	29	28	45	11	25	27	38	24	32	26	23	30	30	30	30	28	29	27	33	28	33
Applies to none of them	8	9	4	6	8	15	6	8	8	9	9	8	10	7	10	8	9	12	10	7	8	9
Don't know	16	16	9	8	11	13	11	13	16	12	20	30	23	12	10	16	17	14	16	20	15	13

## 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	69	115
Male 25 to 39	201	241
Male 40 to 59	356	323
Male 60 +	285	248
Female 18 to 24	106	113
Female 25 to 39	241	243
Female 40 to 59	373	331
Female 60 +	280	298
<b>Region</b>		
North England	424	470
Midlands	290	313
1	176	183
London	264	245
South England	418	438
Wales	111	96
Scotland	228	166
<b>Social Grade</b>		
AB	750	535
C1	541	554
C2	264	401
DE	356	420
<b>Newspaper Type</b>		
Express / Mail	395	306
Sun / Star	170	449
Mirror / Record	107	191
Guardian / Independent	119	86
FT / Times / Telegraph	156	182
Other Paper	303	220
No Paper	661	478
<b>Political Party Identification</b>		
Labour	657	612
Conservative	521	535
Liberal Democrat	169	210
SNP/Plaid Cymru	43	32
Others	131	44
None/ DK	390	478

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)