

YouGov / The Sun Survey Results

Sample Size: 1976 GB Adults
Fieldwork: 5th - 6th 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	1976	461	596	131	197	594	461	386	958	1018	235	500	676	565	1126	849	253	642	423	486	172	
Unweighted Sample	1975	466	586	112	239	609	469	388	1031	944	127	388	832	628	1377	598	255	626	381	492	221	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	74	2	10	31	31	22	28	33	34	36	24	33	39	30	25	20
Lab	40	0	100	0	0	6	86	37	42	38	53	46	40	31	37	45	42	31	44	52	32
Lib Dem	9	0	0	100	0	1	2	36	7	10	9	13	7	8	9	8	9	13	6	6	8
Other	20	0	0	0	100	20	10	18	20	20	15	14	19	27	18	23	16	18	21	17	39

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	7	9	14	12	4	7	12	22	11	16	10	14	18	13	7
SNP / PCY	3	0	0	0	0	0	2	3	3	4	6	2	4	2	3	3	0	0	1	0	30
Green	3	0	0	0	0	0	1	6	2	4	4	4	2	2	3	2	4	3	1	2	1
BNP	1	0	0	0	0	1	0	0	0	1	0	1	0	1	0	1	1	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1

Non Voters

Would Not Vote	9	0	0	0	0	2	2	5	8	10	16	16	5	5	5	14	6	9	10	10	8
Don't know	15	0	0	0	0	13	12	18	9	21	17	14	17	14	14	16	15	14	20	15	10

Mar
4-5

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

Approve	31	27	82	5	34	14	59	7	19	32	23	19	25	29	30	33	19	30	32	25	23	23
Disapprove	55	59	9	88	49	76	28	84	65	58	59	63	55	60	58	54	65	55	50	60	67	69
Don't know	14	14	10	7	17	10	13	9	16	10	18	17	19	11	12	13	16	15	18	15	11	8

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	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb
19-20

Mar
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

It is led by people of real ability

Its leaders are prepared to take tough and unpopular decisions

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

Applies most to the Conservatives	28	25	82	2	4	24	66	4	7	27	24	16	17	28	34	30	20	26	32	23	22	16
Applies most to Labour	28	29	1	78	8	9	4	70	27	33	25	32	32	31	23	29	29	29	24	29	38	25
Applies most to the Liberal Democrats	10	9	2	4	73	3	1	3	32	10	9	7	13	7	9	11	7	10	13	7	7	9
Applies to none of them	23	24	9	10	10	59	22	14	20	23	24	19	21	24	27	21	27	20	18	27	24	39
Don't know	12	13	7	6	5	5	7	8	13	8	18	27	17	10	7	9	17	16	13	14	10	11
Applies most to the Conservatives	21	20	63	4	14	10	47	3	9	20	19	14	18	19	24	23	15	22	24	17	15	18
Applies most to Labour	17	16	1	44	2	2	3	42	8	18	14	20	14	17	13	14	18	14	11	20	19	13
Applies most to the Liberal Democrats	4	4	0	3	37	2	0	3	14	4	4	5	7	3	2	5	3	3	5	3	3	7
Applies to none of them	43	45	27	36	38	80	41	39	53	47	44	36	39	49	51	45	46	42	42	47	48	53
Don't know	15	15	8	13	8	6	9	13	15	11	19	25	22	12	9	14	17	19	17	13	14	9
Applies most to the Conservatives	48	44	83	29	34	42	69	32	39	45	42	33	37	49	48	47	39	36	49	45	41	39
Applies most to Labour	12	12	2	32	6	2	2	30	9	14	11	16	12	13	10	12	13	15	11	13	13	7
Applies most to the Liberal Democrats	4	4	0	3	29	2	1	4	9	3	4	5	5	3	2	4	2	4	4	4	2	4
Applies to none of them	22	27	11	26	18	50	24	23	26	28	26	24	27	24	32	25	29	29	20	26	32	38
Don't know	13	14	4	10	13	4	5	11	17	10	17	22	19	11	8	11	17	16	15	12	12	12
Applies most to the Conservatives	22	20	4	34	29	29	10	31	24	20	20	19	20	19	23	18	23	22	19	19	24	12
Applies most to Labour	28	26	54	9	38	26	50	8	22	30	23	14	24	29	30	30	21	24	29	29	22	24
Applies most to the Liberal Democrats	30	31	31	42	8	24	28	44	27	32	30	38	24	33	30	34	27	29	31	30	30	36
Applies to none of them	8	8	5	5	13	14	6	8	9	9	8	2	12	7	9	8	10	9	6	8	10	14
Don't know	13	15	6	10	11	6	6	10	18	10	19	27	20	12	7	11	20	16	15	15	13	14

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	50	119
Male 25 to 39	175	249
Male 40 to 59	432	334
Male 60 +	375	257
Female 18 to 24	77	117
Female 25 to 39	213	251
Female 40 to 59	400	342
Female 60 +	254	308
Region		
North England	493	486
Midlands	263	324
1	155	190
London	255	253
South England	471	453
Wales	118	99
Scotland	221	172
Social Grade		
AB	838	553
C1	539	573
C2	238	415
DE	361	435
Newspaper Type		
Express / Mail	387	316
Sun / Star	176	464
Mirror / Record	117	198
Guardian / Independent	190	89
FT / Times / Telegraph	203	188
Other Paper	295	227
No Paper	608	494
Political Party Identification		
Labour	621	632
Conservative	544	553
Liberal Democrat	151	217
SNP/Plaid Cymru	70	34
Others	149	45
None/ DK	441	494

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