

YouGov / The Sun Survey Results

Sample Size: 2111 GB Adults
Fieldwork: 9th - 10th 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	2111	520	616	136	235	628	511	412	1024	1087	251	534	722	604	1203	908	270	686	452	519	184	
Unweighted Sample	2111	474	665	124	248	584	552	431	1013	1098	215	454	871	571	1365	746	313	662	406	479	251	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	71	8	10	33	31	24	30	35	33	36	27	35	38	35	26	18
Lab	38	0	100	0	0	5	81	39	35	42	37	47	37	33	35	42	42	27	39	51	34
Lib Dem	8	0	0	100	0	2	1	33	10	6	16	8	7	8	11	4	9	12	5	7	9
Other	21	0	0	0	100	21	10	18	22	21	23	16	21	26	18	27	14	24	21	16	39

Other Parties Voting Intention

UKIP	14	0	0	0	100	19	7	10	15	14	12	6	14	22	12	18	8	20	16	13	5
SNP / PCY	3	0	0	0	0	0	1	1	4	3	4	4	3	2	2	4	0	0	2	0	27
Green	2	0	0	0	0	1	0	5	1	3	5	4	2	0	2	2	4	2	1	1	2
BNP	1	0	0	0	0	0	1	0	1	1	1	1	1	0	0	1	0	0	1	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	3

Non Voters

Would Not Vote	9	0	0	0	0	2	2	6	9	9	15	15	7	4	8	10	6	8	11	9	9
Don't know	14	0	0	0	0	10	9	22	9	20	17	14	15	13	14	16	18	16	14	13	9

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

		April 8-9				April 9-10																
Approve	32	32	87	7	49	18	65	11	24	38	28	28	31	32	36	37	27	35	38	31	27	25
Disapprove	54	54	4	86	39	70	26	78	62	52	55	45	53	54	57	51	57	48	48	52	62	65
Don't know	14	14	9	7	12	11	10	10	14	10	18	27	16	13	7	13	16	17	14	17	11	10

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

Mar 26-27

April 9-10

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?

It seems rather old and tired

Applies most to the Conservatives 34
Applies most to Labour 28
Applies most to the Liberal Democrats 12
Applies to none of them 11
Don't know 15

Even if I don't always agree with it, at least its heart is in the right place'

Applies most to the Conservatives 21
Applies most to Labour 30
Applies most to the Liberal Democrats 17
Applies to none of them 19
Don't know 13

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives 20
Applies most to Labour 20
Applies most to the Liberal Democrats 6
Applies to none of them 37
Don't know 17

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives 50
Applies most to Labour 22
Applies most to the Liberal Democrats 8
Applies to none of them 6
Don't know 13

Applies most to the Conservatives	34	35	5	61	32	36	13	54	42	34	36	39	40	36	28	36	33	34	33	33	38	41
Applies most to Labour	28	29	62	5	44	29	54	9	23	35	23	24	21	33	33	30	27	31	35	26	23	25
Applies most to the Liberal Democrats	12	13	16	16	2	13	15	17	9	14	12	9	8	11	19	10	15	9	12	14	13	15
Applies to none of them	11	9	10	8	14	8	8	9	11	7	11	7	9	10	10	11	7	12	8	9	10	9
Don't know	15	14	7	11	9	13	9	11	14	10	18	20	21	11	11	12	17	14	13	17	16	11
Applies most to the Conservatives	21	23	67	2	8	19	53	7	7	25	21	14	18	25	28	24	21	23	27	22	19	18
Applies most to Labour	30	30	4	69	10	20	8	61	28	31	29	33	28	31	28	28	31	30	23	29	37	35
Applies most to the Liberal Democrats	17	14	12	8	70	9	11	5	36	17	12	13	15	15	13	17	11	17	18	14	10	10
Applies to none of them	19	21	10	11	9	43	18	15	20	18	23	17	21	19	25	20	21	18	20	20	21	29
Don't know	13	13	7	10	3	9	9	11	9	10	15	23	17	11	6	11	15	12	12	16	13	8
Applies most to the Conservatives	20	18	51	5	10	10	37	8	9	18	18	19	15	19	20	19	17	16	21	15	20	15
Applies most to Labour	20	19	5	43	10	10	8	37	20	22	17	16	17	19	22	17	22	18	18	20	22	15
Applies most to the Liberal Democrats	6	7	5	5	29	5	5	5	10	8	6	9	8	6	6	8	6	9	7	5	8	7
Applies to none of them	37	41	31	33	47	64	39	37	46	41	40	33	38	42	44	42	38	42	40	44	34	51
Don't know	17	15	9	14	3	11	11	13	14	11	19	23	21	13	8	14	17	14	14	17	17	12
Applies most to the Conservatives	50	51	20	76	65	48	27	72	68	53	50	48	48	53	54	50	53	50	48	50	55	59
Applies most to Labour	22	21	47	7	21	26	41	8	13	23	19	18	19	22	22	24	17	20	27	19	19	13
Applies most to the Liberal Democrats	8	7	14	4	5	8	14	5	4	8	7	6	5	8	8	7	7	8	8	7	5	7
Applies to none of them	6	7	9	3	6	10	9	3	5	7	7	8	6	7	7	7	7	9	5	8	6	10
Don't know	13	14	9	10	4	8	10	12	10	10	17	20	21	11	8	12	16	13	13	15	16	10

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	94	127
Male 25 to 39	191	266
Male 40 to 59	449	357
Male 60 +	279	274
Female 18 to 24	121	125
Female 25 to 39	263	268
Female 40 to 59	422	365
Female 60 +	292	329
Region		
North England	479	519
Midlands	296	346
East	177	203
London	313	270
South England	485	483
Wales	110	106
Scotland	251	184
Social Grade		
AB	818	591
C1	547	612
C2	309	443
DE	437	464
Newspaper Type		
Express / Mail	397	338
Sun / Star	210	496
Mirror / Record	138	211
Guardian / Independent	162	95
FT / Times / Telegraph	139	201
Other Paper	316	243
No Paper	749	528
Political Party Identification		
Labour	749	676
Conservative	542	591
Liberal Democrat	174	232
SNP/Plaid Cymru	58	36
Others	133	49
None/ DK	455	528

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