

YouGov / The Sun Survey Results

Sample Size: 1896 GB Adults
Fieldwork: 12th - 13th 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	
Weighted Sample	1896	469	567	126	172	556	465	395	920	976	226	480	648	542	1081	815	243	616	406	466	165	
Unweighted Sample	1896	451	601	113	182	549	499	409	900	996	138	485	756	517	1235	661	282	600	379	461	174	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	3	14	32	34	29	32	32	36	38	26	33	42	33	25	20
Lab	39	0	100	0	0	5	87	36	40	38	47	40	44	31	34	47	40	29	39	52	38
Lib Dem	9	0	0	100	0	2	1	33	9	9	11	12	7	8	10	7	13	9	12	6	4
Other	19	0	0	0	100	18	9	16	19	19	13	16	17	26	18	21	14	20	17	17	38

Other Parties Voting Intention

UKIP	12	0	0	0	100	16	6	7	13	11	4	8	11	19	10	14	8	14	12	14	3
SNP / PCY	3	0	0	0	0	0	2	3	3	5	3	3	3	5	4	2	1	0	1	0	33
Green	2	0	0	0	0	0	1	4	2	2	3	3	1	1	2	1	2	3	1	1	2
BNP	1	0	0	0	0	1	0	1	1	0	0	1	1	1	1	1	2	1	1	1	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	1	1	1	2	1	2	1	0	2	1	1	1	1	0

Non Voters

Would Not Vote	8	0	0	0	0	2	2	5	7	9	17	12	6	4	7	9	4	9	13	7	2
Don't know	16	0	0	0	0	12	10	23	11	21	15	19	16	14	15	17	13	19	16	14	17

Feb
11-12 Feb
12-13

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

Approve	29	31	85	5	50	12	62	9	27	35	27	26	29	31	34	36	24	34	37	30	24	23
Disapprove	54	54	6	91	30	81	25	87	56	54	53	44	51	58	55	48	61	50	47	54	61	62
Don't know	16	15	9	4	20	8	13	4	17	11	20	30	20	11	10	16	15	16	16	16	14	14

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	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	1896	469	567	126	172	556	465	395	920	976	226	480	648	542	1081	815	243	616	406	466	165	
Unweighted Sample	1896	451	601	113	182	549	499	409	900	996	138	485	756	517	1235	661	282	600	379	461	174	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan
15-16

Feb 12-
13

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	33	33	4	65	29	31	9	58	42	37	30	34	38	37	25	34	33	39	29	30	36	40
Applies most to Labour	27	27	55	4	57	38	48	9	26	30	25	20	21	26	37	31	22	28	34	26	21	21
Applies most to the Liberal Democrats	13	13	17	15	5	17	18	16	8	13	13	11	7	14	18	11	16	11	10	15	16	16
Applies to none of them	10	10	15	8	6	8	11	8	11	8	11	7	12	10	9	10	9	9	10	10	8	10
Don't know	16	17	9	8	4	6	14	9	14	12	21	28	22	13	11	14	20	13	16	19	19	14

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

Applies most to the Conservatives	22	19	57	2	7	19	46	4	9	21	17	9	13	19	28	22	16	21	22	18	17	14
Applies most to Labour	29	31	4	74	13	24	6	71	29	34	28	28	28	36	29	27	37	35	21	31	40	37
Applies most to the Liberal Democrats	15	16	17	10	68	5	13	8	35	16	16	18	19	15	14	20	11	18	21	15	10	17
Applies to none of them	19	19	14	7	9	47	22	9	17	18	19	19	19	18	19	19	19	17	20	18	18	22
Don't know	15	15	8	8	3	5	12	8	10	11	18	25	21	11	9	13	17	9	16	17	15	9

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

Applies most to the Conservatives	18	17	51	2	10	12	35	4	12	18	16	16	14	18	20	20	14	18	21	15	15	13
Applies most to Labour	19	21	5	50	15	10	8	44	21	23	18	19	16	25	20	17	25	17	18	20	26	22
Applies most to the Liberal Democrats	8	7	6	5	28	4	7	4	11	6	8	6	9	4	10	7	8	8	8	7	6	9
Applies to none of them	38	39	28	34	38	67	36	39	41	39	38	33	37	41	40	41	36	40	37	38	37	46
Don't know	17	16	11	9	9	7	14	8	15	13	19	26	24	12	10	15	18	17	15	20	16	10

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

Applies most to the Conservatives	48	50	20	78	60	44	24	76	62	51	49	43	46	54	51	49	51	51	42	50	55	60
Applies most to Labour	20	22	49	5	17	34	44	7	18	23	21	19	18	23	25	24	19	22	26	19	20	15
Applies most to the Liberal Democrats	8	7	12	6	15	6	11	6	4	9	6	9	8	6	8	9	6	7	8	8	5	10
Applies to none of them	9	8	10	5	4	9	10	5	5	7	8	7	7	7	9	7	8	10	7	7	8	6
Don't know	14	14	8	5	4	7	11	6	11	10	17	22	21	10	7	12	15	10	15	16	12	8

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	59	114
Male 25 to 39	223	239
Male 40 to 59	365	320
Male 60 +	253	246
Female 18 to 24	79	112
Female 25 to 39	262	241
Female 40 to 59	391	328
Female 60 +	264	296
Region		
North England	461	466
Midlands	258	311
1	163	182
London	282	243
South England	437	434
Wales	121	95
Scotland	174	165
Social Grade		
AB	679	531
C1	556	550
C2	276	398
DE	385	417
Newspaper Type		
Express / Mail	376	303
Sun / Star	179	446
Mirror / Record	96	190
Guardian / Independent	150	85
FT / Times / Telegraph	112	180
Other Paper	282	218
No Paper	701	474
Political Party Identification		
Labour	676	607
Conservative	515	531
Liberal Democrat	170	209
SNP/Plaid Cymru	43	32
Others	108	44
None/ DK	384	474

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