

YouGov / The Sun Survey Results

Sample Size: 2088 GB Adults
Fieldwork: 18th - 19th March 2014

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
	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	2088	536	620	180	188	600	515	446	1013	1075	248	528	714	597	1190	898	267	679	447	514	182
Unweighted Sample	2088	506	643	162	204	590	529	440	999	1089	210	480	841	557	1367	721	293	622	439	462	272
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	5	12	32	33	32	29	30	39	37	26	34	41	33	25	19
Lab	38	0	100	0	0	6	85	30	35	41	39	41	42	30	33	44	38	27	42	50	37
Lib Dem	11	0	0	100	0	2	1	41	11	11	12	14	10	10	13	8	16	13	9	8	9
Other	19	0	0	0	100	17	8	17	21	15	17	16	18	22	16	22	12	19	16	17	35

Other Parties Voting Intention

UKIP	11	0	0	0	100	16	4	9	14	9	8	8	10	17	10	14	8	15	11	13	1
SNP / PCY	3	0	0	0	0	0	2	2	4	2	2	3	4	3	3	4	1	0	1	0	29
Green	3	0	0	0	0	0	2	4	2	4	4	4	3	1	3	3	2	3	4	1	3
BNP	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	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	1	0	1	1	1	2	0	1	1	1	1	1	1	1	1	2

Non Voters

Would Not Vote	8	0	0	0	0	1	2	4	7	9	15	13	5	3	7	9	6	8	9	9	4
Don't know	14	0	0	0	0	9	8	22	8	19	12	15	13	14	13	14	11	12	14	17	13

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

	Mar 17-18	Mar 18-19																				
Approve	31	32	82	8	40	15	65	10	25	36	28	33	29	29	38	36	26	36	37	31	26	24
Disapprove	54	54	9	85	40	74	25	82	60	53	54	44	51	60	53	49	59	45	48	56	59	67
Don't know	15	15	8	6	21	11	10	8	15	11	18	23	21	12	9	15	14	20	14	13	15	10

Which of these would make the best Prime Minister?

	Mar 4-5	Mar 18-19																				
David Cameron	35	34	94	5	18	31	76	9	20	38	31	31	31	31	42	39	27	36	41	32	29	24
Ed Miliband	22	22	1	64	9	3	3	55	20	23	21	19	22	27	19	18	27	21	17	26	26	25
Nick Clegg	5	6	1	4	44	2	1	5	18	7	6	8	9	6	4	7	5	9	7	5	5	6
Don't know	38	37	5	27	28	64	19	31	42	32	42	41	38	36	35	35	40	33	35	36	40	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	96	125
Male 25 to 39	207	263
Male 40 to 59	400	353
Male 60 +	296	271
Female 18 to 24	114	123
Female 25 to 39	273	265
Female 40 to 59	441	361
Female 60 +	261	326
Region		
North England	462	514
Midlands	295	342
1	184	200
London	293	267
South England	438	478
Wales	144	104
Scotland	272	182
Social Grade		
AB	763	585
C1	604	606
C2	336	438
DE	385	459
Newspaper Type		
Express / Mail	377	334
Sun / Star	235	491
Mirror / Record	145	209
Guardian / Independent	147	94
FT / Times / Telegraph	146	198
Other Paper	323	240
No Paper	715	522
Political Party Identification		
Labour	705	668
Conservative	566	585
Liberal Democrat	187	230
SNP/Plaid Cymru	60	35
Others	135	48
None/ DK	435	522

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