

YouGov / The Sun Survey Results

Sample Size: 1904 GB Adults
Fieldwork: 19th - 20th 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	1904	511	583	153	153	557	487	399	923	981	227	482	651	545	1085	819	244	619	407	468	166	
Unweighted Sample	1904	519	583	136	172	577	464	406	932	972	168	417	766	553	1236	668	272	645	380	453	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	79	4	14	37	31	35	30	30	40	38	27	35	45	31	27	18
Lab	39	0	100	0	0	4	85	31	37	40	38	47	44	26	34	45	38	25	42	53	38
Lib Dem	10	0	0	100	0	2	2	36	9	11	12	12	8	11	12	7	14	12	10	5	11
Other	17	0	0	0	100	15	8	20	18	17	15	11	18	23	16	20	12	18	16	15	34

Other Parties Voting Intention

UKIP	10	0	0	0	100	13	4	10	10	10	3	2	11	18	8	13	8	12	12	10	3
SNP / PCY	3	0	0	0	0	1	2	2	3	3	5	4	2	2	3	2	0	0	2	1	25
Green	2	0	0	0	0	1	1	6	2	3	5	4	2	1	3	2	3	4	1	2	1
BNP	1	0	0	0	0	0	1	1	1	1	1	0	2	0	0	2	0	0	1	1	4
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	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2

Non Voters

Would Not Vote	7	0	0	0	0	3	2	4	8	7	15	10	6	3	6	9	4	10	9	7	3
Don't know	13	0	0	0	0	11	8	17	11	16	19	13	12	12	10	18	12	16	10	14	12

Mar 18-19
Mar 19-20

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

Approve	32	33	81	9	37	19	63	12	28	37	30	30	30	30	41	39	25	39	41	31	24	25
Disapprove	54	52	9	85	47	65	25	80	55	51	52	41	53	58	46	48	56	43	41	55	64	61
Don't know	15	15	10	5	16	17	13	8	17	12	19	29	17	11	13	13	19	18	18	14	13	14

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

Mar 5-6
Mar 19-20

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	25	29	85	5	7	22	67	7	15	30	27	23	24	27	37	34	22	31	37	27	22	17
Applies most to Labour	29	29	2	77	8	7	4	68	23	29	29	26	29	33	25	29	29	29	19	32	37	33
Applies most to the Liberal Democrats	9	10	2	4	74	1	2	2	32	10	10	13	11	8	10	11	8	12	11	9	7	12
Applies to none of them	24	20	6	8	7	63	18	14	19	20	20	12	16	23	23	17	24	13	19	19	24	23
Don't know	13	13	5	6	4	7	9	8	11	12	14	26	21	9	6	10	17	15	15	13	9	15

It is led by people of real ability

Applies most to the Conservatives	20	24	68	4	14	19	52	4	17	25	23	17	20	21	33	30	16	22	31	22	20	15
Applies most to Labour	16	17	2	48	8	2	3	43	10	18	17	17	22	19	12	17	19	19	11	19	25	15
Applies most to the Liberal Democrats	4	4	0	1	30	0	1	1	10	4	3	9	3	3	2	4	3	5	4	4	3	1
Applies to none of them	45	40	22	36	37	70	34	39	49	40	40	29	36	45	43	37	45	35	39	41	40	50
Don't know	15	15	7	12	12	9	10	13	15	13	17	28	19	12	9	13	18	20	15	14	12	19

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	44	45	82	29	34	48	73	32	37	45	46	28	36	48	58	48	42	47	47	41	45	46
Applies most to Labour	12	12	2	32	8	2	2	30	9	12	13	16	15	14	7	12	13	10	9	15	17	13
Applies most to the Liberal Democrats	4	6	3	5	27	1	2	4	12	8	4	11	9	4	3	6	6	9	8	6	3	4
Applies to none of them	27	22	8	21	22	45	16	19	30	23	21	16	20	24	24	22	22	18	21	24	24	20
Don't know	14	14	5	12	10	4	7	15	13	12	16	30	20	11	8	12	17	16	15	15	11	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	19	6	32	29	18	8	31	24	19	20	20	16	19	22	18	21	14	17	19	25	18
Applies most to Labour	26	27	52	6	47	25	47	10	31	31	24	27	22	25	35	31	23	30	31	26	23	25
Applies most to the Liberal Democrats	31	29	24	46	11	29	24	39	26	28	30	21	28	35	25	30	28	33	28	29	28	29
Applies to none of them	8	9	7	7	8	21	10	8	8	10	9	5	11	9	10	8	11	9	6	13	11	8
Don't know	15	15	11	9	5	6	11	12	12	12	18	28	23	12	7	13	17	14	17	13	13	19

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	74	114
Male 25 to 39	168	240
Male 40 to 59	406	322
Male 60 +	284	248
Female 18 to 24	94	112
Female 25 to 39	249	242
Female 40 to 59	360	329
Female 60 +	269	297
Region		
North England	453	468
Midlands	254	312
1	196	183
London	272	244
South England	449	436
Wales	126	95
Scotland	154	166
Social Grade		
AB	717	533
C1	519	552
C2	274	400
DE	394	419
Newspaper Type		
Express / Mail	388	305
Sun / Star	193	447
Mirror / Record	132	190
Guardian / Independent	136	86
FT / Times / Telegraph	132	181
Other Paper	251	219
No Paper	672	476
Political Party Identification		
Labour	602	609
Conservative	547	533
Liberal Democrat	166	209
SNP/Plaid Cymru	38	32
Others	91	44
None/ DK	460	476

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