

YouGov / The Sun Survey Results

Sample Size: 1696 GB Adults
Fieldwork: 30th - 31st 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	1696	457	498	144	168	509	422	356	823	873	202	429	580	485	967	729	217	551	363	417	148	
Unweighted Sample	1696	456	451	136	216	537	401	365	769	927	116	426	665	489	1103	593	319	502	355	362	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	79	4	16	33	35	26	32	30	42	34	33	33	39	37	31	18
Lab	37	0	100	0	0	4	81	28	37	37	52	46	34	28	35	39	36	29	39	46	37
Lib Dem	11	0	0	100	0	1	1	41	11	11	10	10	11	12	13	7	14	12	10	9	7
Other	18	0	0	0	100	16	14	15	19	17	11	12	25	18	17	20	17	19	14	14	38

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	9	10	13	12	4	7	16	15	12	14	10	16	13	11	8
SNP / PCY	3	0	0	0	0	0	3	2	3	2	5	2	4	1	2	3	2	0	0	0	26
Green	2	0	0	0	0	0	2	2	2	2	1	1	3	1	2	2	3	3	1	1	0
BNP	1	0	0	0	0	0	0	0	0	1	1	0	0	1	0	1	1	0	0	1	3
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	0	1	1	0	1	1	1	1	0	1	1	0	1	1

Non Voters

Would Not Vote	8	0	0	0	0	3	2	5	6	10	15	12	6	4	7	10	5	9	9	8	6
Don't know	13	0	0	0	0	8	9	18	8	17	14	15	12	12	11	15	11	14	10	15	14

Mar
27-28
30-31

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

Approve	34	33	84	10	44	12	65	10	31	35	31	27	31	31	39	37	27	35	37	33	30	23
Disapprove	52	52	8	85	30	77	22	80	53	55	48	48	51	57	47	49	56	52	45	52	54	68
Don't know	13	16	9	6	25	11	13	10	16	10	21	25	18	11	15	14	17	13	18	15	16	9

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

Mar 16-17
Mar 30-31

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?
National Health Service

Conservative	21	24	70	2	12	20	60	2	12	25	23	17	19	23	32	26	21	22	30	23	19	17
Labour	35	36	9	83	21	22	9	76	32	39	33	41	36	37	33	36	37	39	29	36	45	34
Liberal Democrat	6	5	2	0	41	1	1	1	15	5	5	2	5	5	5	6	2	6	6	5	2	3
Other	5	6	1	2	0	27	5	3	5	7	5	6	5	7	6	6	6	6	5	4	5	15
None	14	12	8	5	3	17	13	6	12	11	12	7	13	14	10	10	14	10	11	12	12	16
Don't know	19	18	10	8	22	14	12	12	24	12	23	27	22	15	14	16	21	17	19	19	17	15

Asylum and immigration

Conservative	26	26	67	11	19	7	54	15	15	28	24	15	22	25	36	30	22	28	28	29	22	25
Labour	16	15	1	43	6	1	3	35	9	15	15	24	14	16	11	16	14	19	12	15	17	15
Liberal Democrat	7	8	2	8	51	0	2	4	24	9	7	9	9	6	9	10	5	12	9	7	6	8
Other	17	19	15	12	6	76	21	15	17	23	16	19	18	21	19	17	23	13	19	16	25	25
None	16	15	10	14	5	13	13	16	16	14	16	9	13	20	14	14	17	15	15	16	16	14
Don't know	18	16	4	12	14	3	7	15	19	11	20	24	23	12	11	14	19	14	17	17	15	13

Law and order

Conservative	33	35	88	10	25	28	72	14	26	37	33	20	30	35	46	39	31	34	39	33	33	33
Labour	23	21	1	63	4	5	2	53	13	23	20	32	20	22	18	21	22	22	15	26	26	22
Liberal Democrat	6	6	1	4	40	2	2	2	16	6	6	8	7	4	5	8	3	8	7	5	2	5
Other	8	8	1	2	4	39	8	5	6	8	7	2	7	10	8	6	10	5	8	7	8	14
None	12	11	4	9	3	15	8	10	14	11	11	10	9	15	9	10	13	11	11	10	12	12
Don't know	19	19	5	13	24	11	9	16	25	15	23	29	26	13	15	17	21	20	19	20	19	14

Education and schools

Conservative	25	27	76	3	12	32	66	7	14	28	26	17	21	28	37	29	26	29	33	27	22	18
Labour	30	30	8	77	6	8	7	65	21	32	27	38	30	31	26	30	30	26	22	31	40	34
Liberal Democrat	9	9	4	5	53	3	2	4	24	9	8	6	10	9	8	11	5	9	9	10	6	10
Other	6	6	1	2	1	29	4	4	5	7	4	3	6	7	6	5	7	8	6	4	4	12
None	11	11	4	5	6	16	9	8	13	10	12	11	11	12	10	10	12	10	11	10	10	15
Don't know	19	17	7	8	21	12	11	12	23	13	22	26	23	13	14	15	21	18	19	17	18	11

Taxation

Conservative	27	31	86	4	15	28	72	6	20	34	28	15	24	33	42	33	28	30	35	31	30	22
Labour	26	25	2	69	7	6	3	62	17	25	25	34	23	26	21	26	24	27	18	24	32	28
Liberal Democrat	8	8	2	6	53	1	2	4	23	9	6	4	10	7	9	10	5	8	8	11	5	6
Other	6	7	0	3	2	33	5	4	6	8	6	8	6	8	6	7	8	7	9	5	4	15
None	14	11	4	8	2	18	9	8	12	10	12	12	11	13	8	10	13	10	10	10	11	14
Don't know	20	18	6	11	20	14	10	16	23	13	23	29	25	13	14	15	22	18	20	18	18	14

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		<i>Mar 16-17</i>	Mar 30-31																				
Unemployment	Conservative	25	29	81	5	15	18	65	9	17	30	28	19	25	28	37	31	26	30	32	27	29	19
	Labour	31	28	4	76	12	8	4	65	25	31	25	34	26	29	25	29	26	27	23	31	32	27
	Liberal Democrat	5	5	2	1	40	1	3	0	15	5	5	4	6	4	5	6	3	8	6	7	1	4
	Other	6	7	1	1	1	38	6	4	6	8	7	6	6	10	7	7	8	5	8	5	6	17
	None	13	12	5	7	3	22	11	8	12	11	13	12	11	15	9	10	15	12	12	10	12	19
	Don't know	20	19	7	9	28	13	11	13	26	15	23	25	26	13	17	17	22	19	20	20	20	13
The economy in general	Conservative	32	34	89	7	21	27	74	7	25	37	32	23	29	34	44	37	31	35	40	34	30	24
	Labour	24	23	1	68	8	1	2	55	16	25	21	31	25	23	17	23	23	23	17	27	26	24
	Liberal Democrat	5	5	0	3	47	2	2	1	18	5	5	5	4	4	7	7	3	5	7	6	4	3
	Other	6	6	1	1	1	34	4	4	6	7	6	5	6	8	6	6	7	5	6	4	6	17
	None	13	12	3	10	6	23	8	14	13	12	13	9	12	17	9	11	15	13	10	11	14	16
	Don't know	20	19	7	12	17	14	10	19	22	14	24	28	24	14	17	18	21	19	20	18	20	17
Europe	Conservative	20	20	58	3	12	4	46	4	10	20	20	14	15	21	25	22	17	23	23	18	17	13
	Labour	19	20	2	57	10	0	3	43	16	21	19	30	22	19	15	20	20	20	17	20	23	22
	Liberal Democrat	9	10	5	10	54	0	4	9	26	14	7	7	10	11	11	14	5	14	11	13	5	10
	Other	16	18	17	6	6	77	23	12	16	22	14	11	16	19	21	15	22	12	17	18	19	23
	None	15	13	10	10	5	13	12	13	12	11	15	11	12	15	12	11	15	14	11	12	16	13
	Don't know	21	19	9	14	13	6	11	19	20	12	25	27	24	15	16	18	21	18	21	18	19	18
Welfare benefits	Conservative	27	29	80	5	14	21	64	12	15	31	27	20	25	28	37	33	24	30	31	31	26	22
	Labour	30	27	5	71	16	8	6	58	24	30	26	32	26	27	28	25	30	27	23	30	33	25
	Liberal Democrat	7	8	3	6	44	2	3	3	21	8	7	7	9	8	6	10	4	8	10	6	6	3
	Other	8	8	1	1	3	39	6	4	7	8	7	6	5	11	6	7	8	7	6	6	7	18
	None	12	12	5	7	7	19	10	10	11	11	12	10	12	15	8	10	14	12	12	10	11	15
	Don't know	18	17	5	10	18	11	10	13	21	12	21	25	23	12	15	15	20	16	18	17	16	16

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	39	102
Male 25 to 39	185	214
Male 40 to 59	313	287
Male 60 +	232	220
Female 18 to 24	77	100
Female 25 to 39	241	215
Female 40 to 59	352	293
Female 60 +	257	265
Region		
North England	362	417
Midlands	252	278
1	151	163
London	319	217
South England	351	388
Wales	103	85
Scotland	158	148
Social Grade		
AB	666	475
C1	437	492
C2	239	356
DE	354	373
Newspaper Type		
Express / Mail	368	271
Sun / Star	147	399
Mirror / Record	76	170
Guardian / Independent	98	76
FT / Times / Telegraph	126	161
Other Paper	277	195
No Paper	604	424
Political Party Identification		
Labour	503	543
Conservative	487	475
Liberal Democrat	164	187
SNP/Plaid Cymru	38	29
Others	119	39
None/ DK	385	424

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