

YouGov/ The Sun Survey Results

Sample Size: 2076 GB Adults
Fieldwork: 2nd - 3rd 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 2076	524	609	156	210	632	487	422	1007	1069	247	525	710	594	1183	893	266	675	444	511	181
Unweighted Sample	481	638	141	238	606	533	416	1051	1025	184	433	826	633	1293	783	284	630	406	485	271
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	78	3	11	33	31	28	27	31	39	37	26	32	40	29	30	19
Lab	38	0	100	0	0	4	87	33	36	39	44	45	38	30	36	41	41	25	43	48	39
Lib Dem	10	0	0	100	0	1	1	40	9	11	12	11	9	9	11	8	9	13	8	7	7
Other	20	0	0	0	100	18	10	17	21	19	16	18	21	22	17	25	18	21	19	14	35

Other Parties Voting Intention

UKIP	13	0	0	0	100	17	6	7	13	13	8	7	14	18	10	18	12	17	13	12	4
SNP / PCY	3	0	0	0	0	0	2	2	4	2	3	3	4	3	3	3	1	0	2	0	29
Green	3	0	0	0	0	0	1	8	3	2	2	6	2	1	3	3	2	4	2	2	1
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	1	0	2	0	0	0	0	0	2	0	0	0	0
Other	1	0	0	0	0	0	1	0	1	1	2	0	1	0	1	1	0	0	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	3	2	3	5	8	12	12	5	2	5	9	6	6	9	7	6
Don't know	16	0	0	0	0	15	11	22	11	20	13	20	16	13	15	16	9	16	19	17	11

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

	April 1-2	April 2-3																				
Approve	31	32	83	6	54	20	64	7	28	38	26	29	26	31	40	36	26	36	40	28	25	23
Disapprove	53	54	9	87	33	72	25	84	57	53	55	52	55	57	51	50	60	51	47	55	62	60
Don't know	16	14	8	7	14	8	12	9	15	9	19	19	19	12	9	14	14	12	13	17	12	17

Sample Size: 2076 GB Adults
Fieldwork: 2nd - 3rd 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	2076	524	609	156	210	632	487	422	1007	1069	247	525	710	594	1183	893	266	675	444	511	181
Unweighted Sample	2076	481	638	141	238	606	533	416	1051	1025	184	433	826	633	1293	783	284	630	406	485	271
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Mar
19-20

April
2-3

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	29	28	87	1	9	18	68	3	11	31	24	22	19	28	37	31	23	31	35	25	22	17
Applies most to Labour	29	28	2	81	4	4	5	69	25	29	28	32	28	30	25	27	31	26	22	31	34	35
Applies most to the Liberal Democrats	10	9	1	2	72	3	2	3	31	10	9	8	12	8	8	12	5	9	11	9	7	10
Applies to none of them	20	23	6	10	7	70	20	17	20	22	24	21	21	24	24	21	26	26	20	23	24	27
Don't know	13	12	4	5	8	6	6	8	13	7	16	18	19	9	5	9	15	9	13	11	13	10

It is led by people of real ability

Applies most to the Conservatives	24	22	67	2	14	12	51	4	11	25	19	19	14	22	30	24	18	19	27	21	20	14
Applies most to Labour	17	15	2	44	2	1	3	41	11	14	15	12	17	15	13	13	17	15	10	14	20	19
Applies most to the Liberal Democrats	4	5	1	2	36	2	1	2	13	4	5	4	8	3	4	5	4	6	5	4	4	4
Applies to none of them	40	43	19	40	36	79	32	40	52	45	42	42	39	46	44	44	42	44	40	47	43	47
Don't know	15	16	11	12	12	5	13	12	13	11	20	23	22	14	10	14	19	16	19	14	14	15

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	45	45	87	31	36	41	72	30	38	49	41	37	37	48	52	49	40	43	48	44	45	45
Applies most to Labour	12	11	2	30	1	5	3	30	5	12	10	7	12	12	11	9	14	11	9	10	13	15
Applies most to the Liberal Democrats	6	5	1	4	36	3	1	2	14	5	6	4	8	4	5	5	5	4	7	4	5	3
Applies to none of them	22	25	6	24	19	45	17	24	30	25	25	28	23	26	24	25	25	29	20	29	25	26
Don't know	14	14	4	12	8	6	7	14	13	9	19	24	20	11	8	12	17	14	16	14	12	11

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	19	18	6	32	16	22	12	31	16	18	18	14	15	20	22	17	20	18	15	17	21	23
Applies most to Labour	27	29	60	7	57	32	50	11	29	34	24	23	24	30	36	33	24	27	33	28	28	23
Applies most to the Liberal Democrats	29	29	27	46	8	23	25	39	28	29	29	28	29	30	28	31	26	32	28	30	28	30
Applies to none of them	9	8	3	6	9	15	5	8	12	8	8	10	9	9	7	7	11	11	6	9	9	9
Don't know	15	15	4	9	10	8	9	12	14	10	20	26	24	12	7	12	19	12	18	15	14	15

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	84	125
Male 25 to 39	199	262
Male 40 to 59	414	351
Male 60 +	354	270
Female 18 to 24	100	122
Female 25 to 39	234	264
Female 40 to 59	412	359
Female 60 +	279	324
Region		
North England	485	511
Midlands	274	340
1	185	199
London	284	266
South England	445	475
Wales	132	104
Scotland	271	181
Social Grade		
AB	757	581
C1	536	602
C2	339	436
DE	444	457
Newspaper Type		
Express / Mail	404	332
Sun / Star	215	488
Mirror / Record	140	208
Guardian / Independent	169	93
FT / Times / Telegraph	125	197
Other Paper	336	239
No Paper	687	519
Political Party Identification		
Labour	711	664
Conservative	547	581
Liberal Democrat	180	228
SNP/Plaid Cymru	60	35
Others	132	48
None/ DK	446	519

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