

## YouGov / The Sun Survey Results

Sample Size: 2072 GB Adults  
Fieldwork: 23rd - 24th 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	
<b>Weighted Sample</b>	<b>2072</b>	514	625	137	222	631	519	413	1005	1067	247	524	709	592	1181	891	265	673	443	510	180	
<b>Unweighted Sample</b>	<b>2072</b>	469	648	105	250	604	546	398	995	1077	226	447	828	571	1302	770	328	617	379	457	291	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	74	5	10	33	30	30	24	30	39	36	26	34	39	32	25	18
Lab	<b>38</b>	0	100	0	0	6	82	38	36	41	31	48	40	31	36	42	38	33	37	48	36
Lib Dem	<b>8</b>	0	0	100	0	2	1	32	8	8	9	11	8	7	11	5	10	10	8	6	9
Other	<b>22</b>	0	0	0	100	18	11	20	22	21	30	17	22	23	18	27	18	18	23	21	37

### Other Parties Voting Intention

UKIP	<b>14</b>	0	0	0	100	16	8	8	14	14	12	7	14	18	11	18	11	14	15	17	4
Green	<b>4</b>	0	0	0	0	1	1	9	3	4	7	5	4	2	4	4	5	4	5	3	3
SNP / PCY	<b>3</b>	0	0	0	0	0	1	2	4	3	8	3	3	2	2	4	1	0	2	0	29
BNP	<b>0</b>	0	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	1	1	0
Respect	<b>0</b>	0	0	0	0	1	0	0	0	0	1	1	0	0	0	1	1	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	1	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	3	3	3	7	8	18	13	4	3	6	10	7	7	9	8	7
Don't know	<b>14</b>	0	0	0	0	12	10	20	8	19	17	15	13	12	13	14	12	13	14	16	13

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

		April 22-23				April 23-24																
Approve	32	<b>32</b>	87	7	50	20	63	11	26	36	28	29	30	30	38	37	25	33	36	32	30	22
Disapprove	54	<b>54</b>	6	86	36	71	26	81	61	56	53	47	52	60	53	51	59	51	50	55	59	61
Don't know	15	<b>14</b>	7	8	15	9	11	9	13	8	19	24	18	10	9	12	16	16	14	14	11	16

Sample Size: 2072 GB Adults  
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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
<b>Weighted Sample</b>	<b>2072</b>	<b>514</b>	<b>625</b>	<b>137</b>	<b>222</b>	<b>631</b>	<b>519</b>	<b>413</b>	<b>1005</b>	<b>1067</b>	<b>247</b>	<b>524</b>	<b>709</b>	<b>592</b>	<b>1181</b>	<b>891</b>	<b>265</b>	<b>673</b>	<b>443</b>	<b>510</b>	<b>180</b>
<b>Unweighted Sample</b>	<b>2072</b>	<b>469</b>	<b>648</b>	<b>105</b>	<b>250</b>	<b>604</b>	<b>546</b>	<b>398</b>	<b>995</b>	<b>1077</b>	<b>226</b>	<b>447</b>	<b>828</b>	<b>571</b>	<b>1302</b>	<b>770</b>	<b>328</b>	<b>617</b>	<b>379</b>	<b>457</b>	<b>291</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**April 9-10**

**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 35  
Applies most to Labour 29  
Applies most to the Liberal Democrats 13  
Applies to none of them 9  
Don't know 14

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

Applies most to the Conservatives 23  
Applies most to Labour 30  
Applies most to the Liberal Democrats 14  
Applies to none of them 21  
Don't know 13

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

Applies most to the Conservatives 18  
Applies most to Labour 19  
Applies most to the Liberal Democrats 7  
Applies to none of them 41  
Don't know 15

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

Applies most to the Conservatives 51  
Applies most to Labour 21  
Applies most to the Liberal Democrats 7  
Applies to none of them 7  
Don't know 14

	<b>April 9-10</b>	<b>April 23-24</b>	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
<b>It seems rather old and tired</b>	35	<b>35</b>	4	62	48	27	10	57	49	38	33	31	40	37	30	34	36	38	33	33	36	41
Applies most to Labour	29	<b>28</b>	62	5	39	36	50	8	25	33	24	22	26	27	34	30	26	32	31	27	26	22
Applies most to the Liberal Democrats	13	<b>11</b>	12	13	1	20	15	11	7	12	11	7	9	12	15	11	12	12	10	12	12	12
Applies to none of them	9	<b>10</b>	13	9	7	8	12	9	8	9	11	10	5	12	12	12	8	6	10	11	11	7
Don't know	14	<b>15</b>	8	10	6	9	12	14	11	9	21	30	20	12	10	13	18	13	15	17	15	18
<b>Even if I don't always agree with it, at least its heart is in the right place'</b>																						
Applies most to the Conservatives	23	<b>21</b>	64	3	5	22	53	3	7	23	20	13	14	21	32	24	18	20	25	21	20	13
Applies most to Labour	30	<b>30</b>	4	73	21	14	7	63	35	32	29	21	33	35	27	29	32	31	27	30	34	34
Applies most to the Liberal Democrats	14	<b>14</b>	12	7	67	5	10	7	31	14	13	12	15	15	11	16	10	17	15	13	11	12
Applies to none of them	21	<b>21</b>	13	10	3	53	20	16	17	22	21	25	19	22	21	19	24	22	19	20	23	26
Don't know	13	<b>13</b>	6	7	4	5	10	11	10	8	18	28	19	8	9	11	16	10	13	16	12	15
<b>It seems to have succeeded in moving on and left its past behind it</b>																						
Applies most to the Conservatives	18	<b>17</b>	50	4	9	14	34	6	12	19	16	16	16	16	21	20	14	20	18	19	17	13
Applies most to Labour	19	<b>20</b>	2	48	13	9	6	39	22	23	16	14	17	22	21	18	22	21	19	18	21	21
Applies most to the Liberal Democrats	7	<b>5</b>	4	4	23	2	4	4	7	5	5	6	8	4	4	5	5	4	4	8	5	5
Applies to none of them	41	<b>40</b>	31	31	48	68	38	36	47	42	38	32	36	45	42	41	39	40	41	37	41	43
Don't know	15	<b>18</b>	12	13	7	7	18	15	12	11	24	33	23	13	13	16	20	16	20	19	16	19
<b>It seems to appeal to one section of society rather than to the whole country</b>																						
Applies most to the Conservatives	51	<b>50</b>	18	75	59	52	24	72	67	51	49	42	49	55	48	51	49	49	45	49	54	59
Applies most to Labour	21	<b>20</b>	48	6	20	22	39	7	15	21	18	15	17	20	24	22	17	21	21	20	19	13
Applies most to the Liberal Democrats	7	<b>8</b>	11	6	9	9	10	5	5	9	6	7	8	7	9	8	7	9	9	7	7	5
Applies to none of them	7	<b>7</b>	11	4	4	11	11	5	5	9	6	6	6	7	9	6	9	7	8	8	7	6
Don't know	14	<b>15</b>	12	8	8	5	16	11	8	11	20	29	20	11	11	13	18	14	17	16	13	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.
<b>Age and Gender</b>		
Male 18 to 24	101	124
Male 25 to 39	199	261
Male 40 to 59	427	350
Male 60 +	268	269
Female 18 to 24	125	122
Female 25 to 39	248	263
Female 40 to 59	401	358
Female 60 +	303	323
<b>Region</b>		
North England	457	510
Midlands	285	340
East	185	199
London	328	265
South England	432	474
Wales	94	104
Scotland	291	180
<b>Social Grade</b>		
AB	740	580
C1	562	601
C2	319	435
DE	451	456
<b>Newspaper Type</b>		
Express / Mail	450	331
Sun / Star	250	487
Mirror / Record	144	207
Guardian / Independent	157	93
FT / Times / Telegraph	142	197
Other Paper	295	238
No Paper	634	518
<b>Political Party Identification</b>		
Labour	709	663
Conservative	524	580
Liberal Democrat	148	228
SNP/Plaid Cymru	68	35
Others	141	48
None/ DK	482	518

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)