

YouGov / The Sun Survey Results

Sample Size: 2095 GB Adults
Fieldwork: 11th - 12th 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	2095	577	609	141	207	639	514	449	1016	1079	249	530	717	599	1194	901	268	681	448	515	182
Unweighted Sample	2095	519	643	108	234	598	540	435	1012	1083	209	438	857	591	1345	750	268	669	428	492	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	77	6	11	35	36	31	35	34	38	38	31	37	42	35	30	21
Lab	37	0	100	0	0	5	84	35	37	37	50	43	39	26	34	40	36	28	40	47	36
Lib Dem	9	0	0	100	0	1	2	35	8	9	4	9	9	9	11	5	14	9	6	7	9
Other	19	0	0	0	100	18	8	19	20	18	16	13	19	26	16	24	13	21	19	16	35

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	4	12	14	11	6	6	12	20	11	15	11	18	12	11	2
SNP / PCY	3	0	0	0	0	1	2	1	3	3	3	3	4	3	3	4	0	0	2	0	30
Green	2	0	0	0	0	0	1	3	2	2	5	2	2	2	2	2	2	2	3	2	1
BNP	1	0	0	0	0	0	1	1	1	1	1	1	0	1	0	1	0	0	1	2	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	1	2	1	1	0	1	1	1	0	2	0	1	1	1	1

Non Voters

Would Not Vote	6	0	0	0	0	3	3	2	5	7	12	9	6	2	6	7	6	7	6	6	6
Don't know	15	0	0	0	0	9	13	23	10	20	18	14	16	14	15	16	13	16	14	16	14

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

	Mar 10-11	Mar 11-12																				
Approve	33	32	83	7	45	12	61	11	24	36	29	27	31	33	35	37	26	34	35	32	29	28
Disapprove	52	53	8	85	31	77	27	76	60	51	54	44	51	55	55	50	57	48	48	56	58	53
Don't know	15	15	9	8	24	11	12	12	15	13	18	29	19	12	10	14	18	18	17	12	13	19

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

	Feb 25-26	Mar 11-12																				
Strongly support	3	3	5	1	11	0	3	1	5	3	2	2	2	3	2	3	2	4	2	2	2	3
Tend to support	27	28	52	12	59	16	40	15	33	31	26	28	28	31	25	33	22	31	32	26	25	23
TOTAL SUPPORT	30	31	57	13	70	16	43	16	38	34	28	30	30	34	27	36	24	35	34	28	27	26
Tend to oppose	31	32	28	36	20	40	34	32	35	29	34	32	32	28	36	32	32	32	34	33	30	27
Strongly oppose	28	27	10	46	5	38	18	44	20	30	24	15	21	29	33	23	32	20	22	29	33	31
TOTAL OPPOSE	59	59	38	82	25	78	52	76	55	59	58	47	53	57	69	55	64	52	56	62	63	58
Don't know	10	11	5	5	6	6	6	8	7	7	15	23	17	9	3	9	13	12	11	11	9	16

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

Local councils in many parts of Britain are cutting some of their services. Thinking about the area where you live, which of these statements comes closest to your view?

	Feb 25-26	Mar 11-12																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	42	43	21	65	39	44	26	64	51	45	41	29	40	48	46	41	46	35	41	45	52	34
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	30	29	49	15	32	37	46	16	23	29	28	20	28	28	33	31	25	26	28	33	27	31
Neither - I am not aware of significant cuts to services in my area	17	19	24	13	20	16	24	12	17	18	20	32	19	15	17	19	18	26	22	14	14	20
Don't know	11	9	6	6	8	3	5	7	9	8	11	19	13	8	3	8	10	13	9	7	7	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	81	126
Male 25 to 39	187	264
Male 40 to 59	431	354
Male 60 +	313	272
Female 18 to 24	128	124
Female 25 to 39	251	266
Female 40 to 59	426	362
Female 60 +	278	327
Region		
North England	492	515
Midlands	292	344
1	206	201
London	268	268
South England	463	480
Wales	136	105
Scotland	238	182
Social Grade		
AB	738	586
C1	607	608
C2	331	440
DE	419	461
Newspaper Type		
Express / Mail	390	335
Sun / Star	222	492
Mirror / Record	141	210
Guardian / Independent	180	94
FT / Times / Telegraph	144	199
Other Paper	345	241
No Paper	673	524
Political Party Identification		
Labour	717	670
Conservative	541	587
Liberal Democrat	159	230
SNP/Plaid Cymru	63	36
Others	134	48
None/ DK	481	524

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