

## YouGov / The Sun Survey Results

Sample Size: 1958 GB Adults  
Fieldwork: 24th - 25th 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	
<b>Weighted Sample</b>	<b>1958</b>	532	581	159	156	549	462	393	950	1008	233	495	670	560	1116	842	251	636	419	482	170	
Unweighted Sample	1958	492	603	135	189	533	490	410	922	1036	156	466	772	564	1312	646	230	645	373	453	257	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>35</b>	100	0	0	0	81	7	13	33	37	34	33	32	39	40	28	34	41	43	27	19
Lab	<b>38</b>	0	100	0	0	4	84	32	38	38	39	43	40	33	35	43	37	30	37	48	40
Lib Dem	<b>10</b>	0	0	100	0	2	1	39	9	12	10	8	11	12	11	10	15	12	8	8	10
Other	<b>17</b>	0	0	0	100	14	7	17	20	13	17	16	17	16	14	20	14	16	12	17	30

### Other Parties Voting Intention

UKIP	<b>10</b>	0	0	0	100	13	5	9	13	8	4	8	12	12	9	13	7	13	8	13	2
SNP / PCY	<b>3</b>	0	0	0	0	0	1	2	4	2	6	3	3	2	3	3	1	0	1	0	26
Green	<b>2</b>	0	0	0	0	1	1	5	3	2	3	4	2	1	2	3	5	2	2	2	2
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	1	5	0	1	0	1	1	0	0	1	2	1

### Non Voters

Would Not Vote	<b>9</b>	0	0	0	0	3	3	4	8	9	16	16	6	2	8	10	12	8	9	9	4
Don't know	<b>13</b>	0	0	0	0	12	8	16	11	16	19	15	13	10	12	15	12	16	14	11	9

Mar 23-24    Mar 24-25

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

Approve	34	<b>33</b>	86	5	44	20	63	12	28	34	32	31	27	33	40	39	25	36	34	39	29	21
Disapprove	49	<b>51</b>	5	88	43	67	22	81	57	51	51	42	51	53	51	47	56	46	45	46	60	66
Don't know	17	<b>16</b>	8	7	13	13	14	7	15	14	17	27	21	14	9	14	18	18	21	15	11	13

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

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

	Mar 10-11	Mar 24-25																				
The economy	60	60	72	60	65	43	66	61	65	61	59	52	55	64	62	66	52	57	57	62	60	66
Immigration & Asylum	53	48	59	38	26	89	64	42	35	46	50	32	46	50	55	43	55	37	48	49	57	37
Health	31	36	32	49	40	22	34	48	40	33	39	26	26	36	50	36	36	33	33	42	36	37
Welfare benefits	28	26	26	25	22	40	26	25	24	24	29	22	25	30	26	24	30	19	27	26	28	32
Education	15	17	15	18	26	4	13	17	21	17	16	25	18	15	13	21	10	21	19	15	14	13
Housing	16	15	13	21	19	6	9	20	21	16	15	13	23	12	14	17	13	33	15	15	8	15
Pensions	12	14	15	15	19	11	15	16	15	14	14	9	12	15	17	14	15	7	14	15	14	22
Europe	17	13	18	7	13	38	20	6	11	16	11	16	7	14	16	13	13	11	15	10	15	13
Crime	12	12	11	11	6	11	12	12	8	14	11	9	12	13	13	12	13	7	10	14	16	14
Tax	11	11	12	10	10	11	10	10	10	13	9	17	15	10	6	11	11	13	14	11	7	9
The environment	11	10	5	9	21	5	6	8	17	10	10	17	10	10	8	10	10	10	10	10	8	12
Family life & childcare	7	6	4	8	7	4	5	8	8	5	7	1	11	6	5	7	6	5	6	7	6	8
Transport	2	3	4	4	4	2	2	2	5	5	1	4	4	3	2	4	2	6	3	3	2	1
None of these	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0
Don't know	2	3	1	1	0	0	2	2	1	3	3	9	4	1	1	2	4	5	3	2	3	2

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

The economy	50	50	53	51	55	49	51	53	50	51	48	45	45	56	48	54	44	48	47	50	50	58
Health	36	38	38	45	45	26	35	45	44	35	41	27	24	37	57	38	38	37	36	40	38	38
Pensions	30	29	35	30	33	30	33	34	33	29	29	24	17	27	45	30	28	18	29	33	30	34
Tax	22	23	29	18	24	23	25	18	24	26	20	34	24	23	16	25	19	22	26	22	21	18
Immigration & Asylum	16	15	16	11	6	43	22	11	6	17	13	6	15	15	19	13	18	15	11	18	20	9
Education	14	14	15	16	17	8	12	16	16	12	16	19	17	16	8	17	11	14	12	17	16	13
Welfare benefits	13	14	6	19	12	14	7	18	15	13	15	12	15	14	13	9	20	8	13	15	16	17
Family life & childcare	14	13	13	15	18	6	12	14	16	11	15	9	22	13	7	14	12	13	13	14	12	13
Housing	13	13	13	15	12	10	11	13	14	14	12	19	21	11	6	14	12	31	12	10	8	13
The environment	10	9	7	6	26	3	7	7	14	8	10	10	8	7	12	10	8	9	9	9	9	10
Europe	8	8	10	3	10	23	15	3	7	10	6	6	5	8	11	8	8	6	9	7	9	6
Crime	7	7	6	6	4	16	8	8	5	9	6	4	8	8	8	8	7	8	7	7	9	7
Transport	7	7	9	6	6	5	6	5	8	8	6	11	8	6	6	8	5	8	6	6	8	6
None of these	5	3	3	2	1	3	4	1	3	2	4	2	4	4	2	3	3	4	4	2	2	3
Don't know	4	4	1	2	3	0	2	2	3	5	4	11	7	2	1	3	6	6	6	3	3	2

## 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	59	117
Male 25 to 39	190	247
Male 40 to 59	374	331
Male 60 +	299	255
Female 18 to 24	97	116
Female 25 to 39	276	249
Female 40 to 59	398	339
Female 60 +	265	305
<b>Region</b>		
North England	453	482
Midlands	273	321
1	182	188
London	230	251
South England	463	448
Wales	100	98
Scotland	257	170
<b>Social Grade</b>		
AB	745	548
C1	567	568
C2	266	411
DE	380	431
<b>Newspaper Type</b>		
Express / Mail	384	313
Sun / Star	201	460
Mirror / Record	127	196
Guardian / Independent	168	88
FT / Times / Telegraph	109	186
Other Paper	286	225
No Paper	683	490
<b>Political Party Identification</b>		
Labour	647	627
Conservative	510	548
Liberal Democrat	163	215
SNP/Plaid Cymru	73	33
Others	140	45
None/ DK	425	490

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)