

YouGov / The Sun Survey Results

Sample Size: 1902 GB Adults
Fieldwork: 4th - 5th February 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	1902	500	563	131	142	586	462	395	922	980	226	481	650	544	1084	818	243	618	407	468	165	
Unweighted Sample	1902	479	581	123	186	585	477	402	894	1008	150	444	754	554	1269	633	290	605	381	415	211	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	35	100	0	0	0	75	5	15	34	36	39	31	33	39	39	29	32	40	39	30	24
Lab	39	0	100	0	0	5	88	36	40	39	39	47	42	31	37	43	47	30	36	51	42
Lib Dem	9	0	0	100	0	2	2	35	8	11	4	10	9	10	9	9	9	11	9	7	9
Other	16	0	0	0	100	18	6	14	18	15	18	13	15	20	15	19	12	19	16	11	26

Other Parties Voting Intention

UKIP	10	0	0	0	100	14	3	7	11	9	7	4	8	17	9	12	5	14	12	8	2
SNP / PCY	3	0	0	0	0	1	1	2	4	2	5	3	3	1	3	3	4	0	2	0	22
Green	2	0	0	0	0	0	1	4	1	3	5	2	1	1	2	2	3	3	1	1	1
BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	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	2	0	1	1	1	1	3	1	0	1	2	1	2	1	1	0

Non Voters

Would Not Vote	8	0	0	0	0	2	4	4	7	9	17	14	6	2	6	11	10	7	11	8	3
Don't know	17	0	0	0	0	14	10	23	11	22	14	17	18	16	15	20	17	17	11	20	20
		Feb 3-4																			

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

Approve	31	31	83	6	49	12	59	9	28	34	29	28	29	29	38	36	25	34	34	37	25	25
Disapprove	56	54	6	87	36	79	28	81	59	55	53	46	51	61	52	50	59	53	50	51	59	64
Don't know	14	15	11	6	15	9	13	10	13	11	18	25	20	10	10	14	16	14	16	12	15	11

Which of these would make the best Prime Minister?

David Cameron	36	36	95	3	24	42	74	8	25	39	34	37	28	34	47	41	30	35	40	40	34	25
Ed Miliband	23	27	1	72	13	7	5	61	26	31	24	29	28	29	24	25	31	33	21	24	33	33
Nick Clegg	4	6	1	4	38	7	2	3	17	7	5	1	8	6	6	6	6	4	7	5	5	6
Don't know	37	31	4	21	26	44	19	28	32	24	37	34	35	32	24	29	34	28	33	30	28	37

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	63	114
Male 25 to 39	191	240
Male 40 to 59	355	321
Male 60 +	285	247
Female 18 to 24	87	112
Female 25 to 39	253	242
Female 40 to 59	399	329
Female 60 +	269	297
Region		
North England	415	468
Midlands	274	312
1	164	183
London	290	243
South England	441	436
Wales	107	95
Scotland	211	165
Social Grade		
AB	727	533
C1	542	552
C2	275	399
DE	358	418
Newspaper Type		
Express / Mail	404	304
Sun / Star	143	447
Mirror / Record	80	190
Guardian / Independent	127	86
FT / Times / Telegraph	147	181
Other Paper	292	219
No Paper	709	476
Political Party Identification		
Labour	638	609
Conservative	534	533
Liberal Democrat	168	209
SNP/Plaid Cymru	56	32
Others	121	44
None/ DK	385	476

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