

YouGov / The Sun Survey Results

Sample Size: 1868 GB Adults
Fieldwork: 26th - 27th 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	1868	501	561	110	169	543	435	394	906	962	222	473	639	534	1065	803	239	607	400	460	163	
Unweighted Sample	1868	489	528	97	211	569	422	391	879	989	178	390	722	578	1255	613	296	637	376	419	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't know's and Wouldn't votes]

Con	34	100	0	0	0	79	6	14	37	32	31	37	33	35	37	30	35	41	38	28	22
Lab	39	0	100	0	0	4	86	35	35	42	41	42	38	35	36	42	42	28	41	50	31
Lib Dem	8	0	0	100	0	0	1	30	7	8	13	6	6	9	10	4	9	11	3	6	8
Other	19	0	0	0	100	17	7	21	20	19	15	16	22	21	17	23	14	19	18	16	39

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	5	9	12	11	5	6	14	16	9	15	9	13	13	13	5
SNP / PCY	3	0	0	0	0	0	1	1	4	3	3	4	3	3	3	3	0	0	2	0	29
Green	3	0	0	0	0	0	0	10	2	3	5	5	2	1	3	3	3	5	1	3	2
Other	1	0	0	0	0	1	0	2	1	1	2	2	1	1	1	1	2	1	1	0	3
BNP	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Non Voters

Would Not Vote	8	0	0	0	0	3	3	5	6	9	14	9	7	4	6	10	7	8	9	8	3
Don't know	15	0	0	0	0	14	9	17	10	19	16	15	14	13	14	15	12	18	17	11	11

Feb
25-26 Feb
26-27

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

Approve	31	31	83	6	39	12	62	12	24	35	27	29	33	31	30	36	25	37	35	31	25	27
Disapprove	55	54	7	88	37	73	23	82	62	52	55	45	49	58	57	49	59	46	46	54	63	65
Don't know	14	15	10	6	24	14	15	6	14	12	18	26	18	11	14	15	16	17	19	15	12	8

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

	Feb 12-13	Feb 26-27																				
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	33	34	4	65	29	22	8	57	42	35	33	39	39	33	29	34	34	37	31	31	36	44
Applies most to Labour	27	27	54	5	46	38	48	9	28	30	25	25	23	28	31	30	24	31	32	24	24	23
Applies most to the Liberal Democrats	13	14	22	11	1	20	22	15	5	15	13	5	11	15	19	13	15	11	12	17	16	12
Applies to none of them	10	9	12	9	14	7	11	7	10	8	10	8	8	11	9	9	9	8	8	11	8	15
Don't know	17	15	8	9	10	14	11	12	15	12	18	24	19	13	11	14	18	14	16	18	16	7
Even if I don't always agree with it, at least its heart is in the right place																						
Applies most to the Conservatives	19	23	64	3	6	22	55	7	8	26	20	15	21	24	27	24	22	24	24	27	20	21
Applies most to Labour	31	32	7	74	21	17	7	69	32	32	32	34	31	32	32	31	33	32	26	33	40	29
Applies most to the Liberal Democrats	16	14	12	8	57	6	8	6	32	15	13	12	15	16	12	16	11	15	17	10	11	19
Applies to none of them	19	19	11	8	5	44	19	12	17	17	20	16	20	18	20	19	18	18	20	19	16	25
Don't know	15	12	6	6	12	11	10	6	10	9	15	23	14	10	8	10	15	12	13	12	14	5
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	17	18	45	4	9	13	38	6	11	20	16	19	17	19	17	20	15	18	20	16	17	17
Applies most to Labour	21	21	8	46	19	9	8	42	23	23	19	18	18	22	23	19	23	26	20	19	23	16
Applies most to the Liberal Democrats	7	6	7	5	14	3	4	5	7	6	6	7	9	5	3	7	4	5	7	5	4	8
Applies to none of them	39	39	29	33	43	61	38	33	45	39	39	31	36	40	43	40	38	37	36	41	39	46
Don't know	16	17	11	12	15	14	13	13	14	13	21	26	21	13	14	14	20	15	17	19	18	12
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	50	50	24	76	58	43	27	72	65	51	48	43	49	49	53	51	47	51	42	49	54	62
Applies most to Labour	22	21	47	5	18	25	40	7	13	22	21	15	21	23	22	23	19	18	24	21	19	22
Applies most to the Liberal Democrats	7	7	11	6	4	10	11	8	5	8	6	10	6	6	9	6	9	6	11	8	5	4
Applies to none of them	8	7	8	5	10	10	10	4	5	5	9	9	6	9	6	8	7	10	8	7	8	4
Don't know	14	14	11	8	9	12	12	9	12	13	15	23	17	13	10	11	18	15	15	15	14	8

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	71	112
Male 25 to 39	164	235
Male 40 to 59	341	316
Male 60 +	303	243
Female 18 to 24	107	110
Female 25 to 39	226	237
Female 40 to 59	381	323
Female 60 +	275	291
Region		
North England	419	460
Midlands	274	306
1	176	179
London	296	239
South England	461	428
Wales	102	93
Scotland	140	163
Social Grade		
AB	707	523
C1	548	542
C2	261	392
DE	352	411
Newspaper Type		
Express / Mail	383	299
Sun / Star	208	439
Mirror / Record	113	187
Guardian / Independent	133	84
FT / Times / Telegraph	145	177
Other Paper	252	215
No Paper	634	467
Political Party Identification		
Labour	568	598
Conservative	541	523
Liberal Democrat	136	205
SNP/Plaid Cymru	41	32
Others	118	43
None/ DK	464	467

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