

YouGov / The Sun Survey Results

Sample Size: 2040 GB Adults
Fieldwork: 10th - 11th 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	2040	535	601	155	184	607	475	427	989	1051	243	516	698	583	1163	877	261	663	437	502	177	
Unweighted Sample	2040	522	583	132	222	620	460	442	984	1056	172	419	823	626	1382	658	275	679	393	453	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	75	4	16	36	32	29	31	31	41	37	29	30	41	36	32	17
Lab	38	0	100	0	0	6	86	35	34	43	44	45	38	31	34	44	38	29	35	49	46
Lib Dem	10	0	0	100	0	0	2	36	10	10	12	13	9	8	12	6	18	11	10	5	8
Other	18	0	0	0	100	19	7	14	21	15	15	11	22	20	16	21	15	19	19	14	30

Other Parties Voting Intention

UKIP	12	0	0	0	100	17	4	6	14	9	6	5	16	15	9	15	9	15	13	11	3
SNP / PCY	3	0	0	0	0	0	2	1	3	3	3	1	3	4	3	2	1	0	2	0	24
Green	2	0	0	0	0	0	1	5	3	2	5	3	2	1	2	3	3	2	3	1	3
BNP	1	0	0	0	0	1	0	0	0	1	0	1	1	1	0	1	1	1	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
Other	1	0	0	0	0	1	0	1	1	0	2	1	0	0	1	0	1	1	1	1	0

Non Voters

Would Not Vote	7	0	0	0	0	3	2	4	5	9	11	9	7	3	6	8	10	5	10	6	3
Don't know	16	0	0	0	0	14	11	19	10	22	15	17	15	17	14	19	14	19	15	15	14

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

	Mar 9-10	Mar 10-11																				
Approve	31	33	83	5	45	18	60	9	31	38	28	29	34	31	36	38	26	34	38	33	31	19
Disapprove	55	52	9	85	39	71	27	79	55	52	53	48	48	56	53	49	57	49	44	54	57	71
Don't know	15	15	8	10	16	11	13	12	14	10	19	23	18	13	11	13	17	18	18	13	13	10

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

Feb 24-25
Mar 10-11

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

The economy	61	60	65	60	70	45	60	63	65	59	60	53	55	64	60	62	56	53	60	55	60	75
Immigration & Asylum	51	53	62	43	27	92	70	43	40	51	54	35	42	57	64	47	61	47	56	52	57	40
Health	31	31	24	43	31	23	24	42	34	27	35	30	24	32	37	35	26	26	32	32	34	28
Welfare benefits	30	28	31	29	20	35	32	27	31	25	32	25	27	32	27	28	30	25	31	25	30	29
Europe	12	17	25	10	13	36	26	9	12	22	12	16	15	12	26	16	19	17	15	20	18	13
Housing	17	16	12	21	16	7	13	19	20	17	15	17	21	16	11	15	17	29	15	13	14	12
Education	14	15	14	17	30	4	11	18	19	14	16	23	17	13	13	18	11	16	14	16	17	13
Crime	11	12	14	13	6	13	14	12	8	13	12	10	17	10	11	11	14	22	10	12	11	11
Pensions	16	12	11	13	15	8	10	13	12	13	11	6	8	14	17	13	11	11	10	15	11	22
Tax	10	11	11	11	8	12	9	9	9	13	8	13	15	11	6	10	11	10	9	11	10	16
The environment	13	11	7	9	21	5	7	7	16	12	10	19	13	9	8	13	9	11	11	13	9	11
Family life & childcare	6	7	5	7	12	4	5	8	8	6	7	8	11	5	5	7	6	6	8	8	5	9
Transport	3	2	3	2	8	1	1	3	4	4	1	4	2	2	2	3	2	3	2	3	2	1
None of these	0	1	1	0	2	0	0	0	1	0	1	1	0	1	0	1	1	0	0	1	1	1
Don't know	2	2	1	1	0	0	1	2	1	2	3	7	3	1	1	3	2	2	3	2	2	1

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	54	52	55	44	49	52	52	53	47	45	51	54	46	53	46	44	49	51	50	59
Health	35	36	33	43	38	33	34	41	39	31	40	31	24	34	51	36	35	27	37	35	39	37
Pensions	30	30	35	31	25	23	33	31	28	29	31	12	18	30	49	32	28	24	29	29	31	44
Tax	20	22	29	22	20	17	24	19	19	28	17	24	32	22	14	25	18	28	20	19	24	23
Immigration & Asylum	17	16	20	10	8	40	24	11	12	18	14	7	9	18	24	13	20	19	15	18	16	11
Education	14	14	15	18	16	5	12	18	14	12	16	27	18	14	6	17	10	18	15	11	15	12
Family life & childcare	12	14	10	15	19	9	12	16	16	11	16	5	26	13	7	14	13	14	15	14	11	14
Housing	14	13	8	17	21	10	8	13	20	15	11	25	22	8	5	13	13	22	14	12	8	11
Welfare benefits	16	13	6	19	9	15	11	14	13	11	15	15	11	17	10	10	17	13	12	12	16	7
The environment	9	10	9	8	18	6	6	9	15	10	9	11	8	10	10	10	9	9	11	11	8	8
Europe	7	8	11	4	3	26	15	5	6	10	6	6	4	6	15	8	8	10	7	11	8	5
Crime	9	7	7	6	9	13	8	6	7	7	8	4	6	9	8	8	7	10	5	7	9	7
Transport	8	7	7	8	7	5	5	5	10	9	5	18	6	5	6	7	6	8	6	9	7	4
None of these	4	5	6	3	3	2	6	5	2	4	6	5	5	5	5	4	7	2	5	5	6	3
Don't know	3	4	2	2	3	3	2	5	2	3	4	10	4	3	2	3	4	7	3	4	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.
Age and Gender		
Male 18 to 24	71	122
Male 25 to 39	174	257
Male 40 to 59	403	345
Male 60 +	336	265
Female 18 to 24	101	120
Female 25 to 39	245	259
Female 40 to 59	420	353
Female 60 +	290	318
Region		
North England	453	502
Midlands	298	335
1	190	196
London	275	261
South England	489	467
Wales	95	102
Scotland	240	177
Social Grade		
AB	821	571
C1	561	592
C2	279	429
DE	379	449
Newspaper Type		
Express / Mail	388	326
Sun / Star	187	479
Mirror / Record	123	204
Guardian / Independent	190	92
FT / Times / Telegraph	182	194
Other Paper	302	235
No Paper	668	510
Political Party Identification		
Labour	616	653
Conservative	569	571
Liberal Democrat	177	224
SNP/Plaid Cymru	62	35
Others	134	47
None/ DK	482	510

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