

YouGov / The Sun Survey Results

Sample Size: 2284 GB Adults
Fieldwork: 17th - 18th 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	2284	603	673	187	188	660	546	460	1108	1176	272	578	781	653	1302	982	292	742	489	562	199	
Unweighted Sample	2284	557	674	157	241	629	563	466	1107	1177	239	470	884	691	1541	743	353	687	445	495	304	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	80	4	12	34	33	27	32	30	42	38	28	33	43	35	27	21
Lab	38	0	100	0	0	3	86	35	35	40	40	42	41	31	35	41	45	29	38	48	33
Lib Dem	11	0	0	100	0	2	2	35	11	10	18	13	10	7	13	7	10	12	8	9	14
Other	18	0	0	0	100	15	9	18	19	16	15	13	19	21	14	23	11	16	19	16	33

Other Parties Voting Intention

UKIP	11	0	0	0	100	14	4	8	12	9	4	5	11	16	7	15	7	12	14	11	2
SNP / PCY	3	0	0	0	0	0	2	2	4	2	4	3	3	3	3	4	1	0	2	0	27
Green	3	0	0	0	0	0	2	6	2	3	4	2	3	2	3	2	3	3	2	3	1
BNP	1	0	0	0	0	0	0	0	1	1	1	1	1	0	0	1	0	0	0	2	0
Respect	0	0	0	0	0	0	1	0	0	1	1	1	0	0	0	0	0	0	1	0	1
Other	1	0	0	0	0	0	0	1	0	1	1	1	0	0	1	0	0	1	0	0	1

Non Voters

Would Not Vote	9	0	0	0	0	2	4	5	8	10	15	13	9	2	8	10	6	9	8	10	7
Don't know	14	0	0	0	0	10	10	17	8	19	16	16	13	10	11	17	13	15	18	10	9

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

		Mar 13-14																				
Approve	30	31	83	5	38	17	65	7	25	35	27	27	29	28	37	36	23	34	34	31	27	24
Disapprove	55	54	9	88	43	74	23	84	62	53	55	44	51	61	52	49	60	53	45	54	63	62
Don't know	15	15	8	7	19	9	12	9	13	12	18	29	20	11	11	14	17	14	21	15	10	14

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

Mar 3-4
Mar 17-18

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that

Sticks to what he believes in	23	22	45	12	23	22	39	11	21	24	21	16	19	21	29	23	22	22	24	23	22	17
Charismatic	16	17	32	10	26	9	27	9	18	18	15	20	20	13	16	21	11	20	20	14	13	13
Decisive	15	15	32	7	23	7	27	6	14	14	15	12	15	14	16	17	12	13	14	18	13	12
Good in a crisis	14	15	39	4	19	7	32	3	12	17	13	16	13	12	20	17	12	17	19	13	12	10
A natural leader	14	14	31	7	16	6	23	7	12	14	13	12	15	12	14	16	11	16	15	10	15	8
Strong	16	13	33	5	15	7	27	5	10	14	13	10	14	14	14	14	12	13	14	14	14	10
Honest	13	12	31	3	17	8	27	3	10	13	11	7	7	10	20	14	9	13	16	10	9	7
In touch with the concerns of ordinary people	6	6	17	1	5	1	12	2	4	6	6	5	5	5	9	6	6	5	6	9	5	5
None of these	46	45	12	63	26	64	23	66	48	45	44	33	37	52	48	40	51	39	41	47	49	52
Don't know	7	9	5	4	5	4	5	5	5	6	11	18	14	7	2	6	12	8	9	9	8	7

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that app

In touch with the concerns of ordinary people	26	23	6	54	28	6	8	44	27	23	23	28	18	23	25	24	22	28	19	22	26	23
Sticks to what he believes in	18	16	7	38	12	6	6	32	16	18	15	13	16	15	20	17	16	20	15	12	21	15
Honest	17	15	4	37	14	3	4	33	17	18	13	12	11	18	17	17	14	18	14	16	15	15
Decisive	8	9	4	21	11	0	4	18	8	9	9	13	11	7	8	10	7	13	8	9	10	7
Strong	7	6	3	16	4	0	2	12	5	6	7	8	5	6	6	7	6	10	6	5	8	3
Charismatic	5	5	2	9	4	4	3	8	3	5	4	5	4	4	6	4	6	5	3	4	7	4
Good in a crisis	4	5	1	12	2	1	1	11	2	5	5	5	5	5	3	5	4	7	4	4	5	4
A natural leader	4	4	1	10	4	1	1	9	2	4	4	5	4	4	4	4	5	8	2	4	5	2
None of these	49	50	74	18	45	78	73	26	52	52	48	35	43	53	59	50	51	44	57	48	45	54
Don't know	11	12	7	8	7	5	7	9	8	7	16	21	19	10	4	9	15	10	12	13	12	10

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all

Honest	11	11	18	6	37	7	15	5	18	14	9	13	9	14	10	14	8	12	14	12	9	8
In touch with the concerns of ordinary people	12	10	12	7	37	4	10	6	17	10	10	13	9	10	9	12	8	9	11	10	8	10
Charismatic	10	9	14	8	25	5	12	7	14	11	8	9	12	9	8	12	6	10	11	7	8	9
Sticks to what he believes in	8	8	12	3	27	5	9	4	13	7	8	5	5	9	11	8	7	7	8	9	7	8
A natural leader	5	4	5	3	14	2	3	2	7	4	4	5	5	3	3	5	3	4	5	3	3	4
Decisive	5	4	3	3	16	3	3	2	7	4	4	5	5	3	3	5	2	6	3	3	4	2
Good in a crisis	4	3	4	3	14	2	4	2	5	4	3	7	4	4	2	5	2	5	4	3	3	2
Strong	4	3	3	2	11	1	2	1	6	3	2	2	4	2	2	4	1	4	3	2	2	1
None of these	60	60	53	71	14	82	59	74	52	63	58	46	52	62	71	56	65	58	57	63	63	63
Don't know	10	12	7	8	7	5	7	8	8	7	16	18	18	11	5	9	15	10	14	11	11	9

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	92	137
Male 25 to 39	211	288
Male 40 to 59	453	386
Male 60 +	351	297
Female 18 to 24	147	135
Female 25 to 39	259	290
Female 40 to 59	431	395
Female 60 +	340	356
Region		
North England	495	562
Midlands	337	375
1	187	219
London	353	292
South England	500	523
Wales	108	114
Scotland	304	199
Social Grade		
AB	924	639
C1	617	662
C2	317	480
DE	426	503
Newspaper Type		
Express / Mail	416	365
Sun / Star	243	537
Mirror / Record	152	228
Guardian / Independent	184	103
FT / Times / Telegraph	185	217
Other Paper	331	263
No Paper	773	571
Political Party Identification		
Labour	728	731
Conservative	596	640
Liberal Democrat	187	251
SNP/Plaid Cymru	82	39
Others	166	53
None/ DK	525	571

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