

YouGov / The Sun Survey Results

Sample Size: 2143 GB Adults
Fieldwork: 22nd - 23rd April 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	2143	526	604	157	238	651	550	435	1039	1104	255	542	733	613	1222	921	274	696	459	527	186
Unweighted Sample	2143	465	671	138	251	565	591	465	1058	1085	202	473	886	582	1382	761	304	629	426	507	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	4	12	33	31	25	31	32	36	35	28	33	41	30	26	21
Lab	37	0	100	0	0	4	86	33	34	40	38	45	37	30	34	41	38	30	33	48	40
Lib Dem	10	0	0	100	0	1	1	38	10	9	14	10	8	9	12	6	14	10	11	7	4
Other	21	0	0	0	100	20	9	18	23	19	24	13	23	25	19	25	15	19	26	18	34

Other Parties Voting Intention

UKIP	15	0	0	0	100	18	7	9	16	13	15	5	17	19	12	18	11	15	20	15	3
SNP / PCY	3	0	0	0	0	0	1	1	4	3	5	4	3	3	3	4	1	0	2	0	26
Green	2	0	0	0	0	1	0	6	2	2	2	3	2	1	2	2	2	2	3	1	2
BNP	0	0	0	0	0	0	0	0	0	1	0	1	0	1	1	0	0	0	1	1	2
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	0	0	1	1	1	1	0	1	1	0	1	1	1	0	0	1

Non Voters

Would Not Vote	8	0	0	0	0	2	3	6	5	10	14	10	6	4	6	10	5	7	7	12	3
Don't know	16	0	0	0	0	16	12	19	10	22	13	19	16	16	15	17	15	18	16	16	13

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

		April 21-22	April 22-23																			
Approve	31	32	87	7	50	12	62	11	29	38	26	25	34	31	33	36	26	32	36	33	26	27
Disapprove	52	54	6	85	37	78	26	79	58	53	54	50	48	57	57	50	59	52	48	54	59	60
Don't know	16	15	7	8	13	10	12	10	13	9	20	25	19	12	10	14	15	16	15	13	16	13

Which of these would make the best Prime Minister?

		April 8-9	April 22-23																			
David Cameron	36	34	92	5	26	30	73	8	22	40	29	31	34	34	36	38	30	35	39	36	28	29
Ed Miliband	20	19	0	58	7	3	2	46	18	21	17	21	20	17	19	19	20	18	17	18	23	23
Nick Clegg	6	5	0	4	41	3	2	3	15	6	5	7	7	4	4	6	4	8	6	4	5	4
Don't know	39	41	7	33	26	64	22	42	45	33	49	40	39	44	40	37	46	39	38	42	44	45

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	88	129
Male 25 to 39	209	270
Male 40 to 59	443	362
Male 60 +	318	279
Female 18 to 24	114	126
Female 25 to 39	264	272
Female 40 to 59	443	371
Female 60 +	264	334
Region		
North England	507	527
Midlands	316	351
East	173	206
London	304	274
South England	456	491
Wales	110	107
Scotland	277	186
Social Grade		
AB	826	600
C1	556	621
C2	316	450
DE	445	471
Newspaper Type		
Express / Mail	383	343
Sun / Star	229	504
Mirror / Record	166	214
Guardian / Independent	160	96
FT / Times / Telegraph	142	204
Other Paper	343	246
No Paper	720	536
Political Party Identification		
Labour	763	686
Conservative	509	600
Liberal Democrat	199	236
SNP/Plaid Cymru	64	36
Others	133	49
None/ DK	475	536

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