

YouGov / The Sun Survey Results

Sample Size: 1968 GB Adults
Fieldwork: 13th - 14th May 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	1968	500	547	162	197	581	455	425	954	1014	234	498	673	563	1122	846	252	640	421	484	171	
Unweighted Sample	1968	453	581	144	220	535	490	424	966	1002	193	412	804	559	1294	674	249	557	429	475	258	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	5	11	35	30	28	24	30	42	37	25	34	35	37	30	14
Lab	35	0	100	0	0	5	83	27	33	37	38	42	38	27	32	40	41	26	37	42	38
Lib Dem	10	0	0	100	0	0	2	39	10	11	11	13	9	10	11	10	10	16	6	9	9
Other	22	0	0	0	100	19	10	22	22	22	23	21	23	21	20	25	15	23	20	19	39

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	5	9	13	12	6	7	15	16	11	16	6	16	13	14	5
SNP / PCY	4	0	0	0	0	0	2	3	4	3	7	4	4	2	4	3	1	0	2	0	31
Green	4	0	0	0	0	1	2	9	3	5	9	7	3	1	3	5	8	5	4	3	2
BNP	1	0	0	0	0	0	0	1	1	1	0	2	0	1	1	1	0	1	0	1	0
Respect	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Other	1	0	0	0	0	0	0	1	1	1	0	1	1	1	1	0	0	1	0	1	1

Non Voters

Would Not Vote	8	0	0	0	0	3	3	5	8	9	15	13	8	2	7	10	9	9	8	9	4
Don't know	13	0	0	0	0	10	10	15	9	17	15	16	12	11	11	16	17	13	11	12	14

May
12-13
May
13-14

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

Approve	31	32	84	8	49	20	63	10	29	39	26	30	27	32	39	37	27	32	37	35	28	20
Disapprove	54	52	6	83	34	70	25	80	54	50	54	42	54	58	48	48	58	49	46	51	58	67
Don't know	16	16	9	9	17	10	11	11	17	11	19	27	20	11	13	16	15	19	17	15	13	13

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

Which of these would make the best Prime Minister?

	May 6-7	May 13-14																				
David Cameron	35	36	95	6	25	29	74	11	23	40	32	35	28	34	45	41	29	34	40	38	34	22
Ed Miliband	21	19	0	58	6	6	3	46	18	22	17	14	22	22	16	18	22	20	15	22	21	23
Nick Clegg	4	5	1	2	38	0	1	2	15	4	5	4	5	5	3	5	4	6	5	3	4	4
Don't know	39	40	3	34	31	65	22	42	44	34	47	47	45	39	35	37	45	39	40	37	41	52

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

	April 29-30	May 13-14																				
Strongly support	3	4	6	1	19	2	5	0	8	5	2	4	2	3	5	4	4	3	5	4	2	4
Tend to support	25	26	54	10	52	15	42	9	34	30	23	24	27	27	27	31	20	28	32	27	23	14
TOTAL SUPPORT	28	30	60	11	71	17	47	9	42	35	25	28	29	30	32	35	24	31	37	31	25	18
Tend to oppose	30	29	27	31	21	38	30	32	27	25	34	27	32	28	29	30	28	32	26	26	32	38
Strongly oppose	30	28	10	51	4	39	17	50	25	33	25	14	23	32	35	25	33	25	26	30	31	34
TOTAL OPOSE	60	57	37	82	25	77	47	82	52	58	59	41	55	60	64	55	61	57	52	56	63	72
Don't know	12	12	3	7	5	5	6	8	6	7	17	30	16	10	4	10	15	12	12	12	12	11

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	82	118
Male 25 to 39	170	248
Male 40 to 59	404	333
Male 60 +	310	256
Female 18 to 24	111	116
Female 25 to 39	242	250
Female 40 to 59	400	340
Female 60 +	249	307
Region		
North England	475	484
Midlands	304	323
East	166	189
London	249	252
South England	391	451
Wales	125	98
Scotland	258	171
Social Grade		
AB	748	551
C1	546	571
C2	270	413
DE	404	433
Newspaper Type		
Express / Mail	396	315
Sun / Star	224	462
Mirror / Record	132	197
Guardian / Independent	155	89
FT / Times / Telegraph	143	187
Other Paper	306	226
No Paper	612	492
Political Party Identification		
Labour	669	630
Conservative	475	551
Liberal Democrat	182	216
SNP/Plaid Cymru	66	33
Others	125	45
None/ DK	451	492

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