

YouGov / The Sun Survey Results

Sample Size: 2070 GB Adults
Fieldwork: 25th - 26th 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	2070	579	609	149	185	617	509	414	1004	1066	246	524	708	592	1180	890	265	673	443	509	180	
Unweighted Sample	2070	540	648	134	205	590	530	439	968	1102	195	510	794	571	1431	639	305	661	437	445	222	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	81	4	15	36	35	32	34	31	43	39	30	37	43	36	30	20
Lab	37	0	100	0	0	3	84	33	36	39	40	38	42	31	34	41	42	27	43	42	41
Lib Dem	9	0	0	100	0	1	2	33	10	8	11	11	9	7	12	5	8	12	5	9	11
Other	18	0	0	0	100	15	9	19	18	18	17	17	18	20	15	24	14	18	17	19	28

Other Parties Voting Intention

UKIP	11	0	0	0	100	14	5	8	11	11	6	7	12	15	9	15	9	14	11	14	2
SNP / PCY	3	0	0	0	0	1	2	2	4	3	7	4	3	3	3	4	1	1	3	1	23
Green	2	0	0	0	0	0	1	7	2	2	2	4	2	1	2	3	3	2	2	3	1
BNP	0	0	0	0	0	0	0	0	0	1	0	1	1	0	0	1	0	0	0	1	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	0	1	1	1	1	2	1	1	0	1	1	0	1	1	1	2

Non Voters

Would Not Vote	7	0	0	0	0	3	3	3	6	8	12	9	6	4	5	9	6	7	7	9	3
Don't know	14	0	0	0	0	10	8	17	10	18	20	18	12	10	13	16	14	14	16	14	9

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

	Mar 24-25	Mar 25-26																				
Approve	33	35	89	6	45	13	72	10	28	38	31	26	35	32	42	41	26	38	42	33	26	29
Disapprove	51	51	6	85	39	70	20	80	59	49	52	49	47	55	49	46	57	45	43	50	59	63
Don't know	16	15	5	9	17	17	9	10	13	13	17	25	18	13	9	13	17	16	15	16	14	8

Which of these would make the best Prime Minister?

	Mar 18-19	Mar 25-26																				
David Cameron	34	37	94	6	22	30	80	9	22	39	35	29	34	34	45	43	29	39	45	35	30	26
Ed Miliband	22	19	1	55	14	3	3	45	17	19	19	22	18	21	17	18	21	18	15	19	24	23
Nick Clegg	6	6	1	2	44	5	1	3	17	7	4	6	8	5	5	7	3	6	7	2	7	6
Don't know	37	38	4	38	20	62	16	43	44	35	42	43	40	40	33	32	47	37	34	43	39	44

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	124
Male 25 to 39	208	261
Male 40 to 59	381	350
Male 60 +	297	269
Female 18 to 24	113	122
Female 25 to 39	302	263
Female 40 to 59	413	358
Female 60 +	274	323
Region		
North England	445	509
Midlands	308	339
1	181	199
London	305	265
South England	480	474
Wales	129	103
Scotland	222	180
Social Grade		
AB	814	580
C1	617	600
C2	283	435
DE	356	455
Newspaper Type		
Express / Mail	390	331
Sun / Star	210	486
Mirror / Record	142	207
Guardian / Independent	150	93
FT / Times / Telegraph	139	197
Other Paper	345	238
No Paper	694	517
Political Party Identification		
Labour	701	662
Conservative	551	580
Liberal Democrat	181	228
SNP/Plaid Cymru	53	35
Others	133	48
None/ DK	451	518

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