

YouGov / The Sun Survey Results

Sample Size: 2144 GB Adults
Fieldwork: 7th - 8th April 2014

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region						
	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	2144	561	629	168	222	661	523	443	1040	1104	255	542	733	613	1222	922	274	697	459	527	187	
Unweighted Sample	2144	513	679	148	242	623	588	442	1051	1093	201	476	891	576	1417	727	288	680	449	480	247	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	4	12	33	34	21	34	31	40	36	30	35	45	31	23	21
Lab	37	0	100	0	0	2	87	33	37	38	43	42	39	29	36	39	39	25	42	47	40
Lib Dem	10	0	0	100	0	2	1	39	10	10	19	11	9	7	11	8	8	13	10	8	6
Other	19	0	0	0	100	19	8	17	20	19	17	13	21	24	17	23	17	16	17	22	32

Other Parties Voting Intention

UKIP	13	0	0	0	100	19	4	11	14	12	8	5	15	19	11	17	12	13	15	17	2
SNP / PCY	3	0	0	0	0	0	2	1	3	2	3	3	3	3	3	3	0	0	1	0	28
Green	2	0	0	0	0	0	2	4	2	2	4	2	2	1	2	2	3	2	1	2	2
BNP	1	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	0	0	0	0	0	0	0	1	1	0	0	1	0	0	0	1	1	0	0	1	0

Non Voters

Would Not Vote	7	0	0	0	0	3	2	4	5	9	16	11	6	2	6	9	4	8	6	10	5
Don't know	14	0	0	0	0	11	9	21	9	18	14	14	13	15	14	14	14	14	15	14	11

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

	April 6-7	April 7-8																				
Approve	29	33	85	7	41	18	66	11	23	37	29	28	33	32	36	37	28	36	41	31	25	21
Disapprove	55	53	7	86	42	74	24	79	63	53	53	46	51	57	54	50	57	48	43	56	63	61
Don't know	16	14	8	7	17	8	10	10	14	10	18	26	16	12	11	13	16	16	16	13	11	18

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

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

	Mar 24-25	April 7-8																				
The economy	60	57	66	57	69	45	60	58	65	61	54	56	51	61	58	59	55	57	58	56	56	64
Immigration & Asylum	48	51	63	40	29	85	64	45	39	47	56	32	45	53	64	45	60	47	55	55	50	41
Health	36	34	28	45	34	25	26	42	41	33	36	30	26	34	44	36	32	37	33	35	34	37
Welfare benefits	26	28	33	27	14	28	34	26	22	25	31	19	26	31	28	27	28	23	25	28	32	30
Housing	15	18	13	23	25	13	14	21	19	17	18	22	23	16	14	18	18	32	16	17	13	18
Europe	13	17	22	9	9	49	26	10	10	21	13	15	12	16	22	16	18	18	19	16	16	12
Education	17	15	11	20	17	5	9	17	20	13	16	22	16	14	11	18	11	16	15	13	15	13
Pensions	14	14	14	16	12	12	14	17	13	12	15	8	9	16	17	14	14	13	14	12	14	15
Crime	12	12	10	10	7	10	12	10	8	11	13	15	13	10	11	10	14	12	10	14	13	9
The environment	10	11	6	12	25	4	6	10	18	12	10	15	11	10	9	12	8	9	11	12	8	13
Tax	11	10	10	9	15	6	9	9	9	12	8	16	14	9	5	10	9	6	8	10	12	16
Family life & childcare	6	7	5	8	9	3	5	9	8	5	9	8	13	5	4	7	8	7	7	6	8	8
Transport	3	3	3	4	5	2	4	3	3	4	2	4	4	3	2	3	2	5	4	2	2	2
None of these	0	1	0	0	0	1	1	0	0	1	0	0	1	0	0	1	1	1	0	0	1	2
Don't know	3	2	1	1	2	0	1	2	2	2	3	6	4	2	1	2	2	2	2	2	3	2

And 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	51	55	50	58	41	53	52	50	53	49	48	49	56	48	52	49	52	47	50	53	57
Health	38	37	38	42	32	33	37	42	42	34	40	18	25	37	55	37	36	34	35	38	39	40
Pensions	29	30	35	29	31	32	35	32	31	27	33	13	17	30	50	34	26	27	30	30	32	31
Tax	23	22	27	17	22	22	26	16	19	25	18	30	25	22	16	24	19	19	22	22	21	28
Immigration & Asylum	15	17	20	14	5	45	25	14	10	20	15	9	13	18	23	15	20	18	19	19	16	5
Welfare benefits	14	14	8	23	18	16	9	22	14	15	14	12	14	16	14	9	22	9	13	18	16	15
Education	14	13	13	14	14	7	11	13	16	10	15	19	14	17	4	15	9	13	12	13	13	12
Family life & childcare	13	13	12	14	12	6	12	14	16	10	16	12	26	10	8	14	13	13	12	14	17	11
Housing	13	12	9	13	16	14	9	11	14	12	12	29	17	8	6	12	12	26	10	12	9	11
The environment	9	12	9	16	21	4	9	14	17	13	12	10	13	10	15	14	10	12	14	11	9	19
Crime	7	7	6	8	8	8	7	8	4	8	6	9	7	6	8	8	6	7	7	8	8	5
Europe	8	7	9	4	3	26	12	4	3	10	5	4	6	7	10	7	8	6	9	8	6	6
Transport	7	7	7	7	8	5	7	7	6	7	6	10	9	5	5	8	5	12	7	5	5	5
None of these	3	3	2	2	7	3	3	2	4	3	3	2	4	3	3	3	3	4	4	3	2	4
Don't know	4	4	3	3	0	1	2	4	3	4	3	10	5	3	1	3	5	3	4	2	5	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	88	129
Male 25 to 39	219	270
Male 40 to 59	445	362
Male 60 +	299	279
Female 18 to 24	113	126
Female 25 to 39	257	272
Female 40 to 59	446	371
Female 60 +	277	334
Region		
North England	480	527
Midlands	321	352
East	195	206
London	288	274
South England	485	491
Wales	128	107
Scotland	247	187
Social Grade		
AB	788	600
C1	629	622
C2	298	450
DE	429	472
Newspaper Type		
Express / Mail	404	343
Sun / Star	221	504
Mirror / Record	152	214
Guardian / Independent	177	96
FT / Times / Telegraph	135	204
Other Paper	317	247
No Paper	738	536
Political Party Identification		
Labour	760	686
Conservative	556	600
Liberal Democrat	197	236
SNP/Plaid Cymru	55	36
Others	123	49
None/ DK	453	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