

YouGov / The Sun Survey Results

Sample Size: 2061 GB Adults
Fieldwork: 8th - 9th 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	2061	531	576	154	223	609	483	428	1000	1061	245	521	705	589	1175	886	264	670	441	507	179	
Unweighted Sample	2061	471	605	127	258	579	488	410	1021	1040	265	360	776	660	1331	730	265	660	423	455	258	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	3	14	35	32	36	31	31	38	38	26	35	37	37	29	24
Lab	36	0	100	0	0	5	83	31	32	41	38	38	41	29	35	39	38	28	38	45	36
Lib Dem	10	0	0	100	0	2	1	36	9	11	8	10	8	12	10	9	6	13	8	10	6
Other	21	0	0	0	100	18	12	20	24	17	19	20	20	22	17	26	21	22	17	16	34

Other Parties Voting Intention

UKIP	14	0	0	0	100	16	8	12	16	12	7	11	15	18	11	19	12	19	14	13	1
SNP / PCY	4	0	0	0	0	1	3	3	5	2	6	6	3	2	3	4	2	0	1	1	30
Green	2	0	0	0	0	1	1	4	2	2	5	3	1	1	2	1	3	2	1	2	1
BNP	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	1	1	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	1	1	0	1	1	0	0	1	1	0	1	1	1	0	0	2

Non Voters

Would Not Vote	8	0	0	0	0	3	3	4	8	9	20	12	6	3	6	11	8	7	11	9	4
Don't know	14	0	0	0	0	10	11	18	9	20	20	14	14	13	13	17	19	13	16	14	11

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

	April 7-8	April 8-9																				
Approve	33	32	87	5	43	19	66	8	26	37	28	28	32	28	39	38	24	30	36	34	29	22
Disapprove	53	54	5	86	47	71	22	83	60	54	54	43	54	60	51	49	61	53	50	51	60	61
Don't know	14	14	9	9	10	10	12	9	14	10	18	29	14	12	10	13	15	17	14	15	11	17

Which of these would make the best Prime Minister?

	Mar 25-26	April 8-9																				
David Cameron	37	36	94	4	20	34	76	9	24	41	32	36	34	33	42	41	29	40	39	38	31	25
Ed Miliband	19	20	0	63	6	2	2	54	17	21	19	14	19	24	19	19	22	20	15	19	27	23
Nick Clegg	6	6	0	2	44	2	1	2	17	6	5	5	8	5	5	6	5	3	6	5	7	5
Don't know	38	39	5	31	29	62	21	35	41	32	45	46	40	38	35	34	45	38	40	39	34	47

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	113	124
Male 25 to 39	164	260
Male 40 to 59	391	348
Male 60 +	353	268
Female 18 to 24	152	122
Female 25 to 39	196	262
Female 40 to 59	385	357
Female 60 +	307	322
Region		
North England	455	507
Midlands	307	338
East	214	198
London	265	264
South England	446	472
Wales	116	103
Scotland	258	179
Social Grade		
AB	752	577
C1	579	598
C2	263	433
DE	467	453
Newspaper Type		
Express / Mail	373	330
Sun / Star	233	484
Mirror / Record	162	206
Guardian / Independent	207	93
FT / Times / Telegraph	149	196
Other Paper	283	237
No Paper	654	515
Political Party Identification		
Labour	652	660
Conservative	505	577
Liberal Democrat	159	227
SNP/Plaid Cymru	68	35
Others	163	47
None/ DK	514	515

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