

YouGov / The Sun Survey Results

Sample Size: 2098 GB Adults
Fieldwork: 12th - 13th 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	2098	554	625	182	161	648	501	420	1018	1080	250	531	717	600	1196	902	269	682	449	516	182	
Unweighted Sample	2098	538	637	144	189	641	526	411	1034	1064	191	460	828	619	1385	713	317	651	419	454	257	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	78	5	10	33	34	28	31	33	38	39	26	38	40	36	26	16
Lab	38	0	100	0	0	5	85	33	37	39	41	43	40	30	33	44	32	29	41	51	34
Lib Dem	11	0	0	100	0	2	2	38	11	10	17	11	11	9	12	9	13	13	9	9	10
Other	18	0	0	0	100	15	9	20	19	17	14	15	17	23	15	22	17	18	14	14	40

Other Parties Voting Intention

UKIP	10	0	0	0	100	13	5	9	10	9	3	5	9	17	8	12	10	11	9	11	4
SNP / PCY	4	0	0	0	0	0	3	3	5	3	6	4	4	4	4	5	1	1	3	1	33
Green	2	0	0	0	0	1	1	6	2	3	5	4	2	1	3	2	4	4	1	1	2
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Respect	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	1	0	1	0
Other	1	0	0	0	0	0	0	0	2	1	0	0	2	1	0	2	2	1	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	1	4	5	6	9	16	10	7	2	6	9	6	6	8	9	6
Don't know	14	0	0	0	0	14	9	14	9	18	12	14	12	16	14	13	11	13	15	15	14

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

	Mar 11-12	Mar 12-13																				
Approve	32	32	82	9	38	12	65	8	22	35	29	33	29	30	36	38	24	39	38	32	25	20
Disapprove	53	53	7	85	42	77	21	84	64	54	53	42	53	58	53	48	61	44	48	51	62	70
Don't know	15	15	11	6	21	11	13	7	14	10	18	26	17	12	11	14	15	17	14	17	13	10

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

		Feb 26-27	Mar 12-13																			
Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?																						
It seems rather old and tired																						
Applies most to the Conservatives	34	36	6	65	43	23	11	59	47	38	34	40	39	38	29	33	39	28	35	34	39	46
Applies most to Labour	27	27	53	5	38	38	50	7	22	30	24	21	25	26	32	31	21	35	29	27	23	19
Applies most to the Liberal Democrats	14	13	17	12	1	24	16	15	8	12	14	7	8	14	19	13	13	11	13	13	15	14
Applies to none of them	9	11	15	11	11	12	13	11	12	11	12	13	10	13	10	12	11	12	11	14	10	9
Don't know	15	13	8	7	6	4	10	8	11	9	16	18	18	9	10	11	15	13	12	12	14	12
Even if I don't always agree with it, at least its heart is in the right place'																						
Applies most to the Conservatives	23	23	63	3	7	17	53	4	8	25	21	15	17	23	31	26	19	28	29	25	14	12
Applies most to Labour	32	32	6	76	16	13	7	67	32	33	31	32	30	35	30	28	36	28	26	32	40	34
Applies most to the Liberal Democrats	14	16	13	8	71	8	14	7	35	17	15	19	18	15	14	19	12	18	17	14	14	18
Applies to none of them	19	20	12	9	4	57	20	14	19	17	23	16	21	21	20	20	21	16	20	19	22	27
Don't know	12	9	6	5	2	5	7	8	6	8	11	18	14	7	5	8	12	9	8	10	10	9
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	18	19	52	4	14	8	39	6	10	23	16	23	18	17	22	21	17	21	24	17	16	13
Applies most to Labour	21	23	7	51	14	9	7	47	23	25	21	19	20	25	24	21	25	20	19	26	26	22
Applies most to the Liberal Democrats	6	8	5	7	28	6	6	5	13	8	9	10	11	8	5	8	8	8	9	7	9	6
Applies to none of them	39	36	27	30	35	69	37	33	45	34	38	27	33	38	42	38	34	34	36	35	36	46
Don't know	17	13	9	8	10	8	11	9	9	10	16	21	18	12	8	12	15	17	12	15	12	13
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	50	51	19	80	51	49	26	77	67	51	51	41	44	58	52	48	55	45	44	48	62	64
Applies most to Labour	21	22	48	7	24	25	43	7	15	23	21	21	21	20	27	27	16	26	27	22	16	14
Applies most to the Liberal Democrats	7	9	14	6	19	11	11	6	7	11	7	15	11	8	6	9	9	6	13	8	8	6
Applies to none of them	7	6	9	3	2	10	8	3	6	5	7	6	7	6	7	7	6	7	7	6	7	5
Don't know	14	11	10	4	4	5	12	7	5	9	13	17	16	9	7	10	14	15	9	16	8	12

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	81	126
Male 25 to 39	206	264
Male 40 to 59	408	355
Male 60 +	339	273
Female 18 to 24	110	124
Female 25 to 39	254	266
Female 40 to 59	420	363
Female 60 +	280	327
Region		
North England	454	516
Midlands	316	344
1	184	201
London	317	269
South England	467	480
Wales	103	105
Scotland	257	182
Social Grade		
AB	768	587
C1	617	608
C2	301	441
DE	412	462
Newspaper Type		
Express / Mail	403	336
Sun / Star	224	493
Mirror / Record	129	210
Guardian / Independent	169	94
FT / Times / Telegraph	138	199
Other Paper	290	241
No Paper	745	524
Political Party Identification		
Labour	680	671
Conservative	601	587
Liberal Democrat	162	231
SNP/Plaid Cymru	67	36
Others	136	48
None/ DK	452	525

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