

YouGov / The Sun Survey Results

Sample Size: 1680 GB Adults
Fieldwork: 11th - 12th 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	1680	464	482	116	184	500	422	344	815	865	200	425	575	480	958	722	215	546	360	413	146	
Unweighted Sample	1680	465	443	97	217	524	380	349	757	923	152	335	703	490	1087	593	289	508	307	396	180	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	77	4	14	34	36	34	28	30	45	38	30	28	46	33	28	25
Lab	36	0	100	0	0	6	81	37	36	36	45	38	36	31	35	37	45	25	36	44	38
Lib Dem	9	0	0	100	0	1	1	34	9	8	3	11	11	6	11	6	14	10	9	6	1
Other	21	0	0	0	100	16	13	15	21	20	18	22	23	18	17	26	13	18	22	22	36

Other Parties Voting Intention

UKIP	14	0	0	0	100	14	10	7	13	15	11	13	15	13	12	17	9	14	16	17	5
SNP / PCY	3	0	0	0	0	0	1	1	3	2	3	4	3	2	2	4	0	0	1	0	24
Green	3	0	0	0	0	0	2	6	3	3	4	4	4	2	3	4	3	3	3	4	4
BNP	1	0	0	0	0	0	0	1	1	0	0	1	0	1	0	2	0	1	1	1	1
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	1	0	0	1	0	0	1	1	0	0	1	1	0	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	2	3	3	6	7	12	11	5	2	6	8	6	8	7	6	4
Don't know	13	0	0	0	0	11	13	16	9	18	12	18	13	11	12	15	12	14	16	12	11

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

		May 8-9																			
		May 11-12																			
Approve	32	87	5	39	11	64	9	26	35	29	30	26	30	40	35	27	33	38	32	26	27
Disapprove	52	6	86	50	77	24	81	63	53	53	43	53	58	51	51	56	51	41	54	64	63
Don't know	16	7	9	11	11	12	10	10	12	19	28	21	12	9	14	17	16	21	14	11	10

Sample Size: 1680 GB Adults
Fieldwork: 11th - 12th 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	1680	464	482	116	184	500	422	344	815	865	200	425	575	480	958	722	215	546	360	413	146		
Unweighted Sample	1680	465	443	97	217	524	380	349	757	923	152	335	703	490	1087	593	289	508	307	396	180		
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		April	May																				
		27-28	11-12																				
National Health Service																							
Conservative	24	24	68	2	13	14	56	6	12	24	23	16	18	21	35	26	20	23	30	22	19	17	
Labour	36	35	10	83	21	22	9	69	40	38	33	37	33	38	34	35	36	40	28	34	42	41	
Liberal Democrat	6	5	4	2	37	0	3	2	14	7	4	3	7	6	3	6	4	7	6	7	3	2	
Other	6	7	1	2	0	30	6	4	5	7	7	8	8	7	6	5	10	5	6	6	7	14	
None	11	11	7	5	9	20	13	7	12	10	12	8	11	13	11	11	12	10	10	13	12	10	
Don't know	18	18	11	6	20	15	13	12	16	13	21	28	23	15	11	17	19	15	19	19	16	16	
Asylum and immigration																							
Conservative	23	24	64	6	23	6	47	10	18	26	22	15	24	23	29	28	18	25	29	21	20	21	
Labour	16	18	1	53	7	1	5	39	17	16	19	20	18	18	16	17	18	21	13	18	21	20	
Liberal Democrat	7	5	3	4	33	0	2	4	15	7	4	7	7	4	4	7	3	9	6	5	3	2	
Other	22	22	18	10	9	72	26	16	18	22	22	17	19	24	25	19	26	15	20	26	24	22	
None	14	15	8	15	14	13	11	15	19	17	12	11	13	16	16	13	17	15	13	11	17	20	
Don't know	19	17	6	12	14	7	9	17	13	12	21	29	19	16	11	16	17	16	18	18	15	14	
Law and order																							
Conservative	34	36	86	8	31	22	71	13	27	39	33	26	30	34	47	39	31	34	42	33	34	27	
Labour	22	22	1	67	9	6	4	51	22	22	22	20	20	23	22	21	23	25	16	20	28	25	
Liberal Democrat	5	4	0	2	31	1	1	2	13	5	3	7	5	4	2	6	2	8	5	4	2	2	
Other	9	9	3	2	3	42	8	5	8	10	9	9	9	10	8	7	12	6	7	13	8	18	
None	11	11	3	9	8	16	8	12	12	10	11	6	12	11	11	9	13	10	10	12	11	11	
Don't know	19	19	7	13	19	13	8	17	18	14	22	33	24	17	10	18	20	17	20	18	17	18	
Education and schools																							
Conservative	25	25	70	3	9	15	59	5	8	26	24	16	20	23	36	29	19	22	30	25	22	21	
Labour	32	31	7	81	11	17	8	67	32	32	30	32	31	32	30	31	32	36	25	30	38	35	
Liberal Democrat	8	8	4	2	64	4	3	3	26	11	6	8	9	10	6	9	7	13	8	11	6	2	
Other	7	8	1	3	0	33	6	4	7	8	8	8	10	8	7	6	10	7	7	8	7	16	
None	10	11	6	5	6	16	11	7	12	10	11	9	9	11	12	9	12	10	10	11	11	11	
Don't know	18	17	12	7	10	15	13	13	13	14	21	29	21	17	10	16	19	13	21	16	17	16	
Taxation																							
Conservative	30	30	83	3	17	18	66	9	15	32	28	23	24	29	39	35	23	32	36	26	26	25	
Labour	25	27	3	75	8	11	7	59	25	27	26	29	21	29	29	25	29	28	21	26	34	31	
Liberal Democrat	8	6	1	3	51	2	2	3	22	8	5	3	10	6	5	7	5	10	6	9	4	3	
Other	7	8	1	2	0	35	6	4	7	8	8	7	9	8	7	6	11	4	7	8	8	15	
None	11	11	4	6	11	15	9	9	14	11	11	8	13	12	10	9	13	10	10	14	12	9	
Don't know	19	18	8	10	13	19	9	16	17	14	22	30	23	17	10	18	18	16	21	18	16	18	

Sample Size: 1680 GB Adults
Fieldwork: 11th - 12th May 2014

	Total	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	1680	464	482	116	184	500	422	344	815	865	200	425	575	480	958	722	215	546	360	413	146	
Unweighted Sample	1680	465	443	97	217	524	380	349	757	923	152	335	703	490	1087	593	289	508	307	396	180	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		April		May																		
		27-28		11-12																		
Unemployment																						
Conservative	29	29	78	4	14	20	63	11	18	33	26	25	24	29	37	32	26	25	36	31	23	26
Labour	28	27	4	75	18	8	7	56	31	29	26	27	22	29	29	28	25	33	21	24	33	31
Liberal Democrat	5	4	1	1	41	1	2	2	14	5	4	2	7	4	3	5	3	8	4	5	4	1
Other	8	9	1	3	0	39	6	6	7	8	10	8	10	8	9	6	13	5	8	9	8	16
None	11	11	5	6	12	18	10	8	13	11	11	7	13	12	10	10	13	10	11	11	12	14
Don't know	19	19	11	11	15	14	12	15	16	15	23	30	23	17	13	18	19	19	19	19	20	13
The economy in general																						
Conservative	36	36	91	6	27	26	73	13	25	39	33	27	29	34	48	39	32	35	41	37	32	26
Labour	22	22	0	68	4	6	5	50	22	22	22	20	19	25	22	21	23	27	16	20	27	26
Liberal Democrat	5	5	1	3	42	1	1	4	13	6	3	6	5	5	3	6	3	9	6	4	3	1
Other	7	8	0	2	0	34	5	4	7	7	8	8	9	8	6	6	10	5	7	8	7	15
None	11	11	2	9	12	18	8	11	16	12	11	8	14	12	9	11	12	8	10	13	13	13
Don't know	20	19	6	13	15	15	8	18	17	14	23	31	24	16	12	18	19	16	21	17	18	18
Europe																						
Conservative	19	18	55	3	7	0	40	7	9	18	18	15	17	17	23	23	13	19	21	16	17	17
Labour	19	20	3	60	2	3	4	45	20	19	20	22	21	20	18	20	20	22	15	20	23	26
Liberal Democrat	9	8	4	7	53	0	3	6	24	10	6	7	10	9	6	10	5	17	9	7	5	5
Other	21	22	19	10	11	74	28	14	19	25	19	15	18	23	28	19	26	18	22	25	23	22
None	11	12	7	9	9	15	12	11	13	13	11	10	12	13	12	10	14	9	13	12	12	13
Don't know	20	19	12	13	17	8	13	18	15	14	25	31	22	19	13	18	22	16	21	20	20	16
Welfare benefits																						
Conservative	30	31	80	5	24	20	63	12	21	34	28	23	25	29	41	34	27	28	34	31	29	27
Labour	29	28	5	75	13	9	8	57	32	28	28	29	26	30	28	28	28	30	23	27	34	32
Liberal Democrat	6	4	1	3	37	1	2	2	13	5	4	4	7	4	3	6	2	11	4	3	4	1
Other	8	9	2	3	3	41	8	4	8	9	10	8	10	10	8	7	12	8	9	10	7	14
None	10	11	5	7	9	17	11	8	13	11	11	8	13	11	10	10	13	9	11	11	11	14
Don't know	17	16	9	8	13	12	9	15	13	13	19	29	19	15	10	15	17	14	18	17	15	13

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	64	101
Male 25 to 39	135	212
Male 40 to 59	317	284
Male 60 +	241	218
Female 18 to 24	88	99
Female 25 to 39	200	213
Female 40 to 59	386	291
Female 60 +	249	262
Region		
North England	396	413
Midlands	217	276
East	143	161
London	289	215
South England	365	385
Wales	90	84
Scotland	180	146
Social Grade		
AB	630	470
C1	457	487
C2	246	353
DE	347	370
Newspaper Type		
Express / Mail	373	269
Sun / Star	201	395
Mirror / Record	108	168
Guardian / Independent	121	76
FT / Times / Telegraph	134	160
Other Paper	264	193
No Paper	479	420
Political Party Identification		
Labour	479	538
Conservative	476	470
Liberal Democrat	132	185
SNP/Plaid Cymru	44	29
Others	127	39
None/ DK	422	420

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