

YouGov / The Sun Survey Results

Sample Size: 1826 GB Adults
Fieldwork: 3rd - 4th March 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Other	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	1826	490	552	128	186	556	437	387	886	940	217	462	624	522	1041	785	234	593	391	449	159
Unweighted Sample	1826	479	497	97	229	578	411	365	848	978	172	352	716	586	1152	674	258	601	356	416	195
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	75	5	16	33	35	30	35	33	35	38	29	33	42	37	26	19
Lab	38	0	100	0	0	5	87	32	38	38	48	45	35	33	37	40	40	28	39	49	41
Lib Dem	9	0	0	100	0	1	1	36	9	9	6	11	9	8	10	7	11	10	6	10	8
Other	19	0	0	0	100	19	8	15	20	17	17	9	23	23	15	24	16	20	18	15	32

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	5	8	14	12	8	5	17	17	10	17	12	16	13	12	4
SNP / PCY	3	0	0	0	0	0	1	1	3	3	4	2	3	4	2	4	1	0	2	0	26
Green	2	0	0	0	0	1	1	4	2	2	3	1	3	2	2	2	2	3	2	1	2
BNP	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	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	0	0	0	0	0	0	0	1	0	1	0	0	1	0	1	0	0	0	0	1	1

Non Voters

Would Not Vote	7	0	0	0	0	2	1	4	8	7	17	10	5	3	7	8	9	9	6	6	6
Don't know	14	0	0	0	0	10	9	17	10	17	19	11	18	9	13	14	16	14	14	13	11

Mar 2-3
Mar 3-4

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

Approve	31	32	84	6	42	11	61	9	29	35	29	28	33	32	32	36	26	32	38	32	28	18
Disapprove	55	55	7	87	39	74	25	84	58	56	53	45	52	57	58	52	58	48	49	56	60	68
Don't know	15	14	10	8	19	15	13	7	13	9	18	28	14	12	10	12	15	21	13	12	12	14

Sample Size: 1826 GB Adults
Fieldwork: 3rd - 4th March 2014

Weighted Sample
Unweighted Sample

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	
1826	490	552	128	186	556	437	387	886	940	217	462	624	522	1041	785	234	593	391	449	159	
1826	479	497	97	229	578	411	365	848	978	172	352	716	586	1152	674	258	601	356	416	195	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Feb 17-18

Mar 3-4

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

Sticks to what he believes in	22	23	47	9	24	18	39	12	21	22	23	17	19	24	27	25	20	23	25	22	20	19
Charismatic	18	16	31	8	21	12	29	9	14	17	16	12	18	18	14	20	12	22	20	14	13	10
Strong	15	16	40	8	12	5	31	9	11	17	16	12	22	17	12	19	13	21	17	15	14	14
Decisive	18	15	34	6	20	7	27	7	14	14	16	15	20	14	13	17	13	20	18	13	14	11
A natural leader	17	14	35	4	20	7	29	8	11	17	12	11	16	14	14	16	12	16	16	14	14	8
Good in a crisis	16	14	34	7	14	7	26	8	13	14	14	13	14	13	16	17	11	18	16	14	12	8
Honest	12	13	32	4	21	6	27	5	11	12	14	6	11	13	19	15	10	16	14	12	12	11
In touch with the concerns of ordinary people	7	6	18	1	7	1	14	1	5	5	7	3	6	5	9	7	6	8	8	6	4	3
None of these	45	46	11	69	22	65	22	66	46	45	46	45	37	47	52	41	52	35	40	50	51	60
Don't know	9	7	5	3	11	4	5	3	7	5	9	9	11	6	4	6	9	8	8	8	7	3

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	24	26	8	58	24	13	8	55	29	26	26	25	23	26	29	26	27	25	22	28	30	27
Sticks to what he believes in	18	18	9	40	21	4	8	39	21	20	17	9	14	20	25	19	18	22	15	18	19	23
Honest	16	17	5	41	18	4	5	41	18	18	16	11	14	17	22	18	15	24	15	15	18	18
Decisive	8	8	2	20	11	1	3	18	9	9	7	6	8	8	9	8	8	13	7	5	8	13
Strong	7	7	4	15	5	0	4	15	5	6	7	5	7	7	8	7	7	12	4	5	9	10
Charismatic	5	5	3	7	4	3	3	8	3	5	5	9	4	4	4	5	4	10	4	5	4	6
A natural leader	4	4	2	11	1	0	1	10	4	5	4	6	2	4	5	4	4	3	4	2	6	6
Good in a crisis	5	4	3	10	5	0	2	9	6	5	4	1	6	4	5	4	5	6	5	4	4	4
None of these	48	49	71	14	45	80	73	20	43	50	47	44	45	51	51	49	48	42	50	50	47	54
Don't know	15	11	7	8	11	2	7	7	11	7	15	16	14	10	6	9	13	11	12	10	11	7

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	10	12	15	6	48	4	12	7	23	11	12	6	14	12	12	12	12	15	13	9	12	8
Honest	11	11	16	5	38	4	13	5	23	12	10	2	15	11	11	12	9	13	12	8	11	8
Charismatic	9	10	13	7	24	6	12	6	16	8	11	10	12	10	7	11	8	15	11	9	6	7
Sticks to what he believes in	7	8	13	3	31	3	10	4	15	8	9	4	10	8	9	8	9	11	10	6	8	5
A natural leader	4	5	5	3	25	1	4	2	11	5	4	4	6	4	4	6	3	7	6	3	4	2
Decisive	3	5	6	3	24	1	4	3	11	5	5	6	6	4	4	6	4	9	6	2	4	5
Good in a crisis	2	4	4	3	21	2	3	2	9	5	3	7	4	3	3	5	2	7	4	2	3	2
Strong	2	4	6	2	21	0	4	3	9	4	4	4	6	4	3	5	3	9	5	2	3	2
None of these	60	60	50	71	13	87	58	72	45	64	57	60	51	61	68	59	62	48	56	68	62	72
Don't know	13	10	8	8	8	3	8	9	8	5	15	11	14	11	7	9	13	12	11	9	11	9

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	68	110
Male 25 to 39	155	230
Male 40 to 59	326	309
Male 60 +	299	237
Female 18 to 24	104	108
Female 25 to 39	197	232
Female 40 to 59	390	316
Female 60 +	287	285
Region		
North England	416	449
Midlands	258	299
1	170	175
London	258	234
South England	431	418
Wales	98	91
Scotland	195	159
Social Grade		
AB	643	511
C1	509	530
C2	255	383
DE	419	402
Newspaper Type		
Express / Mail	370	292
Sun / Star	211	429
Mirror / Record	115	183
Guardian / Independent	155	82
FT / Times / Telegraph	154	173
Other Paper	240	210
No Paper	581	457
Political Party Identification		
Labour	514	584
Conservative	518	511
Liberal Democrat	122	201
SNP/Plaid Cymru	57	31
Others	134	42
None/ DK	481	457

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