

# YouGov / The Sun Survey Results

Sample Size: 2041 GB Adults  
Fieldwork: 2nd - 3rd 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
<b>Weighted Sample</b>	<b>2041</b>	505	655	133	198	618	477	450	992	1049	245	515	698	584	1163	878	261	663	437	502	178
Unweighted Sample	2041	501	588	116	282	641	469	437	1003	1038	130	360	788	763	1371	670	346	647	376	461	211
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	32	100	0	0	0	71	4	11	30	33	27	24	31	40	36	26	30	41	32	25	19
Lab	41	0	100	0	0	6	90	42	40	42	49	49	42	31	35	49	40	33	40	53	38
Lib Dem	8	0	0	100	0	2	1	31	9	8	3	12	8	8	10	6	9	10	9	7	5
Other	19	0	0	0	100	21	5	16	21	17	21	16	19	21	19	19	20	16	19	15	38

## Other Parties Voting Intention

UKIP	12	0	0	0	100	20	3	8	14	11	3	9	13	17	11	15	13	12	15	13	4
SNP / PCY	4	0	0	0	0	0	2	3	4	3	12	3	3	2	4	2	4	1	1	0	29
Green	1	0	0	0	0	0	1	3	1	2	1	3	1	1	2	1	3	1	2	1	1
BNP	1	0	0	0	0	0	0	1	1	1	3	0	0	0	1	1	0	1	0	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	0	0	1	1	1	2	1	1	1	1	1	0	1	2	1	3

## Non Voters

Would Not Vote	7	0	0	0	0	4	2	6	6	9	12	11	5	3	7	8	6	7	9	6	5
Don't know	15	0	0	0	0	10	10	20	10	19	19	14	15	13	12	17	13	16	15	13	14

Feb  
27-28  
Mar  
2-3

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

Approve	31	31	84	6	46	17	59	10	26	33	28	24	25	30	39	36	23	36	34	30	26	24
Disapprove	55	55	7	88	37	73	30	83	62	56	54	56	53	58	52	49	62	50	48	55	64	60
Don't know	14	15	9	6	17	10	11	8	12	11	18	20	22	12	9	15	15	15	18	15	10	16

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	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	
<b>Weighted Sample</b>	<b>2041</b>	<b>505</b>	<b>655</b>	<b>133</b>	<b>198</b>	<b>618</b>	<b>477</b>	<b>450</b>	<b>992</b>	<b>1049</b>	<b>245</b>	<b>515</b>	<b>698</b>	<b>584</b>	<b>1163</b>	<b>878</b>	<b>261</b>	<b>663</b>	<b>437</b>	<b>502</b>	<b>178</b>	
Unweighted Sample	2041	501	588	116	282	641	469	437	1003	1038	130	360	788	763	1371	670	346	647	376	461	211	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

**National Health Service**

	Feb 16-17	Mar 2-3	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
Conservative	22	<b>24</b>	75	1	12	27	57	5	10	26	22	11	16	25	35	27	20	27	29	22	19	22
Labour	35	<b>37</b>	7	87	14	15	10	76	43	39	34	43	34	40	33	35	39	39	31	34	47	33
Liberal Democrat	5	<b>6</b>	3	0	59	3	3	1	17	7	5	5	9	5	6	8	3	8	6	7	5	3
Other	5	<b>4</b>	0	0	0	22	5	1	3	5	4	5	3	4	5	3	5	3	3	5	3	14
None	13	<b>12</b>	6	4	5	21	11	7	13	10	14	11	13	12	11	12	12	8	11	15	13	11
Don't know	20	<b>17</b>	10	7	10	11	14	10	14	13	21	25	25	13	11	14	22	14	20	19	13	16

**Asylum and immigration**

Conservative	26	<b>25</b>	68	9	23	7	50	9	19	26	24	18	21	26	31	30	18	25	29	25	22	17
Labour	17	<b>18</b>	2	48	9	0	1	42	20	18	18	21	23	17	14	17	20	20	16	16	21	20
Liberal Democrat	6	<b>6</b>	3	3	46	0	3	2	15	8	4	6	8	5	5	8	3	9	4	6	6	6
Other	17	<b>18</b>	12	13	2	78	24	14	13	21	16	14	9	21	25	16	21	15	16	20	19	24
None	15	<b>16</b>	7	13	9	15	12	17	17	14	18	14	17	17	15	15	17	14	16	16	17	14
Don't know	19	<b>17</b>	8	13	11	0	9	15	16	13	20	27	22	14	11	13	21	16	19	16	14	19

**Law and order**

Conservative	33	<b>34</b>	86	12	34	29	68	12	27	39	30	20	26	36	46	40	26	37	39	33	31	28
Labour	21	<b>23</b>	2	62	11	3	4	56	24	23	22	25	25	23	20	20	26	20	18	22	33	18
Liberal Democrat	5	<b>4</b>	1	3	37	0	1	2	12	4	4	5	6	3	4	5	3	10	4	3	3	3
Other	8	<b>6</b>	1	1	1	43	9	2	4	7	5	4	3	7	9	5	8	6	6	7	5	9
None	13	<b>13</b>	4	7	4	18	9	10	15	9	16	12	15	13	10	12	13	7	13	12	14	16
Don't know	21	<b>20</b>	6	15	12	6	9	18	18	16	23	35	25	18	10	16	24	20	20	22	14	26

**Education and schools**

Conservative	26	<b>26</b>	78	3	11	33	61	5	16	29	23	16	17	28	37	30	21	32	29	26	23	19
Labour	30	<b>32</b>	6	79	7	7	8	71	34	33	32	35	33	34	29	30	35	29	27	32	43	27
Liberal Democrat	6	<b>8</b>	4	4	67	2	4	1	21	8	7	1	11	7	8	10	4	11	9	6	6	5
Other	6	<b>5</b>	0	0	0	30	5	1	3	6	3	5	3	5	5	4	6	4	4	5	3	10
None	12	<b>12</b>	4	5	4	16	10	9	11	9	14	12	14	12	9	12	12	6	12	12	12	16
Don't know	20	<b>18</b>	9	9	11	11	13	13	16	15	21	31	23	15	12	14	22	18	18	19	14	23

**Taxation**

Conservative	28	<b>30</b>	83	5	26	32	65	8	18	35	25	17	21	33	40	34	24	33	35	29	25	21
Labour	28	<b>30</b>	4	74	9	8	6	65	34	29	30	35	30	30	26	28	32	26	25	28	39	26
Liberal Democrat	6	<b>7</b>	3	4	55	3	3	3	19	8	6	4	10	7	6	8	6	11	7	8	6	6
Other	6	<b>5</b>	0	1	0	32	6	1	4	6	4	6	4	5	5	5	6	3	5	5	3	14
None	12	<b>12</b>	4	5	5	16	9	9	12	10	14	10	14	12	11	11	13	7	12	13	13	14
Don't know	20	<b>17</b>	6	11	5	9	10	14	14	13	20	29	21	13	12	14	21	19	16	17	15	19

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Unweighted Sample		2041	501	588	116	282	641	469	437	1003	1038	130	360	788	763	1371	670	346	647	376	461	211	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Unemployment</b>																							
	Conservative	27	27	82	3	12	26	62	6	15	29	24	15	18	29	37	31	21	29	29	28	23	23
	Labour	29	31	6	78	18	9	8	68	33	32	30	33	31	31	31	30	34	35	27	28	41	24
	Liberal Democrat	4	6	2	2	52	2	3	2	17	7	5	6	8	5	5	7	4	9	5	7	6	2
	Other	7	5	0	1	1	33	6	2	4	7	4	7	4	6	5	5	7	4	5	6	3	16
	None	14	13	4	4	5	20	11	9	13	10	15	10	15	12	11	12	14	6	14	14	13	13
	Don't know	19	18	7	12	12	10	11	14	18	15	21	29	25	16	11	16	22	16	20	19	15	21
<b>The economy in general</b>																							
	Conservative	31	33	91	7	24	38	71	9	20	38	29	20	25	34	45	37	27	37	38	30	29	28
	Labour	23	25	1	71	6	1	3	62	26	26	25	29	25	27	22	23	28	25	22	23	33	23
	Liberal Democrat	5	5	0	1	50	3	2	1	16	6	5	2	8	5	5	6	4	7	3	7	6	3
	Other	6	6	1	0	0	32	6	1	4	7	4	9	4	6	5	5	6	4	5	6	4	13
	None	14	12	2	7	6	16	9	10	13	9	15	10	13	13	10	12	12	8	12	13	12	10
	Don't know	20	19	5	14	14	10	10	16	21	16	23	31	25	16	13	17	23	19	19	21	16	24
<b>Europe</b>																							
	Conservative	20	21	63	6	14	6	46	7	13	22	21	15	16	23	27	23	19	20	24	23	18	21
	Labour	21	22	3	58	6	2	3	53	23	23	22	22	27	23	17	22	23	22	21	17	29	22
	Liberal Democrat	7	8	3	5	61	1	3	2	24	11	6	4	10	7	9	11	5	13	9	6	8	4
	Other	16	16	14	9	1	73	24	9	11	20	13	14	8	18	22	15	18	16	16	17	15	22
	None	14	13	8	7	4	15	11	10	13	10	16	13	14	13	11	12	13	7	12	16	15	11
	Don't know	22	19	9	15	13	2	13	18	16	15	23	32	24	16	13	17	22	21	20	21	15	20
<b>Welfare benefits</b>																							
	Conservative	28	28	79	7	12	26	60	8	18	32	25	19	21	30	36	31	24	28	33	28	24	22
	Labour	30	30	5	75	11	8	7	67	35	29	31	29	32	30	30	28	33	33	27	28	37	28
	Liberal Democrat	6	6	3	2	60	2	4	2	17	7	5	4	9	5	6	9	3	10	5	6	7	2
	Other	7	7	1	1	0	42	9	2	4	9	5	6	5	8	8	7	7	5	5	8	5	17
	None	12	12	5	5	7	18	10	8	13	9	14	12	13	12	11	12	12	7	12	14	13	11
	Don't know	17	17	7	11	10	4	10	14	14	14	19	30	21	15	9	14	20	17	18	17	14	19

## 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.
<b>Age and Gender</b>		
Male 18 to 24	50	122
Male 25 to 39	139	257
Male 40 to 59	389	345
Male 60 +	423	265
Female 18 to 24	78	120
Female 25 to 39	223	259
Female 40 to 59	399	353
Female 60 +	340	318
<b>Region</b>		
North England	461	502
Midlands	280	335
1	188	196
London	346	261
South England	459	467
Wales	96	102
Scotland	211	178
<b>Social Grade</b>		
AB	834	571
C1	537	592
C2	298	429
DE	372	449
<b>Newspaper Type</b>		
Express / Mail	444	327
Sun / Star	153	480
Mirror / Record	105	204
Guardian / Independent	205	92
FT / Times / Telegraph	212	194
Other Paper	272	235
No Paper	650	510
<b>Political Party Identification</b>		
Labour	606	653
Conservative	555	571
Liberal Democrat	161	225
SNP/Plaid Cymru	62	35
Others	168	47
None/ DK	489	510

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)