

YouGov / The Sun Survey Results

Sample Size: 1884 GB Adults
Fieldwork: 16th - 17th 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	1884	492	520	164	220	572	462	380	914	970	224	477	644	539	1074	810	241	612	403	463	164	
Unweighted Sample	1884	504	530	124	236	597	453	384	904	980	173	376	742	593	1269	615	253	649	346	433	203	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	33	100	0	0	0	74	5	11	35	31	27	26	32	41	34	31	34	40	34	28	19
Lab	35	0	100	0	0	4	82	27	32	37	36	38	39	26	32	39	41	28	35	42	29
Lib Dem	11	0	0	100	0	1	4	41	9	13	15	18	8	8	13	7	9	13	10	8	16
Other	21	0	0	0	100	21	9	21	24	19	21	18	21	25	21	22	16	19	21	22	36

Other Parties Voting Intention

UKIP	15	0	0	0	100	18	6	13	16	13	9	10	15	20	14	16	12	17	16	16	2
SNP / PCY	3	0	0	0	0	1	1	2	4	3	5	3	3	3	3	4	0	0	2	1	30
Green	2	0	0	0	0	0	1	5	1	2	4	3	2	1	2	2	3	2	1	2	3
BNP	1	0	0	0	0	0	1	0	1	0	0	1	1	0	1	0	1	1	2	0	0
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	1	1	0	3	1	0	1	1	1	0	0	0	3	0

Non Voters

Would Not Vote	6	0	0	0	0	1	3	3	5	7	14	8	6	2	6	7	6	7	7	7	2
Don't know	14	0	0	0	0	10	9	17	10	19	20	15	13	12	12	18	17	16	11	13	14

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

	April 15-16	April 16-17																				
Approve	34	33	84	5	49	16	65	9	28	38	29	32	30	29	42	39	26	31	37	33	29	34
Disapprove	51	52	7	86	38	75	24	81	55	52	51	46	50	57	49	48	56	48	46	51	61	55
Don't know	15	15	8	9	14	8	11	9	17	10	20	22	20	14	9	13	18	21	17	16	10	11

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

April 2-3
April 16-17

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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	28	27	82	2	5	22	67	5	9	30	24	22	21	25	38	29	25	31	31	29	24	13
Applies most to Labour	28	27	3	77	15	4	4	65	22	29	25	25	29	29	24	28	26	24	22	26	35	32
Applies most to the Liberal Democrats	9	9	3	3	61	3	2	3	32	9	9	13	11	9	6	12	6	6	12	9	7	13
Applies to none of them	23	21	6	9	9	64	18	16	23	20	22	15	17	25	23	20	22	19	20	23	19	32
Don't know	12	15	7	9	10	7	10	11	14	11	19	24	21	13	9	10	22	20	15	13	16	10

It is led by people of real ability

Applies most to the Conservatives	22	22	63	1	16	14	49	5	12	25	19	13	21	20	28	23	20	18	24	22	23	15
Applies most to Labour	15	15	2	45	8	4	3	38	8	17	14	20	18	14	13	16	15	10	15	15	21	12
Applies most to the Liberal Democrats	5	2	0	0	19	1	0	1	8	2	2	4	2	2	2	3	2	2	2	1	2	6
Applies to none of them	43	43	22	40	39	79	36	40	56	44	42	38	36	50	44	44	42	45	42	46	38	55
Don't know	16	17	12	14	19	3	11	16	16	12	23	24	24	13	14	14	22	25	17	17	16	12

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	45	46	85	32	29	42	72	32	41	49	43	42	41	47	50	49	42	46	45	48	49	36
Applies most to Labour	11	10	1	29	5	1	1	26	4	11	8	6	11	9	11	8	11	5	10	9	11	13
Applies most to the Liberal Democrats	5	5	2	2	34	2	1	3	12	7	3	10	6	4	3	7	3	6	6	3	4	8
Applies to none of them	25	25	8	23	20	51	18	24	28	24	26	18	20	28	28	25	24	22	24	26	23	33
Don't know	14	15	4	14	12	4	7	15	15	10	20	24	22	12	9	11	20	22	16	13	14	11

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	18	19	7	36	10	22	10	33	18	20	18	14	18	20	20	18	20	15	18	20	22	16
Applies most to Labour	29	29	58	4	56	33	50	10	33	34	25	26	28	27	34	31	26	28	33	30	25	26
Applies most to the Liberal Democrats	29	26	24	42	8	22	22	36	24	26	25	33	21	28	24	28	22	25	23	25	30	24
Applies to none of them	8	9	4	6	8	17	7	10	6	9	9	5	9	11	9	9	9	8	6	11	8	19
Don't know	15	17	7	11	18	6	11	12	19	11	23	22	25	14	12	13	22	23	19	14	15	15

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	72	113
Male 25 to 39	153	237
Male 40 to 59	362	318
Male 60 +	317	245
Female 18 to 24	101	111
Female 25 to 39	223	239
Female 40 to 59	380	326
Female 60 +	276	294
Region		
North England	433	463
Midlands	258	309
East	190	181
London	253	241
South England	459	431
Wales	88	94
Scotland	203	164
Social Grade		
AB	747	528
C1	522	546
C2	259	396
DE	356	414
Newspaper Type		
Express / Mail	391	301
Sun / Star	146	443
Mirror / Record	102	188
Guardian / Independent	160	85
FT / Times / Telegraph	144	179
Other Paper	272	217
No Paper	669	471
Political Party Identification		
Labour	580	603
Conservative	543	528
Liberal Democrat	137	207
SNP/Plaid Cymru	44	32
Others	114	43
None/ DK	466	471

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