

YouGov / The Sun Survey Results

Sample Size: 2148 GB Adults
Fieldwork: 1st - 2nd 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	2148	544	651	169	231	642	531	459	1042	1106	256	543	735	614	1224	924	275	698	460	528	187
Unweighted Sample	2148	499	687	141	247	610	565	450	1072	1076	196	449	850	653	1415	733	330	650	448	462	258
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't know's and Wouldn't votes]

Con	32	100	0	0	0	73	5	13	32	32	23	31	30	36	35	28	35	39	31	25	19
Lab	38	0	100	0	0	5	88	29	37	39	43	42	42	29	36	41	41	28	40	48	36
Lib Dem	10	0	0	100	0	1	1	38	10	9	10	11	9	10	12	7	10	13	11	5	7
Other	21	0	0	0	100	21	6	19	21	20	24	16	18	25	18	25	14	20	18	21	38

Other Parties Voting Intention

UKIP	13	0	0	0	100	19	3	12	14	13	14	8	12	19	11	17	8	17	13	17	2
SNP / PCY	3	0	0	0	0	0	2	3	4	3	3	3	4	3	3	5	1	0	2	0	32
Green	2	0	0	0	0	0	1	4	2	3	4	4	1	1	3	2	2	2	1	3	4
BNP	1	0	0	0	0	1	0	0	0	1	1	1	0	1	1	1	0	0	2	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	1	0	0	0	0	1	0	0	1	0	2	1	1	1	1	1	3	0	0	1	1

Non Voters

Would Not Vote	7	0	0	0	0	2	3	3	6	8	12	11	5	3	6	8	6	7	7	7	4
Don't know	13	0	0	0	0	9	8	17	10	16	18	13	16	8	12	14	14	12	16	12	12

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

	Mar 31- 01 April	April 1-2																				
ment's																						
Approve	33	31	83	6	42	20	61	7	26	35	27	26	29	28	37	35	25	34	37	28	25	24
Disapprove	53	53	7	85	35	70	27	78	57	54	53	47	52	57	53	50	57	50	45	54	62	62
Don't know	14	16	10	9	23	10	12	14	17	12	20	26	19	15	10	15	18	16	17	17	13	15

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

	Mar 11-12	April 1-2																				
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																						
Strongly support	3	3	8	0	13	0	5	0	6	5	1	2	5	2	3	4	2	4	4	3	2	2
Tend to support	28	25	49	8	51	17	37	10	32	27	23	23	25	25	24	27	21	32	29	22	19	20
TOTAL SUPPORT	31	28	57	8	64	17	42	10	38	32	24	25	30	27	27	31	23	36	33	25	21	22
Tend to oppose	32	33	27	41	24	45	33	35	33	30	36	30	30	35	35	35	31	30	34	33	35	31
Strongly oppose	27	27	12	44	5	34	19	44	20	29	25	18	20	29	34	23	31	23	22	26	33	34
TOTAL OPPOSE	59	60	39	85	29	79	52	79	53	59	61	48	50	64	69	58	62	53	56	59	68	65
Don't know	11	12	4	7	6	4	5	10	9	10	15	26	20	9	4	11	15	11	11	16	11	12
Local councils in many parts of Britain are cutting some of their services. Thinking about the area where you live, which of these statements comes closest to your view?																						
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	43	42	16	65	49	43	22	65	48	46	37	40	34	45	44	42	40	33	40	42	48	42
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	29	30	54	18	26	31	48	17	24	29	30	18	30	30	35	30	29	29	28	32	31	26
Neither - I am not aware of significant cuts to services in my area	19	18	22	11	21	19	22	8	21	17	20	22	21	17	16	19	17	28	20	14	14	17
Don't know	9	10	8	6	3	7	8	10	6	8	13	21	15	8	5	8	13	10	11	11	7	14

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	87	129
	Male 25 to 39	198	271
	Male 40 to 59	427	363
	Male 60 +	360	279
	Female 18 to 24	109	127
	Female 25 to 39	251	273
	Female 40 to 59	423	372
	Female 60 +	293	335
Region			
	North England	462	528
	Midlands	301	352
	East	171	206
	London	330	275
	South England	479	492
	Wales	147	107
	Scotland	258	187
Social Grade			
	AB	833	601
	C1	582	623
	C2	314	451
	DE	419	473
Newspaper Type			
	Express / Mail	423	344
	Sun / Star	211	505
	Mirror / Record	160	215
	Guardian / Independent	174	97
	FT / Times / Telegraph	147	204
	Other Paper	317	247
	No Paper	716	537
Political Party Identification			
	Labour	744	687
	Conservative	560	601
	Liberal Democrat	174	236
	SNP/Plaid Cymru	58	37
	Others	150	49
	None/ DK	462	537

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