

# YouGov / The Sun Survey Results

Sample Size: 1981 GB Adults  
Fieldwork: 31st March - 1st 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	
<b>Weighted Sample</b>	<b>1981</b>	511	577	151	193	579	471	390	961	1020	236	501	678	567	1129	852	254	644	424	487	172
<b>Unweighted Sample</b>	<b>1981</b>	450	598	139	217	556	488	400	963	1018	190	430	769	592	1270	711	263	597	410	466	245
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	77	5	10	33	33	29	33	30	37	35	30	34	39	33	30	15
Lab	<b>37</b>	0	100	0	0	5	83	34	36	39	41	42	38	31	34	41	39	31	37	47	31
Lib Dem	<b>10</b>	0	0	100	0	2	2	34	9	10	11	8	11	9	13	5	12	10	10	7	11
Other	<b>20</b>	0	0	0	100	16	10	21	22	19	19	17	20	24	18	24	15	20	20	15	43

## Other Parties Voting Intention

UKIP	<b>12</b>	0	0	0	100	14	5	12	14	11	4	9	13	18	10	15	8	16	14	11	5
SNP / PCY	<b>4</b>	0	0	0	0	1	2	2	5	3	7	4	4	3	4	4	1	1	3	0	33
Green	<b>2</b>	0	0	0	0	0	2	5	2	3	4	4	2	1	3	1	4	2	3	2	1
BNP	<b>1</b>	0	0	0	0	1	0	1	1	1	0	0	1	1	0	2	1	1	0	1	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	1	1	1	1	3	0	1	1	1	1	1	1	0	0	3

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	3	2	4	6	9	11	10	7	5	6	10	4	6	10	10	4
Don't know	<b>14</b>	0	0	0	0	11	8	18	8	19	15	15	15	11	13	15	15	15	11	15	15

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

		Mar 30-31				Mar 01-01			April													
Approve	33	<b>33</b>	87	7	41	23	66	9	26	39	28	31	33	31	38	37	28	33	39	35	30	18
Disapprove	52	<b>53</b>	6	87	41	68	24	82	62	52	54	45	53	55	55	50	56	51	48	53	55	69
Don't know	16	<b>14</b>	8	6	17	9	11	9	12	9	18	24	15	15	8	13	16	16	13	12	15	14

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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>1981</b>	<b>511</b>	<b>577</b>	<b>151</b>	<b>193</b>	<b>579</b>	<b>471</b>	<b>390</b>	<b>961</b>	<b>1020</b>	<b>236</b>	<b>501</b>	<b>678</b>	<b>567</b>	<b>1129</b>	<b>852</b>	<b>254</b>	<b>644</b>	<b>424</b>	<b>487</b>	<b>172</b>
Unweighted Sample	1981	450	598	139	217	556	488	400	963	1018	190	430	769	592	1270	711	263	597	410	466	245
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Mar 31-01  
17-18  
April

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	<b>25</b>	52	12	37	20	43	13	25	29	22	26	24	25	26	26	23	26	24	24	28	20
Decisive	15	<b>16</b>	37	8	18	8	30	7	12	17	15	20	18	13	15	18	13	16	19	13	16	10
A natural leader	14	<b>15</b>	35	7	14	13	27	8	10	17	13	22	17	14	11	17	13	15	18	13	15	9
Charismatic	17	<b>15</b>	29	7	27	12	26	9	14	17	13	20	15	15	13	17	12	15	18	15	13	9
Good in a crisis	15	<b>15</b>	39	3	18	10	29	5	11	17	13	16	15	13	17	17	12	17	15	14	16	10
Strong	13	<b>15</b>	34	8	10	11	27	8	8	18	11	16	18	14	13	16	13	13	16	11	19	10
Honest	12	<b>12</b>	32	3	10	8	25	2	6	14	9	15	8	10	15	13	9	10	14	11	12	7
In touch with the concerns of ordinary people	6	<b>7</b>	18	1	5	5	14	1	2	7	6	8	7	4	8	7	6	6	8	6	6	5
None of these	45	<b>46</b>	10	69	29	58	23	66	54	45	46	30	45	47	51	43	50	45	41	46	47	58
Don't know	9	<b>8</b>	6	3	7	3	7	3	5	5	11	14	7	8	6	7	9	9	8	8	7	5

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	23	<b>22</b>	8	49	25	7	9	42	24	22	21	25	15	22	25	22	20	22	21	20	24	19
Sticks to what he believes in	16	<b>17</b>	10	34	20	7	8	32	20	19	15	19	13	18	18	19	14	18	20	13	18	14
Honest	15	<b>14</b>	4	35	16	5	4	30	19	16	13	15	10	16	16	16	12	15	14	12	17	11
Decisive	9	<b>8</b>	3	21	8	2	3	16	7	9	7	8	7	9	8	9	7	7	9	7	8	8
Strong	6	<b>6</b>	3	14	8	2	4	12	4	7	5	5	8	5	5	7	5	7	7	7	6	2
A natural leader	4	<b>5</b>	3	12	3	1	3	9	3	6	4	8	3	6	4	5	5	5	5	4	6	3
Charismatic	5	<b>4</b>	2	7	9	0	2	5	3	4	4	7	3	4	3	3	4	7	2	4	5	4
Good in a crisis	5	<b>4</b>	1	11	1	3	1	9	2	5	3	5	4	3	4	4	3	4	4	4	4	3
None of these	50	<b>52</b>	73	23	45	75	70	32	53	55	49	44	51	52	58	52	52	50	54	53	49	55
Don't know	12	<b>11</b>	7	7	5	7	8	7	8	7	15	14	15	11	7	9	14	12	10	13	11	12

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

Mar 17-18  
Mar 31-01  
April

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

Honest	11	12	17	8	43	6	13	8	18	14	9	19	7	12	11	14	9	15	11	10	13	7
Charismatic	9	10	12	9	29	7	10	8	18	11	9	15	10	12	6	11	8	13	12	9	7	11
In touch with the concerns of ordinary people	10	10	16	6	37	2	13	5	20	9	11	14	7	11	12	12	9	8	12	9	11	10
Sticks to what he believes in	8	10	18	4	30	12	17	5	13	10	10	5	8	10	16	12	8	14	11	8	11	9
A natural leader	4	5	7	2	18	2	5	2	8	5	4	8	4	5	2	6	3	8	5	4	4	2
Decisive	4	5	7	4	22	3	7	3	7	6	5	9	6	5	4	6	5	8	6	4	6	2
Good in a crisis	3	4	5	2	12	5	3	1	6	5	3	5	7	3	2	5	3	2	3	3	6	4
Strong	3	4	6	2	17	1	5	2	6	5	3	8	4	5	2	5	3	8	3	4	5	2
None of these	60	58	46	70	15	73	53	71	50	60	55	51	54	59	62	55	60	54	54	59	61	64
Don't know	12	11	9	7	5	6	9	6	7	7	15	13	14	11	7	9	13	10	10	13	11	10

## 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	85	119
Male 25 to 39	193	250
Male 40 to 59	384	335
Male 60 +	301	258
Female 18 to 24	105	117
Female 25 to 39	237	252
Female 40 to 59	385	343
Female 60 +	291	309
<b>Region</b>		
North England	466	487
Midlands	275	325
East	178	190
London	263	254
South England	419	454
Wales	135	99
Scotland	245	172
<b>Social Grade</b>		
AB	751	555
C1	519	574
C2	314	416
DE	397	436
<b>Newspaper Type</b>		
Express / Mail	357	317
Sun / Star	243	466
Mirror / Record	161	198
Guardian / Independent	147	89
FT / Times / Telegraph	128	188
Other Paper	280	228
No Paper	665	495
<b>Political Party Identification</b>		
Labour	663	634
Conservative	508	555
Liberal Democrat	164	218
SNP/Plaid Cymru	68	34
Others	118	46
None/ DK	460	495

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)