

YouGov / The Sun Survey Results

Sample Size: 1756 GB Adults
Fieldwork: 19th - 20th February 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	1756	464	530	120	163	539	397	374	853	904	209	445	600	502	1000	756	224	571	376	429	153	
Unweighted Sample	1756	484	526	108	159	580	408	376	825	931	119	423	692	522	1054	702	237	569	364	435	149	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	75	5	14	34	34	32	33	33	36	39	26	38	38	32	29	30
Lab	39	0	100	0	0	6	85	37	37	40	42	45	38	33	33	46	39	31	40	48	36
Lib Dem	9	0	0	100	0	1	0	35	9	8	5	8	10	10	12	4	7	12	9	6	6
Other	19	0	0	0	100	17	9	15	20	18	21	15	19	22	16	24	15	19	19	18	27

Other Parties Voting Intention

UKIP	12	0	0	0	100	16	7	6	11	13	4	8	13	16	10	15	8	15	14	11	2
SNP / PCY	3	0	0	0	0	0	1	2	4	2	4	3	3	2	3	3	0	0	3	1	24
Green	2	0	0	0	0	1	1	5	2	3	8	4	1	1	2	3	5	3	1	2	0
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
Respect	0	0	0	0	0	0	1	0	1	0	2	0	0	0	0	1	1	0	0	0	1
Other	1	0	0	0	0	1	0	1	2	0	3	0	0	2	1	2	1	1	0	3	0

Non Voters

Would Not Vote	8	0	0	0	0	2	3	4	7	8	13	12	6	3	6	9	9	7	8	7	6
Don't know	14	0	0	0	0	12	9	18	10	18	12	16	14	13	13	16	11	15	14	14	16

Feb
18-19
Feb
19-20

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

Approve	31	33	84	8	44	18	64	8	26	39	27	37	28	32	36	40	23	38	36	29	30	30
Disapprove	54	54	5	86	38	71	22	85	62	52	56	45	55	56	55	48	63	43	51	58	61	57
Don't know	15	13	11	5	18	11	14	7	12	9	18	18	17	12	9	13	14	19	13	13	10	13

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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	
1756	464	530	120	163	539	397	374	853	904	209	445	600	502	1000	756	224	571	376	429	153	
1756	484	526	108	159	580	408	376	825	931	119	423	692	522	1054	702	237	569	364	435	149	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb 5-6
Feb 19-20

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	26	28	82	3	5	25	65	5	11	30	26	28	22	27	34	33	21	31	31	25	26	26
Applies most to Labour	26	28	2	73	3	10	5	70	25	27	28	25	27	29	28	24	32	25	22	32	32	32
Applies most to the Liberal Democrats	11	10	2	5	85	2	2	2	33	12	8	9	10	11	10	13	6	13	13	10	6	7
Applies to none of them	22	23	8	11	3	56	18	15	24	22	24	20	25	22	23	20	26	17	24	24	25	21
Don't know	14	12	6	7	3	7	10	7	7	9	14	18	17	11	6	10	14	14	12	10	11	14

It is led by people of real ability

Applies most to the Conservatives	21	21	64	1	16	12	47	5	13	23	19	18	17	22	26	25	16	22	22	20	21	19
Applies most to Labour	14	17	1	46	4	7	3	42	12	17	17	17	17	15	18	13	22	19	12	17	19	19
Applies most to the Liberal Democrats	5	4	0	2	31	1	1	1	8	4	3	4	5	3	2	4	3	1	5	3	3	4
Applies to none of them	43	43	25	39	34	74	36	41	54	46	41	39	43	46	43	44	43	39	48	42	43	41
Don't know	17	15	10	12	15	6	13	11	13	11	20	23	17	15	11	15	16	18	13	19	14	15

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	43	48	83	30	42	51	74	34	44	49	47	37	40	53	55	50	45	39	52	48	49	44
Applies most to Labour	10	12	3	31	8	6	3	27	11	12	13	13	14	12	12	10	15	15	10	13	13	15
Applies most to the Liberal Democrats	6	4	1	3	28	1	1	3	11	5	4	5	6	5	3	5	3	4	5	3	6	5
Applies to none of them	26	22	9	23	13	37	15	26	24	23	22	24	24	21	22	22	22	27	20	24	22	20
Don't know	15	13	3	12	9	6	7	10	10	11	15	21	18	10	8	12	14	15	13	12	11	16

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

Applies most to the Conservatives	20	22	7	40	22	22	12	34	22	22	21	24	17	20	26	19	25	23	22	22	23	12
Applies most to Labour	26	28	55	8	47	26	47	12	27	30	25	22	24	31	29	30	24	25	28	30	25	29
Applies most to the Liberal Democrats	29	30	28	39	10	37	27	39	31	31	29	32	27	29	33	31	28	28	29	29	33	32
Applies to none of them	9	8	4	5	10	9	5	7	8	7	9	6	13	7	6	8	8	8	7	8	8	12
Don't know	16	13	7	8	11	6	9	8	11	10	16	17	19	12	6	12	14	15	13	11	12	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	38	105
Male 25 to 39	191	222
Male 40 to 59	335	297
Male 60 +	261	229
Female 18 to 24	81	104
Female 25 to 39	232	223
Female 40 to 59	358	304
Female 60 +	262	274
Region		
North England	436	430
Midlands	272	288
1	174	169
London	238	225
South England	395	403
Wales	92	88
Scotland	149	153
Social Grade		
AB	555	492
C1	501	510
C2	318	369
DE	384	387
Newspaper Type		
Express / Mail	364	281
Sun / Star	227	413
Mirror / Record	131	176
Guardian / Independent	96	79
FT / Times / Telegraph	120	167
Other Paper	247	202
No Paper	573	440
Political Party Identification		
Labour	573	563
Conservative	541	492
Liberal Democrat	157	193
SNP/Plaid Cymru	24	30
Others	25	40
None/ DK	438	440

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