

YouGov / The Sun Survey Results

Sample Size: 1638 GB Adults
Fieldwork: 25th - 26th February 2015

	Westminster VI					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	1638	438	459	113	179	489	403	304	794	844	195	414	560	468	934	704	210	532	351	403	143	
Unweighted Sample	1638	407	451	97	204	474	404	307	865	773	184	329	617	508	1027	611	173	580	383	361	141	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	7	16	33	33	21	33	31	39	36	28	36	36	37	29	17
Lab	34	0	100	0	0	4	80	28	30	39	41	38	32	33	30	41	40	26	40	42	24
Lib Dem	8	0	0	100	0	1	1	31	9	8	13	9	8	7	12	4	8	14	3	7	5
UKIP	13	0	0	0	100	17	7	9	16	11	7	7	17	17	11	17	12	15	14	14	7
Other	11	0	0	0	0	1	5	16	12	9	18	13	12	5	12	9	4	9	5	8	46

Other Parties Voting Intention

Green	6	0	0	0	0	1	2	12	7	5	14	8	6	2	7	4	4	8	2	7	4
SNP/ PCY	4	0	0	0	0	0	3	4	5	4	2	5	6	3	4	5	0	0	2	0	42
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	1	0	2	0	1	0	0	0	0	0	1	0	0

Non Voters

Would Not Vote	5	0	0	0	0	2	2	4	5	6	12	7	4	2	4	6	2	5	7	7	3
Don't know	13	0	0	0	0	12	10	13	8	18	15	17	13	10	13	14	15	14	17	11	7

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

	Feb 24-25	Feb 25-26																				
Approve	34	34	86	4	42	22	69	9	32	39	29	25	31	34	40	39	27	38	37	34	32	23
Disapprove	50	51	5	86	35	70	18	82	57	52	51	50	49	55	49	45	59	47	46	49	56	67
Don't know	16	15	9	10	23	8	13	9	12	9	21	25	20	11	11	16	14	15	17	18	12	10

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

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

		Feb 11-12	Feb 25-26																				
Applies most to the Conservatives	25	27	82	1	12	25	67	5	12	30	25	15	24	26	37	32	21	31	29	31	24	14	
	Applies most to Labour	28	28	3	79	2	9	4	67	24	29	27	30	28	27	29	25	33	33	24	30	31	23
	Applies most to the Liberal Democrats	11	11	2	3	79	3	3	3	36	13	9	16	11	10	9	14	6	7	16	5	10	9
	Applies to none of them	24	21	8	10	5	51	16	17	20	21	22	16	19	25	21	18	26	19	17	19	22	45
	Don't know	12	12	6	6	2	13	9	8	8	7	18	24	17	12	5	11	14	10	13	15	13	8
It is led by people of real ability	Applies most to the Conservatives	24	25	68	4	18	17	54	7	13	29	21	22	24	24	29	28	21	28	26	28	24	14
	Applies most to Labour	12	12	0	39	3	2	1	36	8	13	12	10	11	13	13	11	14	15	11	13	14	9
	Applies most to the Liberal Democrats	4	3	0	1	35	1	1	1	12	3	3	3	3	4	4	4	3	3	5	2	4	2
	Applies to none of them	45	44	23	42	28	72	35	43	54	45	42	39	43	47	43	43	45	41	41	41	44	65
	Don't know	15	15	8	14	18	9	9	13	13	9	22	26	19	12	11	14	17	13	17	17	15	11
Its leaders are prepared to take tough and unpopular decisions	Applies most to the Conservatives	43	47	86	30	24	41	75	30	35	51	43	39	43	48	52	47	46	46	47	47	46	44
	Applies most to Labour	11	10	0	30	2	1	2	27	7	9	10	8	10	9	11	8	12	10	9	12	9	8
	Applies most to the Liberal Democrats	5	5	1	2	47	1	1	2	17	6	5	10	5	5	5	7	3	3	8	3	6	5
	Applies to none of them	27	25	10	22	19	49	17	27	30	25	24	19	23	27	26	25	24	28	22	24	23	36
	Don't know	14	14	3	16	8	8	6	14	10	8	19	25	18	12	7	13	15	13	14	15	15	8
It seems to chop and change all the time: you can never be quite sure what it stands for	Applies most to the Conservatives	17	15	5	29	8	18	7	28	13	16	14	11	15	12	19	12	19	11	14	19	15	10
	Applies most to Labour	32	32	62	5	62	30	55	10	37	36	27	22	29	32	38	34	28	35	34	29	32	26
	Applies most to the Liberal Democrats	27	30	24	47	7	25	24	41	28	29	30	35	25	32	28	32	26	31	27	30	28	38
	Applies to none of them	9	8	4	6	6	17	5	9	9	9	8	7	9	10	7	8	9	7	8	7	9	16
	Don't know	15	16	6	13	16	10	9	12	13	10	21	24	22	13	9	14	18	16	17	16	16	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.
Age and Gender		
Male 18 to 24	81	98
Male 25 to 39	166	206
Male 40 to 59	329	277
Male 60 +	289	213
Female 18 to 24	103	97
Female 25 to 39	163	208
Female 40 to 59	288	283
Female 60 +	219	256
Region		
North England	361	403
Midlands	280	269
East	177	157
London	173	210
South England	403	375
Wales	103	82
Scotland	141	143
Social Grade		
AB	591	459
C1	436	475
C2	261	344
DE	350	360
Newspaper Type		
Express / Mail	256	233
Sun / Star	215	329
Mirror / Record	138	144
Guardian / Independent	152	72
FT / Times / Telegraph	97	131
Other Paper	219	188
No Paper	561	541
Political Party Identification		
Labour	500	518
Conservative	413	455
Liberal Democrat	118	156
SNP/Plaid Cymru	45	31
Others	157	80
None/ DK	405	398

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