

YouGov / The Sun Survey Results

Sample Size: 1619 GB Adults
Fieldwork: 11th - 12th March 2015

	Westminster VI					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	
Weighted Sample	1619	442	428	94	212	450	403	306	785	834	193	410	554	463	923	696	207	526	346	398	141	
Unweighted Sample	1619	409	417	88	232	437	388	320	787	832	161	328	631	499	1072	547	180	547	349	418	125	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	33	100	0	0	0	76	6	14	32	34	28	33	29	40	39	25	32	42	36	26	15
Lab	32	0	100	0	0	6	74	23	30	34	42	34	31	27	29	36	34	24	31	46	27
Lib Dem	7	0	0	100	0	1	2	27	8	6	9	4	9	6	9	5	8	9	5	6	8
UKIP	16	0	0	0	100	14	10	17	18	14	9	11	19	19	11	22	16	18	20	14	5
Other	12	0	0	0	0	3	8	19	12	12	12	18	11	8	12	12	9	8	9	8	46

Other Parties Voting Intention

Green	6	0	0	0	0	1	4	14	6	6	10	10	5	3	7	6	8	7	6	6	3
SNP/ PCY	5	0	0	0	0	1	4	5	5	5	2	7	5	4	4	5	0	0	2	1	41
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	1	0	0	0	0	1	0	0	1	1	0	1	2	1	1	1	2	0	1	2	2

Non Voters

Would Not Vote	6	0	0	0	0	1	3	2	4	7	7	9	5	3	4	7	4	6	7	6	5
Don't know	12	0	0	0	0	9	9	12	7	16	15	12	12	10	12	12	17	10	12	14	4

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

	Mar 10-11	Mar 11-12																				
Approve	34	34	87	8	45	16	66	13	28	37	30	26	33	31	40	38	27	32	42	32	29	22
Disapprove	51	51	5	81	35	77	22	75	60	52	51	39	50	57	51	48	56	49	46	49	57	65
Don't know	15	15	8	11	20	7	12	12	12	11	19	35	17	12	9	14	17	20	12	19	14	13

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	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	1619	442	428	94	212	450	403	306	785	834	193	410	554	463	923	696	207	526	346	398	141
Unweighted Sample	1619	409	417	88	232	437	388	320	787	832	161	328	631	499	1072	547	180	547	349	418	125
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Feb 25-26	Mar 11-12																				
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	27	27	82	2	6	20	65	5	12	28	26	18	23	26	36	32	21	24	36	29	21	14
	Applies most to Labour	28	28	2	78	10	10	5	67	25	29	27	30	28	29	24	26	30	30	24	24	35	32
	Applies most to the Liberal Democrats	11	10	4	4	66	6	3	4	31	12	8	17	11	10	7	12	7	11	10	8	10	12
	Applies to none of them	21	23	8	8	12	59	20	16	24	23	24	16	23	25	26	20	28	19	24	23	22	34
	Don't know	12	12	5	8	5	6	7	8	8	8	15	19	16	10	6	9	14	16	7	16	13	7
It is led by people of real ability																							
	Applies most to the Conservatives	25	25	70	3	15	17	54	8	15	28	23	25	21	23	31	29	21	24	34	25	17	17
	Applies most to Labour	12	14	2	43	3	5	1	33	10	14	13	18	12	14	14	13	15	14	11	12	19	13
	Applies most to the Liberal Democrats	3	4	1	2	31	2	1	2	11	4	4	2	4	4	4	4	3	6	4	2	3	2
	Applies to none of them	44	43	19	41	36	72	32	46	52	44	41	31	44	47	42	41	45	40	40	43	45	52
	Don't know	15	15	8	12	14	4	11	11	12	10	19	25	19	12	9	13	17	16	11	19	15	16
Its leaders are prepared to take tough and unpopular decisions																							
	Applies most to the Conservatives	47	45	83	27	34	42	71	32	36	48	41	37	43	43	51	47	41	43	47	45	42	44
	Applies most to Labour	10	11	1	36	8	3	2	28	9	11	12	12	9	12	13	10	13	12	10	8	15	13
	Applies most to the Liberal Democrats	5	4	1	4	26	2	1	4	11	5	3	6	5	4	3	5	4	3	5	4	4	4
	Applies to none of them	25	27	10	24	21	47	20	26	31	27	27	25	26	30	25	27	27	25	28	27	25	31
	Don't know	14	13	5	10	11	6	6	11	12	9	17	21	18	11	7	11	15	17	9	16	14	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	15	17	5	29	14	24	7	27	20	18	17	14	14	20	19	14	21	15	16	20	17	17
	Applies most to Labour	32	30	61	9	50	26	53	14	31	34	27	25	28	27	37	33	26	20	39	33	24	25
	Applies most to the Liberal Democrats	30	27	22	44	7	19	23	40	24	27	27	30	26	28	25	31	23	36	25	21	27	38
	Applies to none of them	8	9	5	7	11	15	7	9	9	8	10	6	9	10	9	8	10	9	8	8	12	4
	Don't know	16	16	6	11	17	16	10	11	16	13	19	24	22	15	10	13	21	20	11	18	20	16

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	67	97
Male 25 to 39	135	204
Male 40 to 59	326	274
Male 60 +	259	210
Female 18 to 24	94	96
Female 25 to 39	193	206
Female 40 to 59	305	280
Female 60 +	240	253
Region		
North England	418	398
Midlands	250	266
East	139	155
London	180	207
South England	408	371
Wales	99	81
Scotland	125	141
Social Grade		
AB	610	453
C1	462	470
C2	216	340
DE	331	356
Newspaper Type		
Express / Mail	268	230
Sun / Star	193	325
Mirror / Record	119	142
Guardian / Independent	160	71
FT / Times / Telegraph	110	130
Other Paper	206	186
No Paper	563	534
Political Party Identification		
Labour	471	512
Conservative	409	450
Liberal Democrat	121	154
SNP/Plaid Cymru	45	31
Others	168	79
None/ DK	405	393

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