

YouGov / The Sun Survey Results

Sample Size: 2148 GB Adults
Fieldwork: 4th - 5th May 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	Eng/ Wales	
Weighted Sample	2148	618	634	165	234	642	484	443	1042	1106	256	543	735	614	1224	924	275	698	460	528	187	1961
Unweighted Sample	2148	615	647	179	220	651	496	470	1017	1131	192	517	776	663	1338	810	288	702	427	521	210	1938
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excludes Don't knows and Would not votes and taking into account likelihood to vote]

Con	34	100	0	0	0	74	7	15	32	35	29	30	30	42	38	28	40	38	37	29	15	36
Lab	34	0	100	0	0	7	81	30	33	36	34	38	37	29	31	40	38	25	39	44	28	35
Lib Dem	9	0	0	100	0	3	3	29	9	9	9	10	8	9	12	5	6	15	4	7	10	9
UKIP	12	0	0	0	100	15	3	11	14	11	6	8	14	16	9	17	11	15	12	13	2	13
Other	11	0	0	0	0	2	7	15	11	10	22	14	11	4	11	10	5	7	8	7	44	7
Other Parties Voting Intention																						
SNP/ PCY	5	0	0	0	0	1	3	3	5	4	7	6	6	2	4	5	0	0	3	0	42	1
Green	5	0	0	0	0	1	3	11	5	5	13	7	4	1	6	3	5	5	4	6	2	5
BNP	0	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	0
Other	1	0	0	0	0	0	1	2	1	1	2	0	2	1	1	1	0	2	1	1	0	1

The general election will be held on May 7. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	4	0	0	1	1	1	1	1	3	5	6	6	3	3	3	5	6	5	3	3	2	4
1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	1	0	1
2	1	0	0	0	0	0	1	1	1	1	1	1	1	0	0	1	1	0	1	1	0	1
3	0	0	0	1	0	0	0	0	0	0	1	1	0	0	0	0	1	0	1	0	0	0
4	1	0	0	0	0	0	0	0	0	1	3	1	0	0	1	1	0	1	0	1	0	1
5	3	1	1	0	3	1	3	1	2	3	3	4	3	2	3	3	3	3	3	3	1	3
6	1	0	1	1	0	0	1	1	1	1	2	1	1	0	1	1	1	1	2	1	0	1
7	2	2	2	1	3	2	1	2	2	2	3	3	2	1	2	2	1	2	3	3	1	2
8	4	3	3	3	5	3	4	4	3	5	3	6	4	2	3	5	4	4	4	4	2	4
9	8	9	6	12	6	8	5	10	9	7	10	8	9	6	9	6	8	8	7	8	7	8
10 - Absolutely certain to vote	77	85	87	82	81	84	84	80	79	75	68	69	78	86	78	75	75	75	76	77	87	76

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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	Eng/ Wales	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	33	100	0	0	0	74	6	15	33	34	29	30	30	42	38	27	40	38	36	29	15	35
Lab	34	0	100	0	0	6	80	30	33	36	33	37	37	29	31	39	38	25	39	43	28	35
Lib Dem	9	0	0	100	0	3	3	29	9	9	9	10	8	9	11	5	6	14	4	7	10	9
UKIP	13	0	0	0	100	15	3	11	14	11	6	8	15	16	9	17	10	16	13	13	2	14
Other	11	0	0	0	0	2	8	15	11	10	22	14	11	4	11	10	6	7	8	8	44	7
Other Parties Voting Intention																						
SNP/ PCY	5	0	0	0	0	1	4	3	5	4	7	6	5	2	4	5	0	0	3	1	42	1
Green	5	0	0	0	0	1	3	11	5	5	13	7	4	1	6	3	6	5	4	6	2	5
BNP	0	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	0
Other	1	0	0	0	0	0	1	1	1	1	2	0	2	1	1	1	0	2	1	1	0	1
Non Voters																						
Would Not Vote	4	0	0	0	0	0	1	1	3	4	4	7	2	3	3	5	6	4	4	2	2	4
Don't know	10	0	0	0	0	6	6	10	6	14	17	11	10	7	10	11	11	10	10	10	8	10

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

		May 3-4	May 4-5																				
Approve	39	39	91	7	45	36	77	11	31	44	35	30	35	37	49	44	33	39	44	37	37	34	40
Disapprove	47	48	4	84	39	52	15	81	56	48	47	44	47	53	43	44	52	45	43	50	51	53	47
Don't know	14	13	5	9	16	12	8	7	13	8	18	26	18	10	8	12	15	16	13	13	12	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	Eng/ Wales
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 20-21	May 4-5																					
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	27	27	59	11	25	17	51	14	21	29	25	18	23	25	36	30	23	23	30	25	26	28	27
Decisive	23	24	50	9	23	20	44	10	18	24	23	20	24	21	28	26	20	23	25	23	25	20	24
Strong	22	21	48	6	20	17	40	6	17	22	20	18	21	21	22	24	17	22	20	21	22	19	21
A natural leader	22	21	45	7	23	17	37	9	19	22	19	18	22	20	22	23	18	21	20	22	22	17	21
Good in a crisis	19	19	45	5	16	18	40	6	14	22	17	12	20	18	23	23	15	20	20	18	21	16	20
Charismatic	19	17	32	9	14	18	28	9	15	19	15	16	18	19	15	19	14	21	15	19	18	14	17
Honest	13	12	33	1	8	7	29	3	5	14	11	6	8	11	20	14	9	13	14	11	11	12	12
In touch with the concerns of ordinary people	9	8	23	1	4	6	20	1	3	9	7	6	5	8	13	9	8	7	9	9	8	6	9
None of these	40	41	5	67	36	48	16	64	47	42	41	36	35	46	43	37	46	36	38	43	42	50	40
Don't know	7	8	4	5	9	5	4	5	5	5	11	21	11	6	4	7	10	11	8	8	7	8	8

	April 20-21	May 4-5																					
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	25	26	6	63	24	8	8	58	27	27	26	24	22	30	27	24	29	27	24	29	30	19	27
Sticks to what he believes in	25	23	8	52	22	9	9	52	21	26	21	18	21	25	25	23	23	24	21	22	27	20	23
Honest	22	19	4	48	19	6	6	44	20	22	17	18	16	21	21	20	19	20	16	20	23	19	19
Strong	10	9	1	25	5	1	3	22	7	11	7	7	9	9	9	8	9	11	7	8	12	7	9
Decisive	10	9	1	23	9	1	3	21	8	10	8	9	8	10	8	8	10	10	8	9	9	8	9
Charismatic	5	6	2	13	4	3	2	11	4	6	6	13	5	5	4	5	6	9	4	6	6	4	6
Good in a crisis	5	5	0	14	3	2	1	12	5	6	4	6	4	6	4	5	5	7	4	5	5	4	5
A natural leader	4	4	1	11	1	1	2	10	2	4	3	3	3	5	4	3	4	6	3	5	4	2	4
None of these	49	49	76	9	51	75	74	16	48	50	48	39	46	49	55	51	46	43	55	47	43	54	48
Don't know	10	11	7	7	9	6	7	7	9	8	13	21	15	8	5	9	13	16	10	10	9	9	11

	April 20-21	May 4-5																					
Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.																							
Honest	17	17	24	10	50	8	20	9	27	20	14	13	17	15	20	21	12	18	21	13	15	15	17
Charismatic	15	16	20	14	30	11	17	13	23	18	13	16	19	16	13	18	13	14	17	16	15	15	16
In touch with the concerns of ordinary people	15	14	17	10	44	6	15	11	23	14	14	8	16	13	15	16	11	14	14	13	17	10	14
Sticks to what he believes in	11	11	16	6	32	10	15	6	18	13	9	4	10	10	17	12	10	10	14	10	10	11	11
Decisive	6	5	6	4	19	4	5	2	11	7	4	5	6	4	7	6	4	6	6	4	5	5	5
Good in a crisis	4	5	4	4	19	2	4	2	11	6	4	5	4	6	4	5	4	6	5	4	4	6	5
A natural leader	6	5	6	4	16	3	5	3	10	7	3	9	5	5	5	7	4	5	6	6	6	5	5
Strong	5	4	4	3	15	4	4	1	8	6	3	3	4	4	4	4	3	5	4	3	4	3	4
None of these	51	50	42	57	11	69	49	61	40	49	50	41	45	53	53	47	54	47	47	52	51	54	49
Don't know	11	12	10	10	7	5	9	10	7	9	15	25	14	10	7	11	14	16	11	13	11	11	12

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 Voting Intention in Jan/Feb 2015.

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	89	129
Male 25 to 39	243	271
Male 40 to 59	391	363
Male 60 +	294	279
Female 18 to 24	103	127
Female 25 to 39	274	273
Female 40 to 59	385	372
Female 60 +	369	335
Region		
North England	521	528
Midlands	329	352
East	192	206
London	288	275
South England	510	492
Wales	98	107
Scotland	210	187
Social Grade		
AB	704	601
C1	634	623
C2	391	451
DE	419	473
Newspaper Type		
Express / Mail	282	305
Sun / Star	274	432
Mirror / Record	148	189
Guardian / Independent	168	95
FT / Times / Telegraph	204	172
Other Paper	258	247
No Paper	814	709
Voting Intention in Jan/Feb 2015		
Conservative	570	563
Labour	589	576
Liberal Democrat	120	122
UKIP	246	253
SNP/Plaid Cymru	83	75
Other	154	140
None/ DK	386	419

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