

YouGov / The Sun Survey Results

Sample Size: 1799 GB Adults
Fieldwork: 20th - 21st April 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	1799	525	524	110	198	512	437	375	873	926	214	455	615	515	1025	774	230	585	385	443	157	1642
Unweighted Sample	1799	523	498	114	207	523	414	390	889	910	198	471	609	521	1091	708	260	604	350	440	145	1654
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	78	8	16	34	36	32	31	30	44	39	28	34	40	40	29	19	36
Lab	34	0	100	0	0	3	78	33	33	35	30	38	36	31	30	40	40	26	32	47	28	35
Lib Dem	7	0	0	100	0	2	3	25	7	8	5	7	8	7	8	6	6	11	6	5	8	7
UKIP	13	0	0	0	100	15	5	11	15	10	4	10	17	13	10	17	9	17	13	13	2	14
Other	11	0	0	0	0	2	6	15	11	11	29	13	9	5	13	9	10	6	10	7	44	8

Other Parties Voting Intention

SNP/ PCY	5	0	0	0	0	0	3	5	5	5	9	6	5	3	5	4	2	0	4	0	40	1
Green	5	0	0	0	0	1	3	9	5	5	18	6	4	2	7	3	7	6	4	6	4	5
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	1	0	0	1	1	2	1	1	0	0	1	2	0	1	0	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	1	0	0	1	1	1	3	5	6	6	4	2	3	6	5	4	4	3	6	4
1	1	0	0	1	0	0	0	0	1	1	1	1	0	0	0	1	1	1	1	1	0	1
2	1	0	0	0	2	0	0	2	1	1	1	1	1	1	1	1	3	1	1	0	0	1
3	1	1	0	1	0	0	1	1	1	1	1	3	1	0	2	0	0	2	0	1	1	1
4	1	0	1	0	1	0	1	1	1	1	1	2	1	0	1	1	1	1	1	1	0	1
5	2	1	2	0	1	1	2	1	2	3	3	4	2	0	3	2	4	2	3	3	2	2
6	2	2	2	2	2	1	2	1	2	3	4	4	2	1	1	4	1	4	2	3	1	3
7	3	2	3	4	3	2	3	3	3	2	4	4	3	1	2	4	3	3	3	3	1	3
8	7	7	7	5	9	6	7	6	8	7	8	11	7	4	8	6	8	6	8	8	7	7
9	10	11	9	18	12	12	7	12	10	9	9	11	9	9	11	8	10	11	8	9	10	10
10 - Absolutely certain to vote, or have already voted by post	68	75	76	70	69	76	76	73	68	68	62	54	70	81	68	68	64	67	69	69	73	68

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

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	34	100	0	0	0	78	8	16	33	35	31	31	30	43	39	28	34	40	40	29	19	36
Lab	34	0	100	0	0	3	77	33	33	35	30	38	36	31	30	40	39	26	32	47	28	35
Lib Dem	7	0	0	100	0	2	3	25	7	8	4	8	8	7	8	6	5	11	5	5	8	7
UKIP	13	0	0	0	100	15	5	11	16	10	5	10	17	14	10	17	11	18	12	12	1	14
Other	11	0	0	0	0	2	6	15	11	12	30	13	9	5	13	9	11	6	10	7	44	8

Other Parties Voting Intention

SNP/ PCY	5	0	0	0	0	0	4	5	5	5	9	6	4	3	5	4	2	0	4	1	40	1
Green	5	0	0	0	0	1	2	10	5	6	19	6	4	2	7	3	7	6	5	6	4	6
BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	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	1	0	0	1	1	2	1	1	0	0	1	2	0	1	0	0	1

Non Voters

Would Not Vote	4	0	0	0	0	1	1	1	3	6	5	8	4	2	4	5	7	5	4	3	4	5
Don't know	10	0	0	0	0	8	9	13	8	13	11	14	10	7	10	11	10	11	13	9	6	11

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

	April 19-20	April 20-21																					
Approve	38	38	89	7	41	31	77	14	29	40	36	32	32	35	50	43	31	34	42	42	33	31	39
Disapprove	48	49	5	86	41	57	13	77	60	50	48	51	48	53	44	45	54	53	42	44	58	56	48
Don't know	14	13	7	8	19	13	11	9	11	10	16	17	20	12	7	12	14	13	15	14	10	13	13

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	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region							
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 23-24	April 20-21																					
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	28	27	57	9	25	23	51	14	18	30	24	22	23	26	33	29	24	21	30	29	25	23	27
Decisive	21	23	49	8	26	21	43	11	18	24	23	26	22	22	26	27	18	19	26	25	22	20	24
Strong	19	22	52	5	17	17	43	8	15	24	19	20	23	21	22	26	16	21	25	23	18	19	22
A natural leader	19	22	49	8	16	19	42	9	18	24	21	23	22	21	23	26	17	21	25	21	22	20	23
Good in a crisis	19	19	47	5	15	16	41	7	12	22	17	23	16	19	21	22	16	16	23	21	18	14	20
Charismatic	18	19	35	11	21	15	30	13	15	21	17	26	17	18	19	22	15	23	20	19	17	18	19
Honest	15	13	35	2	13	9	31	5	7	14	12	7	9	12	22	14	12	11	15	14	10	16	13
In touch with the concerns of ordinary people	7	9	25	1	1	5	22	2	4	10	8	5	6	8	15	9	9	10	11	8	8	8	9
None of these	43	40	4	67	36	52	12	64	47	40	41	27	38	45	41	36	46	44	35	36	45	48	40
Don't know	7	7	4	4	7	4	4	4	7	6	8	16	10	6	3	6	8	9	8	9	5	4	8
Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.																							
Sticks to what he believes in	19	25	10	54	34	11	9	46	33	28	22	24	19	26	28	26	23	30	22	24	28	20	25
In touch with the concerns of ordinary people	24	25	7	58	24	12	7	46	31	26	24	26	22	25	28	24	27	31	21	23	31	21	25
Honest	18	22	6	52	22	9	6	42	26	24	20	26	19	22	23	22	22	26	21	19	26	17	22
Strong	6	10	2	25	8	2	2	21	11	12	9	11	9	11	10	9	11	15	7	12	11	8	10
Decisive	8	10	2	27	7	3	2	21	12	11	9	7	9	11	11	9	12	17	8	9	12	5	11
Good in a crisis	4	5	0	15	3	0	1	11	5	5	4	4	5	4	5	5	5	8	4	4	6	2	5
Charismatic	4	5	1	11	5	1	1	8	4	5	4	5	5	4	4	4	5	10	4	4	5	3	5
A natural leader	4	4	0	13	3	1	0	11	3	5	4	3	3	4	6	4	5	6	3	4	6	4	4
None of these	53	49	74	12	48	73	78	24	42	50	49	41	47	51	53	51	47	40	54	52	45	53	49
Don't know	10	10	6	7	6	4	6	7	8	8	12	17	14	8	5	8	11	9	11	11	8	10	10
Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.																							
Honest	13	17	29	9	52	6	23	11	23	19	15	17	16	17	19	20	13	14	19	18	16	16	17
In touch with the concerns of ordinary people	11	15	20	11	41	8	15	11	25	15	15	12	15	15	16	16	13	17	15	15	14	13	15
Charismatic	12	15	18	14	36	11	15	13	21	16	13	18	15	14	13	18	10	16	16	13	13	16	15
Sticks to what he believes in	10	11	19	6	36	6	15	6	17	13	10	5	9	11	16	12	10	7	15	12	8	10	11
Decisive	4	6	6	4	26	3	5	3	12	6	6	4	6	7	6	6	6	5	6	5	6	5	6
A natural leader	4	6	9	5	18	2	6	4	10	7	5	9	8	6	5	7	5	7	8	5	6	6	6
Strong	4	5	6	3	18	2	5	2	9	5	4	6	5	5	4	6	3	4	5	5	4	5	5
Good in a crisis	3	4	6	3	15	1	5	3	8	5	4	3	5	5	4	5	4	5	5	4	4	5	4
None of these	57	51	41	63	8	69	47	64	40	52	51	43	47	55	56	48	56	54	46	52	56	54	51
Don't know	12	11	7	9	6	6	8	9	9	8	14	20	15	9	6	10	13	10	13	12	10	9	11

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	93	108
Male 25 to 39	237	227
Male 40 to 59	307	304
Male 60 +	252	234
Female 18 to 24	105	106
Female 25 to 39	234	228
Female 40 to 59	302	311
Female 60 +	269	281
Region		
North England	440	443
Midlands	273	295
East	171	173
London	260	230
South England	433	412
Wales	77	90
Scotland	145	157
Social Grade		
AB	572	504
C1	519	522
C2	353	378
DE	355	396
Newspaper Type		
Express / Mail	249	255
Sun / Star	273	362
Mirror / Record	137	158
Guardian / Independent	140	79
FT / Times / Telegraph	158	144
Other Paper	194	207
No Paper	648	594
Voting Intention in Jan/Feb 2015		
Conservative	471	471
Labour	448	482
Liberal Democrat	99	103
UKIP	229	212
SNP/Plaid Cymru	62	63
Other	145	117
None/ DK	345	351

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