

YouGov / The Sun Survey Results

Sample Size: 1566 GB Adults
Fieldwork: 30th - 31st March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					England and Wales	
	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	England and Wales	
Weighted Sample	1566	452	458	86	160	449	387	326	760	806	186	396	536	448	893	673	200	509	335	385	136	1430	
Unweighted Sample	1566	447	411	83	181	476	356	321	769	797	131	344	565	526	1039	527	197	537	300	380	152	1414	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	35	100	0	0	0	75	6	20	38	32	26	29	37	41	39	29	34	42	38	31	18	37
Lab	36	0	100	0	0	5	80	32	32	39	43	41	36	28	31	41	40	27	41	43	28	36
Lib Dem	7	0	0	100	0	1	2	25	7	7	6	6	6	9	9	4	7	9	4	6	5	7
UKIP	12	0	0	0	100	16	3	11	13	12	9	8	12	17	10	16	17	15	10	13	1	14
Other	10	0	0	0	0	3	9	12	10	10	15	15	9	5	11	9	3	7	7	7	48	7

Other Parties Voting Intention

SNP/ PCY	5	0	0	0	0	1	6	2	5	4	2	5	6	4	5	4	0	1	1	0	47	1
Green	5	0	0	0	0	1	2	9	4	6	11	10	3	1	6	4	3	7	4	6	1	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	0	1	1	0	2	1	0	0	0	1	0	0	2	0	0	1

Non Voters

Would Not Vote	5	0	0	0	0	1	1	2	5	4	11	4	4	3	5	5	4	4	6	5	2	5
Don't know	13	0	0	0	0	10	9	17	11	15	12	20	10	12	12	14	15	15	14	9	16	13

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

		Mar 29-30	Mar 30-31																				
Approve	38	34	83	5	50	20	67	9	31	39	29	23	29	37	40	39	27	34	37	32	34	26	35
Disapprove	48	50	5	84	32	69	18	79	57	49	50	49	52	50	47	46	55	48	46	50	52	61	49
Don't know	15	16	12	12	18	11	14	12	12	11	20	28	19	12	13	15	18	18	17	18	13	13	16

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

Which of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

	Mar 16-17	Mar 30-31																					
The economy	45	52	69	48	67	36	61	46	60	60	46	47	52	56	50	57	46	47	51	50	54	66	51
Immigration & Asylum	51	48	61	36	20	85	64	41	35	45	51	34	36	49	64	40	59	45	48	52	49	41	49
Health	45	45	38	57	53	27	37	55	54	40	51	42	39	46	52	45	46	40	48	49	46	36	46
Welfare benefits	27	32	34	35	23	30	34	38	28	30	34	24	32	33	34	28	37	25	29	34	35	38	31
Housing	23	21	12	28	20	18	13	26	23	20	21	24	26	20	16	21	20	33	21	17	19	15	21
Education	16	16	12	19	23	5	12	17	18	13	20	25	19	15	11	19	12	14	16	16	20	12	17
Europe	17	15	19	8	17	36	25	9	10	19	12	14	10	14	21	17	13	16	19	12	12	18	15
Tax	10	11	11	11	14	8	10	11	10	13	9	13	16	10	7	14	8	14	11	8	10	18	11
Pensions	9	11	12	10	5	15	12	10	13	11	10	5	7	12	14	10	11	11	9	10	12	11	11
The environment	9	9	5	9	21	2	5	8	17	10	8	21	10	8	5	11	6	8	11	8	8	5	9
Crime	9	8	6	11	6	12	6	12	4	6	9	6	5	9	9	5	11	10	6	9	9	6	8
Family life & childcare	7	8	5	11	5	5	6	11	8	5	10	8	14	6	4	7	8	8	6	8	10	5	8
Transport	2	3	1	2	9	4	1	3	5	4	2	2	4	4	2	3	2	5	3	2	3	2	3
None of these	1	1	0	0	3	1	1	1	1	0	1	1	0	0	0	1	1	1	1	0	1	1	1
Don't know	2	2	0	1	0	0	0	1	0	2	2	7	4	1	0	2	2	2	3	3	0	3	2

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

The economy	43	49	59	47	55	33	57	52	47	54	44	42	48	52	49	51	46	43	46	55	46	62	48
Health	40	42	37	45	45	37	41	47	48	41	44	26	34	40	60	41	45	40	43	42	45	38	43
Pensions	27	28	33	26	26	30	33	30	24	27	28	11	13	27	48	27	28	26	26	30	28	26	28
Tax	20	22	28	19	24	15	25	20	21	24	20	23	29	23	15	25	19	20	22	22	24	26	22
Immigration & Asylum	19	20	24	15	10	49	30	18	10	22	19	12	10	22	31	16	27	21	20	19	22	17	21
Housing	16	17	12	22	17	9	9	18	19	15	18	35	25	12	6	18	15	25	21	11	13	14	17
Welfare benefits	15	17	9	26	10	19	10	25	15	14	19	10	18	20	15	10	26	21	15	15	19	14	17
Education	16	16	12	19	12	14	12	16	19	14	17	28	20	16	7	19	12	9	16	15	19	18	16
Family life & childcare	14	12	8	15	18	8	11	13	16	9	16	12	23	11	5	13	11	11	12	14	13	14	12
The environment	10	10	6	14	18	2	5	12	18	10	10	19	11	8	8	11	8	9	10	12	10	7	10
Europe	7	8	11	3	7	24	14	4	5	10	5	6	4	7	13	8	7	3	10	8	8	4	8
Crime	6	7	8	7	4	9	8	7	6	6	8	4	6	8	8	6	8	7	7	9	7	2	8
Transport	7	6	7	5	18	3	5	5	10	7	5	7	10	6	4	7	5	7	7	5	7	4	7
None of these	2	1	2	0	3	1	2	1	2	1	2	1	2	1	2	2	1	0	2	1	1	2	1
Don't know	4	3	1	1	1	2	1	1	1	3	3	10	3	2	1	3	3	3	4	3	2	3	3

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	42	94
Male 25 to 39	139	197
Male 40 to 59	295	265
Male 60 +	293	204
Female 18 to 24	89	92
Female 25 to 39	205	199
Female 40 to 59	270	271
Female 60 +	233	244
Region		
North England	380	385
Midlands	238	257
East	157	150
London	197	200
South England	380	359
Wales	62	78
Scotland	152	136
Social Grade		
AB	636	438
C1	403	454
C2	213	329
DE	314	345
Newspaper Type		
Express / Mail	270	222
Sun / Star	182	315
Mirror / Record	96	138
Guardian / Independent	136	69
FT / Times / Telegraph	135	125
Other Paper	222	180
No Paper	525	517
Political Party Identification		
Labour	429	495
Conservative	426	435
Liberal Democrat	115	149
SNP/Plaid Cymru	41	30
Others	135	77
None/ DK	420	381

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