

YouGov / The Sun Survey Results

Sample Size: 1678 GB Adults
Fieldwork: 31st March - 1st April 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	1678	494	463	114	179	479	414	334	814	864	200	425	574	480	956	722	215	545	359	413	146	1532	
Unweighted Sample	1678	462	443	111	209	469	371	346	806	872	175	355	631	517	1104	574	196	586	322	425	149	1529	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	36	100	0	0	0	80	6	18	36	36	35	35	33	40	41	29	33	39	39	34	23	37
Lab	34	0	100	0	0	3	80	27	31	36	42	38	35	26	30	39	39	25	33	46	27	34
Lib Dem	8	0	0	100	0	3	1	31	9	8	12	6	9	9	10	6	10	12	7	5	3	9
UKIP	13	0	0	0	100	13	8	11	15	11	3	10	14	18	10	17	12	17	13	11	4	14
Other	9	0	0	0	0	2	6	13	10	9	8	12	10	7	10	9	6	6	8	4	44	6

Other Parties Voting Intention

SNP/ PCY	4	0	0	0	0	0	3	2	5	3	0	6	5	3	5	4	0	0	2	0	42	1
Green	4	0	0	0	0	1	2	10	4	5	8	5	4	3	5	4	5	5	5	4	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	0	1	0	1	1	1	1	1	1	1	1	0	0	1

Non Voters

Would Not Vote	6	0	0	0	0	2	1	3	4	7	17	7	3	3	5	6	6	5	6	7	4	6
Don't know	12	0	0	0	0	8	10	15	9	16	14	15	11	11	13	12	13	12	11	13	14	12

Mar 30-31
Mar 31 - Apr 1

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

Approve	34	37	86	6	41	27	74	11	30	42	32	36	30	39	41	43	29	35	40	38	33	31	37
Disapprove	50	47	4	84	37	63	14	78	55	47	48	39	48	51	47	43	53	49	42	46	52	55	47
Don't know	16	16	10	10	22	11	12	11	16	11	20	26	22	10	13	14	18	16	17	16	15	13	16

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

Local councils in many parts of Britain are cutting some of their services. Thinking about the area where you live, which of these statements comes closest to your view?

Mar 17-18
Mar 31 - Apr 1

Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	45	40	19	62	49	34	20	66	48	44	36	27	38	44	42	39	41	33	39	41	43	38	40
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	26	30	50	16	29	40	48	14	27	30	29	24	24	30	36	32	26	26	30	32	30	27	30
Neither - I am not aware of significant cuts to services in my area	18	20	24	14	16	22	24	14	16	19	22	27	23	19	16	20	20	27	21	16	16	29	19
Don't know	11	11	7	8	6	4	8	7	10	7	14	23	15	7	6	9	13	15	10	11	11	5	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 political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	73	101
Male 25 to 39	141	211
Male 40 to 59	299	284
Male 60 +	293	218
Female 18 to 24	102	99
Female 25 to 39	214	213
Female 40 to 59	332	290
Female 60 +	224	262
Region		
North England	425	413
Midlands	261	275
East	200	161
London	196	215
South England	386	384
Wales	61	84
Scotland	149	146
Social Grade		
AB	677	470
C1	427	487
C2	243	352
DE	331	369
Newspaper Type		
Express / Mail	267	238
Sun / Star	230	337
Mirror / Record	121	148
Guardian / Independent	155	74
FT / Times / Telegraph	124	134
Other Paper	229	193
No Paper	552	554
Political Party Identification		
Labour	479	530
Conservative	422	466
Liberal Democrat	135	159
SNP/Plaid Cymru	38	32
Others	170	82
None/ DK	434	408

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