

YouGov / The Sun Survey Results

Sample Size: 1701 GB Adults
Fieldwork: 2nd - 3rd March 2015

	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	1701	480	459	69	193	468	432	317	825	876	202	430	582	486	970	731	218	553	364	418	148	
Unweighted Sample	1701	423	490	63	209	460	448	334	836	865	166	347	666	522	1084	617	199	590	358	415	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	36	100	0	0	0	77	7	16	35	36	37	31	34	40	39	31	35	38	36	39	20
Lab	34	0	100	0	0	5	76	34	32	36	29	41	34	30	31	38	39	30	37	36	27
Lib Dem	5	0	0	100	0	1	1	21	5	5	6	4	5	5	7	3	4	6	7	3	4
UKIP	14	0	0	0	100	15	8	12	17	12	9	9	17	17	11	19	11	18	13	16	6
Other	11	0	0	0	0	2	9	17	11	11	18	15	10	7	12	10	11	8	8	6	43

Other Parties Voting Intention

Green	6	0	0	0	0	1	4	14	6	6	13	10	3	3	7	5	10	7	5	5	2
SNP/ PCY	5	0	0	0	0	0	5	2	5	5	4	5	6	3	5	5	0	1	2	1	40
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	1	0	1	1	0	0	1	1	0	1	1	0	0	1

Non Voters

Would Not Vote	6	0	0	0	0	1	1	5	5	8	10	12	5	2	5	7	9	7	7	4	3
Don't know	14	0	0	0	0	8	11	21	10	18	10	16	16	12	14	15	19	13	14	14	11

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

	Mar 1-2	Mar 2-3																				
Approve	35	33	83	4	37	27	68	8	24	37	29	29	27	33	39	36	28	27	35	31	39	17
Disapprove	53	52	7	85	41	64	20	80	67	52	52	48	52	56	49	49	57	55	49	54	46	72
Don't know	12	15	9	12	22	9	12	11	10	11	19	23	21	11	12	15	15	17	16	15	15	11

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

Feb 16-17
Mar 2-3
Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

Immigration & Asylum	50	50	63	35	29	90	67	43	39	46	53	26	35	56	65	44	58	32	53	48	59	44
The economy	47	46	57	45	48	33	53	43	50	55	38	49	47	49	41	52	39	55	42	45	45	57
Health	43	42	33	54	58	28	31	52	54	38	46	42	32	43	49	43	40	35	46	44	42	32
Welfare benefits	29	30	36	28	18	33	36	29	25	25	35	24	30	31	32	28	33	19	30	32	33	36
Housing	17	22	14	30	36	12	12	25	30	21	22	19	31	19	17	21	22	40	20	20	17	18
Europe	20	17	22	8	13	45	26	9	11	23	12	18	11	17	22	17	18	11	21	16	19	13
Education	15	16	14	21	20	3	14	18	22	14	18	21	22	13	14	18	14	19	15	16	15	18
Tax	13	13	11	15	6	9	11	14	11	15	11	21	14	13	7	14	11	18	9	13	11	21
Crime	10	11	9	12	7	16	9	11	8	11	11	12	10	11	11	9	13	11	10	14	12	4
Pensions	10	11	8	13	13	12	9	16	10	10	11	5	6	10	17	10	11	6	12	10	11	10
The environment	10	8	3	8	17	2	4	7	12	7	8	12	10	5	6	8	6	9	9	7	5	8
Family life & childcare	7	6	4	9	9	2	4	7	6	5	8	4	11	7	3	6	7	3	6	6	8	10
Transport	3	3	2	3	5	3	2	3	4	4	2	6	4	2	2	4	2	8	2	3	3	1
None of these	1	1	1	1	0	0	0	1	1	1	1	0	2	1	1	1	1	2	1	1	0	1
Don't know	3	2	1	1	0	0	2	2	1	2	3	8	3	1	1	2	3	5	2	3	2	0

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	44	43	51	43	41	35	46	44	45	50	37	41	41	50	38	46	40	45	41	42	45	47
Health	39	38	31	50	45	32	35	46	43	32	44	26	29	39	50	37	39	32	42	37	36	40
Pensions	28	29	29	32	43	29	29	31	32	28	29	14	14	26	51	31	26	17	30	31	30	31
Tax	21	21	27	17	19	23	25	20	18	24	19	25	28	19	16	23	18	24	18	18	23	32
Immigration & Asylum	20	20	23	15	9	49	26	20	13	22	18	8	11	24	28	16	25	13	22	19	24	14
Housing	16	16	10	22	19	7	7	16	23	16	17	28	28	11	7	16	17	35	15	12	14	12
Education	14	15	16	18	17	5	13	15	16	13	16	31	18	14	6	18	10	11	16	18	13	9
Welfare benefits	14	15	7	21	10	18	9	16	18	15	15	17	14	19	12	8	24	13	13	16	15	23
Family life & childcare	11	14	12	16	17	9	13	15	11	11	16	12	27	12	5	15	12	16	13	15	11	17
Europe	8	10	12	6	3	29	16	6	6	12	7	8	8	9	12	10	9	5	11	10	10	8
Crime	7	8	7	6	5	16	8	7	7	8	7	5	8	9	7	7	9	9	7	7	9	6
The environment	8	7	5	7	11	2	5	5	11	7	8	8	9	7	7	9	6	11	8	6	6	6
Transport	8	5	5	7	5	4	4	5	7	6	4	6	6	4	5	7	3	12	5	5	3	2
None of these	5	3	3	1	6	2	3	2	5	2	4	1	4	3	4	3	3	2	3	3	3	3
Don't know	4	4	5	2	0	0	4	2	1	4	5	13	4	2	2	4	5	6	4	5	3	2

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	71	102
Male 25 to 39	129	214
Male 40 to 59	346	287
Male 60 +	290	221
Female 18 to 24	95	100
Female 25 to 39	218	216
Female 40 to 59	320	294
Female 60 +	232	265
Region		
North England	415	418
Midlands	266	279
East	177	163
London	199	218
South England	413	390
Wales	92	85
Scotland	139	148
Social Grade		
AB	630	476
C1	454	493
C2	261	357
DE	356	374
Newspaper Type		
Express / Mail	266	242
Sun / Star	227	342
Mirror / Record	150	150
Guardian / Independent	165	75
FT / Times / Telegraph	92	136
Other Paper	225	196
No Paper	576	561
Political Party Identification		
Labour	552	538
Conservative	421	473
Liberal Democrat	131	162
SNP/Plaid Cymru	42	32
Others	135	83
None/ DK	420	413

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