

YouGov / The Sun Survey Results

Sample Size: 1789 GB Adults
Fieldwork: 2nd - 3rd May 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region						Decided How to Vote?	
	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	Definitely decided	Shall wait
Weighted Sample	1789	520	506	135	191	521	451	339	868	921	213	453	612	512	1020	769	229	581	383	440	156	1633	1406	139
Unweighted Sample	1789	531	491	129	189	536	437	353	872	917	196	397	599	597	1055	734	238	602	358	431	160	1629	1415	129
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	78	7	15	33	35	24	32	33	41	36	32	32	42	37	31	14	36	35	26
Lab	33	0	100	0	0	4	75	29	32	35	38	38	36	26	32	35	40	26	35	41	30	34	34	29
Lib Dem	9	0	0	100	0	3	4	28	10	8	9	9	8	10	11	6	10	10	9	8	6	9	9	13
UKIP	12	0	0	0	100	13	7	11	13	12	7	8	15	15	9	17	10	15	13	13	5	13	12	16
Other	11	0	0	0	0	1	8	16	12	10	23	13	9	8	11	10	8	7	7	7	46	7	10	16

Other Parties Voting Intention

Green	5	0	0	0	0	1	3	11	5	5	15	9	2	3	6	4	5	6	5	6	3	5	5	10
SNP/ PCY	4	0	0	0	0	0	4	4	5	4	7	3	6	3	4	4	1	0	2	0	42	0	4	3
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	0	0
Other	1	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	2	1	1	1	2	1	1	2

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	0	0	1	1	2	4	4	12	5	2	1	4	4	7	3	4	4	3	4	3	3
1	1	0	0	0	1	0	0	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0	0
2	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
3	1	0	0	1	0	0	1	0	0	1	2	0	1	1	1	1	1	0	0	2	0	1	0	3
4	1	0	0	0	1	0	1	0	0	1	1	1	0	0	0	1	1	1	0	0	0	1	0	1
5	3	1	1	1	2	1	1	1	2	3	3	5	2	2	2	4	4	2	4	3	1	3	1	4
6	2	1	2	2	1	1	1	2	2	2	3	2	2	0	2	2	1	2	2	2	1	2	1	4
7	2	2	2	2	1	2	2	1	1	3	3	4	2	1	2	3	2	2	5	2	1	3	2	6
8	5	6	4	2	6	5	5	4	5	5	6	6	6	3	5	5	7	4	5	5	8	5	4	13
9	8	8	8	10	8	8	7	10	7	8	10	8	8	7	9	6	8	11	7	6	5	8	7	14
10 - Absolutely certain to vote	74	81	82	83	80	82	80	80	77	71	58	67	76	85	74	73	68	75	72	75	80	73	83	49

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

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	35	100	0	0	0	79	8	16	34	36	24	32	33	42	37	32	32	42	38	32	14	37	36	26
Lab	33	0	100	0	0	4	75	30	32	35	38	38	36	26	32	35	39	26	34	41	30	34	34	29
Lib Dem	9	0	0	100	0	3	3	28	10	7	8	9	8	10	11	6	10	10	9	7	6	9	8	14
UKIP	12	0	0	0	100	12	7	11	13	12	7	9	15	14	9	17	11	15	12	13	5	13	12	16
Other	11	0	0	0	0	1	8	15	11	10	23	13	9	8	11	10	8	7	7	7	46	7	10	15

Other Parties Voting Intention

Green	5	0	0	0	0	1	3	11	5	5	15	9	2	3	6	4	5	6	5	6	3	5	5	10
SNP/ PCY	4	0	0	0	0	0	4	3	5	4	7	3	5	3	4	4	1	0	2	0	42	0	4	3
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	0	0
Other	1	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	2	1	1	1	2	1	1	2

Non Voters

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

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

		May 1-2	May 2-3																							
Approve	39	37	88	5	56	21	77	8	34	41	34	28	34	37	44	41	33	35	44	40	33	23	39	41	30	
Disapprove	48	50	7	87	30	64	14	84	54	50	50	51	49	54	46	47	55	47	43	48	58	66	49	51	56	
Don't know	13	12	5	8	14	15	9	8	12	9	16	21	17	9	10	13	12	18	13	12	9	11	13	8	15	

Have you decided definitely how you will vote in the election, or will you wait until nearer the time before deciding how to vote?

[This question was asked to all respondents except those who don't know who they will vote for; n= 1432]

I have definitely decided how to vote	88	88	93	91	86	86	90	92	90	87	89	77	81	91	96	88	88	79	91	90	88	90	88	100	0
I shall wait until nearer the time	8	9	6	7	13	11	8	6	8	10	7	14	16	6	3	9	8	14	7	9	8	8	9	0	100
Not sure	4	3	1	1	1	2	2	2	2	3	3	10	3	3	1	3	4	7	3	2	4	2	3	0	0

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

May
1-2

May
2-3

Have you decided definitely how you will vote in the election, or will you wait until nearer the time before deciding how to vote?

Answered initial voting Q, won't change mind	79	79	93	91	86	86	86	86	77	81	77	67	70	82	88	79	78	68	80	78	81	85	78	100	0
Answered initial voting Q, but might change mind	7	8	6	7	13	11	7	6	7	9	6	12	13	6	3	8	7	12	6	8	8	8	8	0	100
Said don't know to initial voting question	11	11	0	0	0	0	5	7	15	7	14	12	14	10	8	10	11	13	12	13	8	5	11	0	0
Not sure	3	3	1	1	1	2	2	2	2	3	3	8	3	3	1	2	3	6	2	1	3	2	3	0	0

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	98	107
Male 25 to 39	186	225
Male 40 to 59	308	302
Male 60 +	280	233
Female 18 to 24	98	106
Female 25 to 39	211	227
Female 40 to 59	291	309
Female 60 +	317	279
Region		
North England	431	440
Midlands	283	293
East	177	172
London	238	229
South England	425	410
Wales	75	89
Scotland	160	156
Social Grade		
AB	555	501
C1	500	519
C2	362	376
DE	372	394
Newspaper Type		
Express / Mail	261	254
Sun / Star	223	360
Mirror / Record	139	157
Guardian / Independent	115	79
FT / Times / Telegraph	185	143
Other Paper	215	206
No Paper	651	590
Voting Intention in Jan/Feb 2015		
Conservative	477	469
Labour	455	479
Liberal Democrat	87	102
UKIP	211	211
SNP/Plaid Cymru	75	63
Other	117	116
None/ DK	367	349

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