

# YouGov / The Sun Survey Results

Sample Size: 1598 GB Adults  
Fieldwork: 9th - 10th 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
<b>Weighted Sample</b>	<b>1598</b>	<b>435</b>	<b>408</b>	<b>102</b>	<b>196</b>	<b>465</b>	<b>387</b>	<b>290</b>	<b>775</b>	<b>823</b>	<b>190</b>	<b>404</b>	<b>547</b>	<b>457</b>	<b>911</b>	<b>687</b>	<b>205</b>	<b>519</b>	<b>342</b>	<b>393</b>	<b>139</b>
<b>Unweighted Sample</b>	<b>1598</b>	<b>403</b>	<b>423</b>	<b>88</b>	<b>214</b>	<b>454</b>	<b>418</b>	<b>300</b>	<b>771</b>	<b>827</b>	<b>131</b>	<b>311</b>	<b>619</b>	<b>537</b>	<b>1035</b>	<b>563</b>	<b>153</b>	<b>559</b>	<b>311</b>	<b>428</b>	<b>147</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	<b>33</b>	100	0	0	0	76	4	13	34	32	28	32	30	41	40	25	34	43	32	28	18
Lab	<b>31</b>	0	100	0	0	1	77	31	28	36	31	35	36	24	29	35	33	21	33	47	20
Lib Dem	<b>8</b>	0	0	100	0	1	1	27	8	8	16	7	5	9	7	8	8	12	7	5	3
UKIP	<b>15</b>	0	0	0	100	18	7	13	18	12	5	13	17	18	11	21	18	18	18	11	4
Other	<b>12</b>	0	0	0	0	3	12	16	13	12	20	14	12	8	13	11	8	6	10	9	55

## Other Parties Voting Intention

Green	<b>6</b>	0	0	0	0	2	5	11	6	6	16	8	4	4	7	5	6	6	5	8	5
SNP/ PCY	<b>5</b>	0	0	0	0	2	6	4	6	4	4	5	6	4	5	5	0	0	3	0	48
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	<b>1</b>	0	0	0	0	0	1	1	0	1	0	1	1	0	1	1	1	1	1	0	1

## Non Voters

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

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

	Mar 8-9	Mar 9-10																				
Approve	35	<b>33</b>	84	5	44	18	67	7	31	39	27	29	28	33	39	38	26	31	40	31	30	22
Disapprove	49	<b>50</b>	5	86	37	63	19	82	57	49	50	45	46	55	49	46	54	42	44	50	57	65
Don't know	16	<b>17</b>	10	9	19	19	15	10	12	12	23	26	26	12	12	16	19	27	16	19	14	13

## Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

	Feb 23-24	Mar 9-10																				
Sticks to what he believes in	24	<b>24</b>	49	14	17	17	40	13	19	26	22	20	20	22	31	24	23	24	27	20	24	18
Decisive	19	<b>19</b>	42	7	19	13	33	8	15	19	19	25	18	18	19	20	18	23	21	17	19	10
Strong	18	<b>17</b>	42	7	13	6	34	5	9	18	16	24	14	17	17	18	16	12	20	17	16	13
A natural leader	20	<b>17</b>	41	6	18	8	32	6	14	20	14	27	15	15	17	20	13	12	21	17	16	8
Charismatic	19	<b>17</b>	33	8	20	13	29	8	15	18	15	22	15	18	14	20	12	21	18	14	16	10
Good in a crisis	16	<b>15</b>	37	5	14	11	32	6	8	17	13	16	15	12	18	16	14	13	16	15	16	11
Honest	12	<b>11</b>	30	2	11	7	25	2	7	13	9	7	6	10	17	12	9	6	14	8	12	9
In touch with the concerns of ordinary people	6	<b>6</b>	20	1	0	3	17	1	1	8	5	4	5	5	10	7	6	8	8	6	5	2
None of these	45	<b>43</b>	8	68	34	56	19	66	50	42	44	30	36	51	45	41	45	38	39	43	45	57
Don't know	6	<b>9</b>	4	3	9	6	5	5	7	7	11	15	15	4	6	7	11	13	6	10	9	11

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<b>Weighted Sample</b>	<b>1598</b>	<b>435</b>	<b>408</b>	<b>102</b>	<b>196</b>	<b>465</b>	<b>387</b>	<b>290</b>	<b>775</b>	<b>823</b>	<b>190</b>	<b>404</b>	<b>547</b>	<b>457</b>	<b>911</b>	<b>687</b>	<b>205</b>	<b>519</b>	<b>342</b>	<b>393</b>	<b>139</b>
<b>Unweighted Sample</b>	<b>1598</b>	<b>403</b>	<b>423</b>	<b>88</b>	<b>214</b>	<b>454</b>	<b>418</b>	<b>300</b>	<b>771</b>	<b>827</b>	<b>131</b>	<b>311</b>	<b>619</b>	<b>537</b>	<b>1035</b>	<b>563</b>	<b>153</b>	<b>559</b>	<b>311</b>	<b>428</b>	<b>147</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	20	20	6	56	19	5	4	45	23	22	19	21	15	23	22	19	22	20	17	21	26	16
Sticks to what he believes in	18	17	8	44	15	4	5	38	17	18	16	14	13	20	18	16	18	16	14	20	22	9
Honest	18	17	5	46	13	5	3	39	22	19	15	14	14	18	19	18	15	15	14	16	23	11
Strong	6	6	0	18	3	1	0	14	5	6	6	5	6	5	7	5	4	6	7	7	2	2
Decisive	7	6	1	18	2	1	1	14	4	5	6	4	7	6	5	6	6	5	5	8	6	1
Good in a crisis	3	4	0	13	2	1	0	11	4	4	3	2	2	5	4	3	5	2	3	6	4	1
A natural leader	3	3	0	12	0	0	0	9	2	3	4	4	4	4	2	3	4	4	2	5	4	1
Charismatic	2	3	0	9	6	1	0	7	3	2	4	5	2	4	2	3	4	4	3	4	4	2
None of these	56	54	78	16	52	80	82	26	53	56	53	41	53	54	61	58	50	50	59	55	45	66
Don't know	10	13	8	5	15	10	9	8	9	9	16	21	20	8	8	10	16	19	12	12	11	10

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Honest	11	14	19	7	54	7	16	9	25	16	12	12	13	14	15	14	13	11	16	14	12	9
In touch with the concerns of ordinary people	10	12	14	8	55	5	12	7	23	12	12	12	11	12	13	11	13	11	14	12	11	8
Charismatic	12	10	13	10	31	5	11	8	15	13	8	15	11	10	8	11	9	8	11	10	12	7
Sticks to what he believes in	7	8	10	6	20	6	9	6	11	9	6	5	7	7	10	8	8	8	7	8	9	7
Strong	3	4	4	3	25	3	2	2	11	6	3	4	7	3	4	3	6	9	5	3	3	4
Decisive	3	4	6	2	15	3	6	2	6	4	4	3	5	3	4	4	4	5	4	5	3	5
A natural leader	4	4	5	3	19	3	4	3	10	6	3	3	7	4	4	4	5	5	4	6	4	4
Good in a crisis	3	3	3	2	21	0	3	2	8	4	3	2	4	3	4	4	3	3	3	3	3	4
None of these	59	57	54	67	10	76	60	67	48	58	57	50	48	62	63	59	55	54	57	58	56	68
Don't know	11	13	8	9	9	6	9	10	8	10	16	20	23	9	7	11	16	23	11	11	14	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.
<b>Age and Gender</b>		
Male 18 to 24	39	96
Male 25 to 39	123	201
Male 40 to 59	292	270
Male 60 +	317	208
Female 18 to 24	92	94
Female 25 to 39	188	203
Female 40 to 59	327	276
Female 60 +	220	249
<b>Region</b>		
North England	428	393
Midlands	235	262
East	168	153
London	153	205
South England	391	366
Wales	76	80
Scotland	147	139
<b>Social Grade</b>		
AB	619	447
C1	416	463
C2	234	336
DE	329	352
<b>Newspaper Type</b>		
Express / Mail	235	227
Sun / Star	168	321
Mirror / Record	134	141
Guardian / Independent	145	70
FT / Times / Telegraph	109	128
Other Paper	225	184
No Paper	582	527
<b>Political Party Identification</b>		
Labour	502	505
Conservative	392	444
Liberal Democrat	112	152
SNP/Plaid Cymru	52	30
Others	157	78
None/ DK	383	388

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)