

YouGov / The Sun Survey Results

Sample Size: 1583 GB Adults
Fieldwork: 1st - 2nd 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	1583	479	454	94	150	446	391	305	768	815	188	400	541	453	902	681	203	514	339	389	138	1445	
Unweighted Sample	1583	466	452	69	176	459	395	298	784	799	140	330	631	482	1025	558	174	535	316	426	132	1451	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	37	100	0	0	0	81	6	15	35	38	31	37	33	43	42	29	35	45	41	29	21	38
Lab	35	0	100	0	0	4	82	30	33	37	40	34	37	31	31	40	36	25	35	51	28	36
Lib Dem	7	0	0	100	0	1	1	29	7	8	7	7	8	7	8	7	11	8	6	6	5	7
UKIP	12	0	0	0	100	11	5	12	15	8	7	9	12	14	9	16	12	16	11	9	2	12
Other	10	0	0	0	0	2	6	14	10	9	14	13	10	5	10	8	6	6	7	6	43	6

Other Parties Voting Intention

Green	5	0	0	0	0	1	2	10	5	5	9	7	5	1	6	4	6	5	5	5	1	5
SNP/ PCY	4	0	0	0	0	0	3	4	4	3	6	4	3	3	4	3	0	0	1	0	38	0
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	1	0	0	1	1	0	2	1	0	1	1	1	1	1	1	2	1

Non Voters

Would Not Vote	5	0	0	0	0	0	2	3	4	7	12	9	4	1	3	9	6	5	7	4	2	6
Don't know	12	0	0	0	0	7	10	14	8	17	16	14	12	10	11	15	21	8	14	12	13	12

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

		Mar 31 - Apr 1		Apr 1-2																			
Approve	37	37	89	8	45	20	74	11	29	42	34	29	39	34	43	43	30	35	43	38	36	25	39
Disapprove	47	49	4	84	42	70	14	80	58	48	50	47	42	55	48	45	54	45	46	50	51	55	48
Don't know	16	14	7	8	13	10	12	10	13	11	16	24	19	11	8	12	16	20	11	12	13	20	13

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

	Mar 18-19	Apr 1-2																					
Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?																							
It seems rather old and tired																							
Applies most to the Conservatives	30	30	4	56	31	33	8	49	42	31	29	30	29	34	27	29	31	30	23	28	34	51	28
Applies most to Labour	28	24	48	3	33	27	46	7	20	29	19	15	25	23	28	27	19	18	27	26	22	24	24
Applies most to the Liberal Democrats	17	18	22	21	1	22	23	21	12	18	18	12	16	17	23	18	18	17	18	18	18	13	18
Applies to none of them	10	13	16	11	22	8	13	14	13	11	14	9	11	13	15	12	13	11	16	13	10	9	13
Don't know	15	16	10	9	14	10	10	10	13	11	20	35	20	13	7	13	19	23	16	16	16	3	17
Even if I don't always agree with it, at least its heart is in the right place																							
Applies most to the Conservatives	23	21	53	2	9	22	49	5	10	21	20	10	18	19	29	24	16	17	27	18	18	15	21
Applies most to Labour	29	29	6	67	16	16	7	62	30	30	28	31	24	31	30	28	30	30	24	27	36	28	29
Applies most to the Liberal Democrats	16	18	22	12	57	12	19	9	35	20	17	18	17	18	21	21	14	15	18	21	17	20	18
Applies to none of them	20	19	11	12	6	43	15	17	15	19	19	13	24	21	15	17	22	17	18	18	17	32	18
Don't know	13	13	8	6	12	8	9	7	10	10	16	28	17	12	6	10	18	20	12	16	12	5	14
It seems to have succeeded in moving on and left its past behind it																							
Applies most to the Conservatives	20	19	47	4	9	13	40	7	10	20	19	13	21	17	23	23	14	16	21	22	16	20	19
Applies most to Labour	19	21	6	52	11	8	6	44	23	23	19	18	15	23	23	19	23	22	18	18	26	19	21
Applies most to the Liberal Democrats	5	5	3	4	16	5	5	3	11	6	5	3	7	5	6	5	5	5	5	5	6	4	5
Applies to none of them	39	38	34	31	45	63	38	35	42	39	38	34	38	40	39	39	37	37	39	39	35	50	37
Don't know	17	16	10	9	20	10	11	11	13	13	20	32	19	14	10	13	21	20	17	16	17	7	17
It seems to appeal to one section of society rather than to the whole country																							
Applies most to the Conservatives	50	50	19	82	61	41	22	75	63	50	50	46	47	56	47	49	52	39	45	49	57	68	48
Applies most to Labour	23	22	48	5	27	27	44	9	18	26	18	16	22	20	28	26	18	26	28	22	16	11	23
Applies most to the Liberal Democrats	6	6	10	3	2	7	10	4	4	6	5	2	5	5	8	6	5	5	5	5	6	8	5
Applies to none of them	7	8	12	3	4	11	12	4	6	6	9	6	9	7	8	8	8	10	7	7	7	9	8
Don't know	14	14	12	6	6	14	12	9	9	11	18	29	17	12	9	12	18	20	15	16	13	4	15

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	59	95
Male 25 to 39	151	199
Male 40 to 59	314	268
Male 60 +	260	206
Female 18 to 24	81	93
Female 25 to 39	179	201
Female 40 to 59	317	274
Female 60 +	222	247
Region		
North England	426	389
Midlands	244	260
East	154	152
London	174	203
South England	381	363
Wales	72	79
Scotland	132	138
Social Grade		
AB	605	443
C1	420	459
C2	248	332
DE	310	348
Newspaper Type		
Express / Mail	254	225
Sun / Star	188	318
Mirror / Record	121	139
Guardian / Independent	150	70
FT / Times / Telegraph	119	127
Other Paper	211	182
No Paper	540	522
Political Party Identification		
Labour	470	500
Conservative	431	440
Liberal Democrat	98	150
SNP/Plaid Cymru	46	30
Others	146	78
None/ DK	392	385

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