

YouGov / The Sun Survey Results

Sample Size: 1544 GB Adults
Fieldwork: 3rd - 4th 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	1544	425	429	95	170	448	379	298	749	795	184	391	528	442	880	664	198	502	330	380	134	
Unweighted Sample	1544	385	419	94	194	429	370	318	717	827	161	300	571	512	1016	528	184	533	316	370	141	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	73	9	17	35	34	32	32	30	41	38	28	37	37	40	31	15
Lab	34	0	100	0	0	8	77	25	33	35	36	38	40	26	30	40	42	25	31	45	33
Lib Dem	8	0	0	100	0	2	1	27	7	9	11	6	5	11	10	4	8	11	7	5	4
UKIP	14	0	0	0	100	15	8	15	16	12	5	8	16	18	10	18	6	19	15	13	3
Other	10	0	0	0	0	3	4	15	10	11	17	17	9	4	11	9	6	7	7	5	45

Other Parties Voting Intention

Green	6	0	0	0	0	1	2	11	5	7	15	9	3	2	6	5	6	7	5	5	3
SNP/ PCY	4	0	0	0	0	1	2	4	5	4	2	8	5	2	4	4	0	0	1	0	42
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	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	2	3	1	5	6	10	8	5	3	5	7	3	6	7	7	3
Don't know	13	0	0	0	0	11	9	17	8	18	16	16	13	10	13	14	15	14	17	11	8

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

	Mar 2-3	Mar 3-4																				
Approve	33	33	86	7	46	16	66	13	31	38	29	25	28	31	44	38	27	35	36	34	31	24
Disapprove	52	51	6	84	36	70	22	77	54	52	50	44	53	56	46	48	56	47	48	50	56	60
Don't know	15	16	8	8	18	14	12	10	15	10	21	31	19	12	10	15	17	18	15	16	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?

	Feb 17-18	Mar 3-4																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	45	43	21	63	44	45	26	62	55	46	41	34	40	50	43	44	42	38	42	41	48	50
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	28	25	45	13	24	33	39	18	21	25	25	18	19	27	31	26	24	26	26	28	23	19
Neither - I am not aware of significant cuts to services in my area	19	20	28	14	26	18	26	11	17	21	20	26	24	15	21	20	21	21	22	21	18	18
Don't know	9	11	6	10	6	3	8	9	8	8	14	22	16	8	6	10	13	15	10	10	11	12

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	53	93
Male 25 to 39	118	195
Male 40 to 59	279	261
Male 60 +	267	201
Female 18 to 24	108	91
Female 25 to 39	182	196
Female 40 to 59	292	267
Female 60 +	245	241
Region		
North England	370	380
Midlands	236	253
East	151	148
London	184	198
South England	382	354
Wales	80	77
Scotland	141	134
Social Grade		
AB	574	432
C1	442	448
C2	209	324
DE	319	340
Newspaper Type		
Express / Mail	262	219
Sun / Star	207	310
Mirror / Record	119	136
Guardian / Independent	156	68
FT / Times / Telegraph	97	124
Other Paper	188	178
No Paper	515	510
Political Party Identification		
Labour	462	488
Conservative	379	429
Liberal Democrat	136	147
SNP/Plaid Cymru	44	29
Others	151	76
None/ DK	372	375

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