

YouGov / The Sun Survey Results

Sample Size: 1748 GB Adults
Fieldwork: 4th - 5th 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	1748	435	490	90	215	500	440	325	848	900	208	442	598	500	996	752	224	568	374	430	152	
Unweighted Sample	1748	424	468	82	242	512	417	319	847	901	190	343	719	496	1127	621	230	555	373	438	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	74	5	10	31	32	29	23	30	39	35	26	33	37	28	28	23
Lab	35	0	100	0	0	4	79	32	34	36	35	43	34	30	31	40	41	26	41	40	29
Lib Dem	6	0	0	100	0	1	2	26	7	6	7	7	8	4	8	4	12	8	4	5	4
UKIP	15	0	0	0	100	17	9	12	17	13	10	11	17	18	12	20	9	17	17	20	2
Other	12	0	0	0	0	4	5	20	12	12	20	15	11	8	13	10	6	12	9	7	41

Other Parties Voting Intention

Green	8	0	0	0	0	3	3	16	6	9	15	11	6	5	9	6	6	11	7	6	5
SNP/ PCY	4	0	0	0	0	1	2	3	4	3	4	4	4	3	4	4	0	0	2	0	36
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	1	0	1	0	1	0	1	0	0	1	0	1	1

Non Voters

Would Not Vote	5	0	0	0	0	0	1	2	4	7	14	5	6	1	5	5	7	5	6	6	2
Don't know	15	0	0	0	0	11	12	20	10	19	20	17	14	12	15	15	14	18	15	11	12

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

	Mar 3-4	Mar 4-5																				
Approve	33	33	87	5	42	27	68	9	25	38	28	30	29	32	37	37	27	34	34	32	32	29
Disapprove	51	54	6	86	37	65	22	79	63	54	54	45	52	56	56	50	59	43	51	57	55	63
Don't know	16	14	7	8	21	8	10	12	12	9	18	26	19	11	7	14	14	23	14	11	13	8

Fieldwork: 4th - 5th 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	1748	435	490	90	215	500	440	325	848	900	208	442	598	500	996	752	224	568	374	430	152
Unweighted Sample	1748	424	468	82	242	512	417	319	847	901	190	343	719	496	1127	621	230	555	373	438	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb 18-19
Mar 4-5

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	34	31	5	55	46	24	9	50	40	35	28	29	39	31	24	31	31	31	27	34	32	38
Applies most to Labour	26	27	54	3	33	37	49	8	24	31	22	18	22	26	35	31	21	25	29	23	27	29
Applies most to the Liberal Democrats	17	16	21	18	1	21	22	18	12	15	17	9	11	17	22	14	19	15	18	13	17	14
Applies to none of them	9	10	11	10	17	9	11	8	12	8	11	9	7	11	10	10	9	8	9	11	11	9
Don't know	13	16	9	14	4	8	9	16	12	11	22	34	20	14	8	15	19	21	16	19	13	11

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	21	21	59	3	7	25	50	6	8	23	19	10	17	21	29	22	19	21	25	17	20	18
Applies most to Labour	30	29	4	71	16	13	7	62	29	30	28	23	28	31	30	26	33	25	25	34	35	22
Applies most to the Liberal Democrats	17	16	17	8	64	12	16	6	34	19	14	16	20	16	14	20	12	19	19	14	13	16
Applies to none of them	20	22	14	13	10	45	20	15	21	21	22	23	21	23	20	21	23	18	19	23	22	33
Don't know	12	12	6	6	3	5	7	11	8	8	17	29	15	9	7	11	14	17	12	13	10	11

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	18	17	49	4	6	16	36	5	9	19	16	19	17	15	20	19	15	17	19	14	19	17
Applies most to Labour	16	16	3	41	15	10	4	35	15	19	14	14	14	17	19	14	20	12	14	19	20	17
Applies most to the Liberal Democrats	5	5	5	3	21	5	6	4	6	5	5	4	3	7	4	5	4	8	4	5	5	5
Applies to none of them	45	44	33	41	52	64	43	41	54	45	43	28	45	47	46	46	41	43	45	45	42	48
Don't know	15	17	10	11	5	6	9	15	16	12	22	35	21	13	11	16	19	21	19	17	14	13

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	51	49	22	74	56	46	29	69	62	53	47	39	48	51	54	49	51	43	45	50	56	56
Applies most to Labour	23	20	43	9	26	23	39	8	13	22	18	14	20	21	22	22	17	24	25	15	19	15
Applies most to the Liberal Democrats	6	6	10	4	2	12	11	4	4	8	5	5	4	7	8	6	8	6	6	6	8	4
Applies to none of them	8	8	12	5	9	11	11	7	7	7	10	8	8	10	7	8	8	8	8	11	6	14
Don't know	12	16	12	7	7	8	10	12	14	11	20	34	20	12	8	15	16	20	16	19	12	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.
Age and Gender		
Male 18 to 24	78	105
Male 25 to 39	145	220
Male 40 to 59	345	295
Male 60 +	279	227
Female 18 to 24	112	103
Female 25 to 39	198	222
Female 40 to 59	374	302
Female 60 +	217	273
Region		
North England	438	430
Midlands	287	287
East	170	168
London	230	224
South England	385	400
Wales	86	87
Scotland	152	152
Social Grade		
AB	614	489
C1	513	507
C2	265	367
DE	356	385
Newspaper Type		
Express / Mail	282	248
Sun / Star	235	351
Mirror / Record	138	154
Guardian / Independent	162	77
FT / Times / Telegraph	112	140
Other Paper	228	201
No Paper	591	577
Political Party Identification		
Labour	527	552
Conservative	479	486
Liberal Democrat	128	166
SNP/Plaid Cymru	40	33
Others	163	86
None/ DK	411	425

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