

## YouGov / The Sun Survey Results

Sample Size: 1938 GB Adults  
Fieldwork: 8th - 9th April 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	Eng/ Wales	
<b>Weighted Sample</b>	<b>1938</b>	565	552	132	198	570	452	392	940	998	231	490	663	554	1105	833	248	630	415	477	169	1769	
Unweighted Sample	1938	603	548	131	196	618	463	421	976	962	120	427	704	687	1146	792	222	664	412	512	128	1810	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	35	100	0	0	0	77	6	17	36	34	28	36	31	42	39	30	38	40	38	34	12	38	
Lab	34	0	100	0	0	5	78	30	34	34	38	38	35	30	34	35	39	25	35	48	25	35	
Lib Dem	8	0	0	100	0	1	1	31	8	8	10	9	7	8	9	6	7	10	6	5	13	7	
UKIP	12	0	0	0	100	15	6	8	13	11	6	5	15	16	8	18	9	18	14	7	4	13	
Other	10	0	0	0	0	2	8	14	9	12	18	11	11	5	10	11	6	7	7	5	46	6	
<b>Other Parties Voting Intention</b>																							
SNP/ PCY	5	0	0	0	0	1	6	3	4	6	7	5	6	3	5	5	1	0	2	1	42	1	
Green	4	0	0	0	0	1	2	10	4	5	10	6	4	2	4	5	4	6	4	3	5	4	
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	
Other	1	0	0	0	0	0	0	1	0	1	1	0	2	0	1	1	1	1	1	0	0	1	

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	1	1	0	1	1	2	4	5	12	6	3	2	4	5	7	5	2	4	6	4
1	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0	1	0	1	0	0	0	1
2	1	1	1	0	1	0	0	2	1	2	2	2	1	0	1	1	3	1	1	1	0	1
3	1	0	0	2	1	0	1	1	1	1	1	3	0	0	1	1	1	0	1	1	2	1
4	1	1	1	1	1	1	1	0	1	1	2	1	1	0	1	1	1	1	1	1	0	1
5	4	1	2	5	3	2	2	3	3	5	6	6	3	2	3	5	3	4	5	5	2	4
6	3	1	3	1	2	1	1	2	2	3	9	3	2	1	3	2	4	1	4	3	3	3
7	3	3	2	3	3	3	3	2	4	2	5	5	2	2	3	4	5	3	2	4	0	3
8	5	6	4	4	6	5	4	5	6	5	7	5	6	4	5	6	4	6	5	6	2	5
9	11	13	10	13	10	10	8	16	12	10	13	12	10	10	12	9	11	12	14	9	4	12
10 - Absolutely certain to vote	66	74	77	69	72	76	78	67	66	66	44	56	72	78	67	65	62	66	65	65	81	65

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	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	Eng/ Wales	
<b>Weighted Sample</b>	<b>1938</b>	<b>565</b>	<b>552</b>	<b>132</b>	<b>198</b>	<b>570</b>	<b>452</b>	<b>392</b>	<b>940</b>	<b>998</b>	<b>231</b>	<b>490</b>	<b>663</b>	<b>554</b>	<b>1105</b>	<b>833</b>	<b>248</b>	<b>630</b>	<b>415</b>	<b>477</b>	<b>169</b>	<b>1769</b>	
<b>Unweighted Sample</b>	<b>1938</b>	<b>603</b>	<b>548</b>	<b>131</b>	<b>196</b>	<b>618</b>	<b>463</b>	<b>421</b>	<b>976</b>	<b>962</b>	<b>120</b>	<b>427</b>	<b>704</b>	<b>687</b>	<b>1146</b>	<b>792</b>	<b>222</b>	<b>664</b>	<b>412</b>	<b>512</b>	<b>128</b>	<b>1810</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**

[Excluding Don't knows and Would not votes]

Con	<b>35</b>	100	0	0	0	77	7	17	36	34	28	35	32	41	39	30	39	40	37	33	12	37
Lab	<b>34</b>	0	100	0	0	5	78	29	34	34	38	38	35	30	34	35	40	25	35	47	25	35
Lib Dem	<b>8</b>	0	0	100	0	1	1	31	8	9	10	10	7	8	10	6	7	10	6	6	13	8
UKIP	<b>12</b>	0	0	0	100	15	6	9	13	11	7	6	15	16	8	18	9	18	14	9	4	13
Other	<b>10</b>	0	0	0	0	3	8	14	9	12	17	11	11	5	10	11	6	7	7	6	45	7

**Other Parties Voting Intention**

SNP/ PCY	<b>5</b>	0	0	0	0	1	5	3	4	5	7	5	6	3	5	4	1	0	3	1	41	1
Green	<b>4</b>	0	0	0	0	1	2	10	4	5	9	6	4	2	4	5	4	6	4	3	5	4
BNP	<b>0</b>	0	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	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	1	1	0	2	0	1	1	1	1	1	0	0	1

**Non Voters**

Would Not Vote	<b>5</b>	0	0	0	0	2	1	3	4	6	12	7	3	3	5	5	6	5	3	6	6	5
Don't know	<b>12</b>	0	0	0	0	8	8	13	7	16	15	14	11	9	11	14	12	11	14	13	9	12

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

		April 7-8	April 8-9																				
Approve	37	<b>38</b>	91	6	47	24	75	12	32	43	34	30	39	35	45	42	33	37	44	39	33	32	39
Disapprove	49	<b>48</b>	4	86	37	59	16	78	56	47	49	43	44	54	45	44	52	48	42	49	53	51	47
Don't know	14	<b>14</b>	5	8	16	17	9	10	12	11	17	28	18	11	9	14	15	16	14	12	14	16	14

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<b>Weighted Sample</b>	<b>1938</b>	<b>565</b>	<b>552</b>	<b>132</b>	<b>198</b>	<b>570</b>	<b>452</b>	<b>392</b>	<b>940</b>	<b>998</b>	<b>231</b>	<b>490</b>	<b>663</b>	<b>554</b>	<b>1105</b>	<b>833</b>	<b>248</b>	<b>630</b>	<b>415</b>	<b>477</b>	<b>169</b>	<b>1769</b>	
<b>Unweighted Sample</b>	<b>1938</b>	<b>603</b>	<b>548</b>	<b>131</b>	<b>196</b>	<b>618</b>	<b>463</b>	<b>421</b>	<b>976</b>	<b>962</b>	<b>120</b>	<b>427</b>	<b>704</b>	<b>687</b>	<b>1146</b>	<b>792</b>	<b>222</b>	<b>664</b>	<b>412</b>	<b>512</b>	<b>128</b>	<b>1810</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Mar 25-26	April 8-9																						
<b>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?</b>																									
<b>The kind of society it wants is broadly the kind of society I want</b>																									
		30	29	81	2	3	23	66	7	15	32	26	13	23	28	41	31	26	30	33	31	25	12	30	
	Applies most to the Conservatives	28	29	2	79	5	10	5	67	25	31	27	31	27	31	26	28	29	26	22	28	38	29	29	
	Applies most to the Liberal Democrats	11	11	4	5	77	4	5	3	34	11	12	17	15	9	9	15	7	8	14	10	9	17	11	
	Applies to none of them	19	19	7	7	7	55	16	14	19	17	21	15	16	23	20	17	22	18	20	19	17	29	18	
	Don't know	13	12	7	5	8	9	8	8	7	9	15	24	19	9	4	10	15	17	11	11	12	13	12	
<b>It is led by people of real ability</b>																									
	Applies most to the Conservatives	28	29	75	6	17	18	61	9	18	33	26	24	27	28	35	32	25	31	34	30	25	19	30	
	Applies most to Labour	14	14	0	43	1	7	2	39	10	16	13	11	15	16	14	12	17	14	11	15	20	12	15	
	Applies most to the Liberal Democrats	4	4	2	2	30	1	1	1	11	4	3	4	4	3	4	4	3	4	4	2	4	5	3	
	Applies to none of them	38	37	15	35	39	63	26	35	47	34	39	33	34	38	39	36	37	34	36	36	36	48	36	
	Don't know	16	16	8	14	13	10	10	15	14	13	19	29	21	15	9	15	18	17	16	16	16	16	16	
<b>Its leaders are prepared to take tough and unpopular decisions</b>																									
	Applies most to the Conservatives	49	49	86	32	32	47	77	37	40	51	48	32	46	50	58	51	46	48	50	52	49	43	50	
	Applies most to Labour	11	12	2	34	8	6	2	30	11	14	10	10	11	15	11	12	13	13	11	11	17	10	13	
	Applies most to the Liberal Democrats	4	4	2	3	28	1	2	1	12	5	3	7	5	3	3	5	3	6	4	3	3	6	4	
	Applies to none of them	20	21	6	20	24	36	13	21	23	19	22	19	20	22	21	20	21	17	22	21	18	29	20	
	Don't know	15	14	5	11	9	10	7	10	13	11	16	32	18	10	7	11	17	16	13	14	13	12	14	
<b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>																									
	Applies most to the Conservatives	14	14	2	27	20	14	5	24	18	13	15	10	11	15	17	13	16	13	12	18	16	10	15	
	Applies most to Labour	31	33	62	9	50	36	56	14	35	37	29	21	29	32	41	35	29	33	35	29	32	34	33	
	Applies most to the Liberal Democrats	29	29	24	47	4	21	22	42	24	29	28	28	30	31	24	29	27	30	27	30	29	27	29	
	Applies to none of them	8	8	3	7	13	13	6	8	8	9	7	11	7	9	6	8	9	8	9	7	8	11	8	
	Don't know	17	16	9	10	14	16	11	11	15	12	20	30	23	12	11	14	19	16	17	16	15	19	16	

## 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.
<b>Age and Gender</b>		
Male 18 to 24	54	116
Male 25 to 39	216	244
Male 40 to 59	362	328
Male 60 +	344	252
Female 18 to 24	66	114
Female 25 to 39	211	246
Female 40 to 59	342	335
Female 60 +	343	302
<b>Region</b>		
North England	512	477
Midlands	337	318
East	197	186
London	222	248
South England	467	444
Wales	75	97
Scotland	128	169
<b>Social Grade</b>		
AB	614	543
C1	532	562
C2	365	407
DE	427	426
<b>Newspaper Type</b>		
Express / Mail	309	275
Sun / Star	265	390
Mirror / Record	162	171
Guardian / Independent	103	85
FT / Times / Telegraph	169	155
Other Paper	220	223
No Paper	710	640
<b>Voting Intention in Jan/Feb 2015</b>		
Conservative	549	508
Labour	514	519
Liberal Democrat	111	110
UKIP	223	229
SNP/Plaid Cymru	61	68
Other	133	126
None/ DK	347	378

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)