

YouGov / The Sun Survey Results

Sample Size: 1683 GB Adults
Fieldwork: 15th - 16th 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	1683	442	465	98	181	487	418	338	816	867	200	426	576	481	959	724	215	547	360	414	146
Unweighted Sample	1683	426	452	90	202	491	396	327	792	891	198	367	624	494	1084	599	193	552	334	452	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	33	100	0	0	0	74	7	16	31	35	26	32	29	40	37	27	32	43	29	26	23
Lab	35	0	100	0	0	6	78	28	36	33	32	40	38	27	32	38	35	24	37	50	28
Lib Dem	7	0	0	100	0	1	1	28	6	9	6	5	8	9	8	6	11	8	6	6	6
UKIP	13	0	0	0	100	17	6	11	15	11	10	7	14	18	10	19	12	16	18	10	3
Other	12	0	0	0	0	2	8	18	11	12	26	15	10	6	13	10	9	9	9	8	41

Other Parties Voting Intention

Green	7	0	0	0	0	2	3	14	6	7	19	8	5	3	8	5	9	8	6	6	4
SNP/ PCY	4	0	0	0	0	0	4	3	4	5	6	6	5	2	5	3	0	0	3	0	37
BNP	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	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
Other	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0

Non Voters

Would Not Vote	6	0	0	0	0	1	2	3	4	8	15	8	5	2	5	7	12	5	6	6	2
Don't know	14	0	0	0	0	11	10	17	8	20	17	15	12	15	14	15	12	13	13	18	12

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

	Mar 12-13	Mar 15-16																				
Approve	36	34	89	6	45	20	68	10	29	37	31	24	33	30	44	38	29	33	43	32	28	29
Disapprove	50	50	3	83	41	67	20	79	56	51	48	42	45	58	47	45	55	46	41	53	58	56
Don't know	14	16	7	11	14	13	12	11	15	11	21	33	22	12	9	17	15	21	16	16	15	14

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

		Mar 1-2	Mar 15-16																				
Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?																							
National Health Service																							
	Conservative	25	22	68	1	5	18	55	5	9	24	21	11	19	21	32	24	21	19	29	22	17	20
	Labour	35	38	9	88	25	22	12	77	38	44	32	39	38	41	33	36	39	37	29	41	48	32
	Liberal Democrat	5	5	2	1	52	2	2	1	17	6	5	4	7	4	6	6	4	7	6	4	4	8
	Other	8	7	1	0	0	25	6	3	8	8	6	8	6	8	5	7	7	5	7	6	5	17
	None	12	11	10	2	7	18	12	5	11	9	12	4	7	13	14	10	11	18	11	8	9	11
	Don't know	16	17	10	7	11	16	12	9	18	10	24	34	23	13	10	17	18	14	18	18	19	13
Asylum and immigration																							
	Conservative	24	24	66	7	14	7	50	10	16	25	22	18	25	22	28	28	18	25	28	21	21	21
	Labour	17	17	1	51	11	1	3	40	14	19	15	16	15	19	16	16	18	17	11	18	22	19
	Liberal Democrat	5	6	2	5	42	1	2	3	16	6	6	6	6	6	6	7	4	8	5	5	6	7
	Other	24	24	16	12	5	81	28	18	21	28	20	19	20	27	25	21	28	19	25	27	21	28
	None	14	12	8	10	8	9	8	13	13	11	13	5	11	14	13	10	15	15	12	12	11	11
	Don't know	16	18	6	15	19	2	9	16	20	12	23	36	22	13	12	18	18	16	18	18	20	15
Law and order																							
	Conservative	36	34	89	8	24	23	72	11	27	38	31	23	30	33	45	39	29	32	41	35	28	29
	Labour	21	22	1	66	11	8	3	53	19	26	19	22	23	25	20	21	25	25	15	25	30	18
	Liberal Democrat	4	5	1	3	40	2	1	4	13	5	5	8	5	4	6	6	5	7	7	3	4	6
	Other	10	9	1	2	1	37	8	6	8	10	8	9	8	10	8	8	10	6	9	10	5	20
	None	10	9	2	6	8	13	5	8	9	9	9	4	9	11	9	8	11	14	10	6	7	11
	Don't know	19	20	6	15	16	16	10	18	23	12	28	36	25	17	12	19	21	16	19	20	25	16
Education and schools																							
	Conservative	29	26	77	2	3	23	63	6	12	28	23	13	22	23	37	29	22	25	33	25	20	18
	Labour	30	31	3	81	13	17	8	68	28	35	27	30	31	35	27	30	33	32	24	33	40	27
	Liberal Democrat	7	8	5	3	64	2	4	3	24	8	9	8	9	7	10	10	6	10	10	8	7	6
	Other	8	8	1	1	1	28	6	6	7	9	7	10	7	8	6	7	8	7	6	8	5	20
	None	10	9	4	4	5	15	7	6	9	8	9	6	7	11	8	7	10	11	9	7	7	10
	Don't know	16	19	9	10	13	16	12	12	19	12	25	33	24	16	12	17	21	15	18	19	22	18
Taxation																							
	Conservative	33	32	85	8	13	30	69	13	19	36	29	20	26	32	43	35	28	28	39	33	25	28
	Labour	26	26	2	71	12	9	6	57	24	29	22	23	26	29	22	24	27	27	17	28	34	23
	Liberal Democrat	6	7	2	5	54	4	3	4	21	7	7	5	7	8	8	8	6	8	9	6	6	6
	Other	9	8	1	1	1	31	7	4	8	9	6	10	8	9	5	8	8	7	8	7	4	18
	None	11	9	3	5	5	11	4	9	8	7	10	6	10	9	9	8	10	12	8	8	8	12
	Don't know	16	19	7	10	15	15	10	13	20	11	26	35	24	15	12	17	21	17	18	19	22	14

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

		Mar 1-2	Mar 15-16																				
Unemployment																							
	Conservative	32	31	83	6	18	25	66	12	19	34	28	22	26	30	39	35	26	27	39	32	24	21
	Labour	29	30	6	76	17	15	9	63	29	35	26	29	30	33	27	29	32	32	23	32	38	28
	Liberal Democrat	4	4	1	1	43	1	2	0	13	4	5	3	3	4	5	5	3	6	5	3	3	4
	Other	9	7	1	2	1	30	7	4	8	8	7	7	8	8	6	7	8	7	6	8	5	19
	None	10	9	3	4	3	15	6	8	10	8	10	5	9	10	10	8	11	13	10	7	8	12
	Don't know	17	18	5	12	18	13	10	13	21	11	25	34	24	14	12	17	20	15	17	18	22	17
The economy in general																							
	Conservative	39	37	94	8	25	34	77	13	28	41	34	27	32	34	50	42	31	34	45	36	31	33
	Labour	22	23	1	69	10	6	4	55	21	27	19	20	23	27	19	22	24	24	17	24	31	18
	Liberal Democrat	4	4	1	1	42	1	1	1	15	4	5	3	4	4	6	5	4	6	5	4	4	4
	Other	8	7	0	1	0	27	5	5	8	7	7	7	8	8	5	7	7	5	6	8	4	18
	None	10	9	1	5	5	15	5	9	8	8	10	6	10	11	8	8	11	15	8	9	8	12
	Don't know	18	19	4	15	17	16	8	17	20	12	25	37	25	15	12	17	22	16	19	19	23	15
Europe																							
	Conservative	21	21	62	4	9	7	45	7	12	20	22	15	19	20	26	23	18	19	26	17	19	20
	Labour	20	20	1	61	8	3	4	48	17	23	16	18	21	22	17	19	20	26	13	22	25	18
	Liberal Democrat	8	8	4	5	57	0	3	3	23	8	7	7	8	8	8	10	5	10	9	6	6	9
	Other	22	22	17	10	5	78	29	16	21	26	19	14	17	25	28	21	25	19	24	26	18	26
	None	10	9	5	7	6	6	5	10	8	9	10	4	10	11	10	8	11	11	9	10	9	10
	Don't know	19	20	11	13	15	6	14	16	19	13	26	41	26	14	12	18	21	16	20	19	23	17
Welfare benefits																							
	Conservative	28	29	82	5	16	25	66	12	16	33	26	19	29	27	38	33	25	29	37	28	24	23
	Labour	29	29	3	77	13	13	9	61	29	33	25	26	25	34	28	27	31	30	22	30	39	23
	Liberal Democrat	5	5	2	2	47	2	3	1	16	5	6	2	6	5	6	6	4	6	6	4	5	7
	Other	12	9	2	1	1	35	8	6	10	9	8	10	7	10	8	9	9	6	9	10	5	17
	None	9	10	5	4	4	13	5	8	10	8	11	4	11	11	9	9	11	14	9	9	8	11
	Don't know	16	18	5	11	18	12	9	13	19	12	24	39	23	13	11	16	21	15	17	20	19	19
Housing																							
	Conservative	22	21	66	2	5	18	52	6	9	23	20	14	19	20	27	23	18	16	29	20	16	15
	Labour	29	30	7	79	16	13	11	64	29	36	25	25	30	34	27	29	32	34	23	31	39	22
	Liberal Democrat	5	6	3	1	50	2	3	1	17	5	6	4	4	5	8	7	4	6	6	6	4	8
	Other	11	8	2	1	1	31	8	5	9	9	8	11	8	9	7	9	8	8	9	9	4	20
	None	13	12	9	5	7	19	9	9	14	11	13	6	12	14	13	11	14	16	13	11	10	12
	Don't know	20	23	13	12	21	18	17	15	23	15	30	40	27	17	18	22	24	19	20	24	26	24

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	87	101
Male 25 to 39	143	212
Male 40 to 59	285	284
Male 60 +	277	219
Female 18 to 24	111	99
Female 25 to 39	224	214
Female 40 to 59	339	291
Female 60 +	217	263
Region		
North England	452	414
Midlands	240	276
East	161	162
London	193	215
South England	391	385
Wales	94	84
Scotland	152	146
Social Grade		
AB	614	471
C1	470	488
C2	246	353
DE	353	370
Newspaper Type		
Express / Mail	279	239
Sun / Star	217	338
Mirror / Record	149	148
Guardian / Independent	144	74
FT / Times / Telegraph	106	135
Other Paper	226	194
No Paper	562	555
Political Party Identification		
Labour	496	532
Conservative	455	468
Liberal Democrat	122	160
SNP/Plaid Cymru	45	32
Others	152	82
None/ DK	413	409

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For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk