

## YouGov / The Sun Survey Results

Sample Size: 1830 GB Adults  
Fieldwork: 16th - 17th 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	
<b>Weighted Sample</b>	<b>1830</b>	500	536	106	172	539	457	338	888	942	218	463	626	523	1043	787	234	595	392	450	159	
Unweighted Sample	1830	465	519	86	201	529	442	327	882	948	220	332	744	534	1169	661	223	590	378	480	159	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	<b>34</b>	100	0	0	0	77	6	13	35	33	24	31	33	40	37	30	36	40	31	33	18
Lab	<b>36</b>	0	100	0	0	4	81	34	35	38	40	45	33	32	33	40	43	29	39	42	26
Lib Dem	<b>7</b>	0	0	100	0	2	0	27	7	7	10	5	7	8	9	5	5	10	7	5	7
UKIP	<b>12</b>	0	0	0	100	15	4	11	12	11	4	7	15	14	10	14	7	13	13	14	2
Other	<b>11</b>	0	0	0	0	2	8	14	12	11	21	12	13	6	11	12	8	8	10	6	47

### Other Parties Voting Intention

Green	<b>6</b>	0	0	0	0	1	3	12	6	6	16	7	5	2	6	6	7	7	7	5	2
SNP/ PCY	<b>5</b>	0	0	0	0	0	4	2	5	4	4	5	6	3	4	5	0	1	1	0	44
BNP	<b>0</b>	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	1	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	1	1	0	1	0	0	1	0	0	1	0	2

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	1	1	3	5	7	14	7	5	3	5	7	7	8	5	6	0
Don't know	<b>13</b>	0	0	0	0	9	9	17	7	19	13	15	14	11	14	12	11	16	15	10	9

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

	Mar 15-16	Mar 16-17																				
Approve	<b>34</b>	<b>32</b>	82	5	35	22	67	10	21	36	28	23	29	34	37	35	28	36	34	30	32	25
Disapprove	<b>50</b>	<b>52</b>	8	85	36	64	20	80	61	51	54	48	49	55	54	49	57	48	50	52	55	63
Don't know	<b>16</b>	<b>16</b>	10	10	29	14	13	10	17	13	18	29	22	12	9	16	15	16	16	19	13	12

Sample Size: 1830 GB Adults  
Fieldwork: 16th - 17th 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
<b>Weighted Sample</b>	<b>1830</b>	500	536	106	172	539	457	338	888	942	218	463	626	523	1043	787	234	595	392	450	159
Unweighted Sample	1830	465	519	86	201	529	442	327	882	948	220	332	744	534	1169	661	223	590	378	480	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

	Mar 2-3	Mar 16-17																				
Immigration & Asylum	50	51	63	39	31	90	66	47	38	47	55	31	43	54	63	45	60	45	52	53	55	39
Health	42	45	38	56	60	29	37	54	53	39	50	37	34	46	56	47	43	45	45	48	44	39
The economy	46	45	59	43	52	31	53	40	48	50	40	43	43	47	45	51	36	42	44	46	45	47
Welfare benefits	30	27	29	30	22	23	28	29	26	25	30	26	28	30	24	25	30	18	27	29	29	34
Housing	22	23	17	30	31	13	16	27	27	26	21	31	29	20	20	24	23	39	25	21	16	21
Europe	17	17	23	9	11	43	25	10	14	20	13	14	10	18	23	17	16	17	18	14	18	12
Education	16	16	13	20	20	7	8	18	19	16	17	31	18	14	11	18	14	17	17	19	15	15
Tax	13	10	9	12	7	7	9	12	7	11	9	14	10	10	7	9	10	12	8	12	9	10
Crime	11	9	7	9	4	18	9	8	7	8	10	5	11	10	8	7	12	10	7	8	11	10
Pensions	11	9	10	8	9	11	10	10	10	8	11	2	5	9	16	11	8	6	10	9	10	14
The environment	8	9	4	7	16	3	5	9	11	10	9	14	10	8	8	10	9	7	9	8	8	18
Family life & childcare	6	7	4	13	2	6	4	11	6	6	9	7	13	7	3	7	8	8	8	6	8	8
Transport	3	2	1	3	7	0	1	2	6	3	2	2	3	3	2	3	1	3	2	2	3	3
None of these	1	1	0	0	0	0	0	0	1	0	1	1	1	0	0	1	0	1	1	0	1	1
Don't know	2	2	1	0	1	0	1	1	2	2	3	8	4	2	0	3	2	4	3	3	1	2

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

The economy	43	43	52	42	46	31	47	42	43	47	39	43	37	48	43	46	39	36	41	44	43	57
Health	38	40	33	47	55	33	34	47	48	36	44	28	31	41	54	41	40	36	42	46	37	37
Pensions	29	27	33	25	36	28	31	27	31	26	28	17	13	24	48	28	26	23	29	26	26	36
Tax	21	20	23	18	25	19	23	18	22	19	21	26	23	21	16	20	20	16	21	22	20	22
Immigration & Asylum	20	19	23	13	7	50	28	16	13	20	18	10	14	19	27	16	23	23	18	20	22	5
Education	15	16	14	18	17	8	12	17	17	15	17	28	19	18	6	18	14	12	18	17	15	15
Housing	16	16	13	21	17	9	11	18	18	17	15	28	27	12	7	17	15	33	17	13	12	11
Welfare benefits	15	15	10	18	12	19	11	18	15	16	15	12	14	19	13	9	23	11	16	18	12	20
Family life & childcare	14	14	11	19	4	12	10	20	10	12	16	15	27	12	5	13	15	14	13	14	16	12
The environment	7	10	6	9	14	6	6	8	14	9	11	9	9	10	10	11	8	10	8	9	10	15
Europe	10	7	8	4	4	20	11	4	5	9	4	3	4	6	11	8	5	5	6	7	8	9
Transport	5	7	7	5	13	2	6	4	10	7	7	12	8	7	4	8	5	10	7	7	5	6
Crime	8	6	7	6	5	12	7	7	3	5	7	4	4	7	8	5	7	7	5	5	10	3
None of these	3	2	3	2	0	2	4	1	2	3	2	1	3	2	3	2	2	2	3	1	3	2
Don't know	4	4	2	2	2	1	3	1	4	3	5	11	6	2	1	4	4	7	3	4	4	3

## 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.
<b>Age and Gender</b>		
Male 18 to 24	87	110
Male 25 to 39	149	231
Male 40 to 59	361	309
Male 60 +	285	238
Female 18 to 24	133	108
Female 25 to 39	183	232
Female 40 to 59	383	317
Female 60 +	249	285
<b>Region</b>		
North England	480	450
Midlands	267	300
East	180	176
London	223	234
South England	410	419
Wales	111	92
Scotland	159	159
<b>Social Grade</b>		
AB	709	512
C1	460	531
C2	265	384
DE	396	403
<b>Newspaper Type</b>		
Express / Mail	296	260
Sun / Star	216	368
Mirror / Record	141	161
Guardian / Independent	192	81
FT / Times / Telegraph	149	146
Other Paper	250	210
No Paper	586	604
<b>Political Party Identification</b>		
Labour	534	578
Conservative	468	509
Liberal Democrat	113	174
SNP/Plaid Cymru	67	35
Others	162	90
None/ DK	486	445

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)