

YouGov / The Sun Survey Results

Sample Size: 1752 GB Adults
Fieldwork: 17th - 18th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	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	1752	461	480	119	193	500	416	311	850	902	208	443	599	501	999	753	224	569	375	431	152	
Unweighted Sample	1752	431	476	102	224	483	410	324	832	920	173	364	708	507	1162	590	196	585	349	460	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	33	100	0	0	0	78	4	14	33	33	28	32	30	39	35	30	31	43	30	29	19
Lab	34	0	100	0	0	4	83	28	33	36	41	35	36	30	33	36	33	26	42	42	26
Lib Dem	8	0	0	100	0	0	1	34	10	7	9	10	8	7	10	6	14	10	6	7	5
UKIP	14	0	0	0	100	15	6	11	15	13	6	9	15	19	12	16	15	16	13	15	5
Other	11	0	0	0	0	2	6	14	10	11	15	14	12	4	10	11	7	6	10	6	44
Other Parties Voting Intention																					
Green	6	0	0	0	0	1	2	12	5	7	13	9	5	2	6	6	7	5	7	6	4
SNP/ PCY	4	0	0	0	0	1	3	1	4	4	3	4	6	2	4	4	0	0	2	0	40
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	1	0	0	0	0	0	1	0	1	1	0	1	1	1	1	1	1	1	1	1	0
Non Voters																					
Would Not Vote	6	0	0	0	0	2	2	1	5	6	10	11	4	1	5	6	8	6	6	5	2
Don't know	14	0	0	0	0	11	8	16	10	19	18	15	14	13	13	16	15	15	16	12	15

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

	Mar 16-17	Mar 17-18																				
Approve	32	34	85	7	43	22	69	10	33	38	30	25	34	31	41	39	27	36	39	28	34	28
Disapprove	52	49	6	82	44	64	18	82	54	49	49	41	45	54	50	44	55	42	40	56	54	61
Don't know	16	17	9	11	13	14	13	8	13	12	22	33	21	15	9	17	17	22	21	15	12	11

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?

	Mar 3-4	Mar 17-18																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	43	45	22	71	50	43	25	68	57	49	41	32	40	51	47	46	43	43	40	49	48	45
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	25	26	45	12	22	37	41	12	21	27	26	21	24	25	32	26	27	24	28	23	29	27
Neither - I am not aware of significant cuts to services in my area	20	18	24	10	16	14	24	12	13	15	20	21	21	16	16	19	16	24	19	17	15	14
Don't know	11	11	9	7	12	6	10	8	9	9	13	25	15	8	5	10	14	10	14	11	8	14

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	66	105
Male 25 to 39	148	221
Male 40 to 59	345	296
Male 60 +	273	228
Female 18 to 24	107	103
Female 25 to 39	216	223
Female 40 to 59	363	303
Female 60 +	234	273
Region		
North England	460	431
Midlands	262	287
East	167	168
London	196	224
South England	418	401
Wales	87	88
Scotland	162	152
Social Grade		
AB	677	491
C1	485	508
C2	257	368
DE	333	385
Newspaper Type		
Express / Mail	283	249
Sun / Star	231	352
Mirror / Record	117	154
Guardian / Independent	165	77
FT / Times / Telegraph	119	140
Other Paper	245	201
No Paper	592	578
Political Party Identification		
Labour	515	554
Conservative	458	487
Liberal Democrat	119	166
SNP/Plaid Cymru	45	33
Others	161	86
None/ DK	454	426

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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