

YouGov / The Sun Survey Results

Sample Size: 2293 GB Adults
Fieldwork: 18th - 19th 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	2293	663	623	149	239	684	563	424	1112	1181	273	580	784	656	1307	986	294	745	491	564	199
Unweighted Sample	2293	628	601	125	278	687	553	437	1117	1176	211	454	905	723	1491	802	261	812	481	556	183
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	35	100	0	0	0	79	8	16	34	37	28	34	34	41	39	30	36	43	33	30	24
Lab	33	0	100	0	0	4	78	27	31	35	36	36	34	28	30	38	40	22	35	44	27
Lib Dem	8	0	0	100	0	2	2	28	10	6	11	10	6	8	10	5	11	10	9	5	2
UKIP	13	0	0	0	100	14	7	9	13	12	6	7	16	16	9	18	8	15	14	15	3
Other	11	0	0	0	0	2	4	20	12	10	19	14	10	7	13	9	5	10	9	5	44
Other Parties Voting Intention																					
Green	6	0	0	0	0	1	2	15	7	5	13	9	4	2	7	4	5	8	6	4	4
SNP/ PCY	4	0	0	0	0	0	2	4	4	4	4	4	5	4	5	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	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	1	1	0	0	0	1	1	0	1	0	1	0	0	0
Non Voters																					
Would Not Vote	6	0	0	0	0	1	2	1	5	7	10	8	5	3	5	8	8	5	6	7	4
Don't know	12	0	0	0	0	9	10	14	7	16	12	11	14	10	11	14	12	13	12	11	12

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

	Mar 17-18	Mar 18-19																				
Approve	34	37	88	7	49	23	74	12	33	42	32	30	36	34	44	42	30	37	42	37	31	30
Disapprove	49	49	4	81	41	64	14	76	60	50	47	46	48	52	46	45	53	44	44	48	54	59
Don't know	17	15	8	12	10	13	13	12	7	8	20	24	16	14	10	13	17	19	14	14	15	11

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

	Mar 4-5	Mar 18-19																				
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	31	30	5	59	38	25	6	50	41	35	26	40	34	29	25	29	32	31	28	31	33	27
Applies most to Labour	27	28	52	4	37	39	50	10	29	32	24	17	26	27	35	31	24	33	31	27	22	30
Applies most to the Liberal Democrats	16	17	22	17	5	21	20	20	10	16	17	13	14	17	19	16	18	12	16	17	19	20
Applies to none of them	10	10	13	9	13	6	12	11	11	8	12	6	8	11	12	11	9	9	11	10	11	8
Don't know	16	15	8	11	7	8	11	10	9	9	21	25	17	16	9	13	18	15	15	15	15	14
Even if I don't always agree with it, at least its heart is in the right place																						
Applies most to the Conservatives	21	23	58	2	10	24	52	7	10	24	22	15	20	21	30	25	19	28	27	23	18	16
Applies most to Labour	29	29	4	69	31	17	6	64	33	29	29	28	27	31	29	28	31	33	24	30	35	28
Applies most to the Liberal Democrats	16	16	18	9	47	7	15	8	30	18	13	17	17	15	15	19	11	13	17	17	14	15
Applies to none of them	22	20	14	11	5	43	19	12	19	20	19	15	19	22	19	17	23	14	21	16	20	29
Don't know	12	13	6	9	8	9	8	9	7	9	17	24	17	11	7	11	16	13	12	14	14	12
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	17	20	51	3	12	15	42	8	11	19	20	12	20	18	24	21	18	17	23	22	16	14
Applies most to Labour	16	19	5	45	14	9	5	39	16	21	16	25	18	18	18	17	20	18	16	19	22	18
Applies most to the Liberal Democrats	5	5	4	4	23	4	5	5	9	6	5	7	4	4	6	6	4	5	5	5	6	4
Applies to none of them	44	39	29	35	41	64	35	34	53	43	36	31	38	43	40	41	37	38	40	38	37	48
Don't know	17	17	11	13	9	9	13	15	11	11	23	27	19	17	12	15	21	21	16	15	19	16
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	49	50	18	79	60	53	20	73	65	51	48	53	48	49	50	49	51	51	44	51	52	57
Applies most to Labour	20	23	51	5	24	27	50	8	16	26	21	13	22	24	26	26	19	24	27	22	21	14
Applies most to the Liberal Democrats	6	6	12	4	5	6	11	4	4	7	6	4	8	5	8	7	6	4	7	7	5	10
Applies to none of them	8	7	9	5	5	8	9	6	7	8	7	8	5	9	7	8	7	7	9	6	7	6
Don't know	16	14	11	7	6	6	11	9	8	9	18	22	17	13	8	11	17	14	13	14	14	12

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	90	138
Male 25 to 39	184	289
Male 40 to 59	438	388
Male 60 +	405	298
Female 18 to 24	121	135
Female 25 to 39	270	291
Female 40 to 59	467	397
Female 60 +	318	358
Region		
North England	556	564
Midlands	351	376
East	223	220
London	261	294
South England	589	525
Wales	130	115
Scotland	183	199
Social Grade		
AB	874	642
C1	617	665
C2	339	482
DE	463	504
Newspaper Type		
Express / Mail	372	326
Sun / Star	277	461
Mirror / Record	175	202
Guardian / Independent	205	101
FT / Times / Telegraph	173	183
Other Paper	327	264
No Paper	764	757
Political Party Identification		
Labour	665	725
Conservative	597	637
Liberal Democrat	167	218
SNP/Plaid Cymru	57	44
Others	219	112
None/ DK	588	557

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