

YouGov / The Sun Survey Results

Sample Size: 1594 GB Adults
Fieldwork: 23rd - 24th April 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						Decided How to Vote?			
	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	Definitely decided	Shall wait	
Weighted Sample	1594	419	452	108	168	463	382	314	773	821	190	403	545	456	909	685	204	518	341	392	139	1455	1156	159	
Unweighted Sample	1594	425	451	102	173	481	374	323	751	843	166	410	542	476	950	644	238	524	320	373	139	1455	1173	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	73	7	16	32	34	25	32	28	42	35	29	28	39	31	34	15	34	33	25
Lab	35	0	100	0	0	5	77	32	32	38	36	35	39	30	34	36	47	26	38	41	28	36	36	30
Lib Dem	8	0	0	100	0	2	2	32	8	9	6	9	6	12	9	8	9	12	6	5	9	8	8	13
UKIP	13	0	0	0	100	18	7	8	16	10	7	10	18	12	10	18	7	15	17	14	3	14	12	16
Other	11	0	0	0	0	2	8	12	12	10	26	14	10	4	12	9	9	8	8	6	45	8	10	17

Other Parties Voting Intention

SNP/ PCY	4	0	0	0	0	0	5	1	5	4	9	5	5	2	4	5	0	0	2	0	42	1	5	5
Green	6	0	0	0	0	1	3	9	6	5	17	8	3	2	7	4	9	7	5	4	2	6	5	10
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Respect	0	0	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	1	0	1	2	0	1	1	1	0	1	1	0	1	1	2	1	1	1	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

0 - Certain NOT to vote	5	0	1	0	1	1	1	1	4	6	8	7	4	2	4	6	5	5	5	5	3	5	4	2
1	1	0	0	0	1	0	0	0	1	1	1	0	1	1	0	1	0	1	0	1	1	1	0	0
2	1	0	0	0	0	0	1	0	0	1	2	1	0	0	1	1	1	0	1	0	1	1	0	1
3	1	0	0	1	0	0	0	0	1	1	1	2	0	1	1	1	0	1	1	1	2	1	0	3
4	0	0	0	0	0	0	1	0	0	0	0	1	1	0	1	1	1	0	0	1	0	0	0	1
5	3	1	3	3	1	1	5	2	2	4	3	5	3	2	4	3	5	2	4	5	2	4	1	8
6	1	1	1	1	3	1	2	1	1	2	2	2	1	0	1	1	1	1	2	2	2	1	1	5
7	3	3	2	3	2	2	2	2	3	2	1	5	3	2	3	3	3	3	1	3	4	3	2	5
8	5	5	4	0	5	6	3	3	5	5	5	5	5	3	5	5	4	5	6	4	3	5	3	10
9	9	10	8	11	6	11	7	11	9	8	11	7	10	7	10	7	10	11	8	7	4	9	8	10
10 - Absolutely certain to vote	72	80	82	81	81	77	79	79	74	69	64	64	71	82	72	72	68	71	72	71	79	71	81	56

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

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	32	100	0	0	0	73	6	16	32	33	25	32	28	42	35	29	28	39	31	34	15	34	33	24
Lab	35	0	100	0	0	5	76	32	32	38	35	36	39	30	34	36	47	26	38	41	27	36	36	30
Lib Dem	8	0	0	100	0	2	2	32	8	9	6	9	6	12	9	8	9	12	6	5	10	8	8	13
UKIP	13	0	0	0	100	18	7	8	16	10	8	10	18	12	10	18	7	15	17	13	4	14	13	16
Other	11	0	0	0	0	2	8	12	12	10	26	14	10	5	12	10	9	8	8	6	44	8	11	17

Other Parties Voting Intention

SNP/ PCY	4	0	0	0	0	0	5	1	4	4	9	5	5	2	4	5	0	0	2	0	42	1	4	5
Green	6	0	0	0	0	1	3	9	6	5	16	8	4	2	7	4	9	7	5	4	2	6	5	10
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Respect	0	0	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	1	0	1	2	0	1	1	1	0	1	1	0	1	1	2	1	1	1	1

Non Voters

Would Not Vote	5	0	0	0	0	1	1	1	4	7	10	7	5	3	4	7	4	6	6	5	3	5	4	6
Don't know	14	0	0	0	0	12	9	18	9	18	10	16	13	14	14	14	15	14	13	15	10	14	0	1

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

	April 22-23	April 23-24																							
Approve	37	37	89	7	44	31	72	9	35	41	34	34	32	35	45	39	34	31	43	36	37	28	38	38	44
Disapprove	50	48	4	83	36	56	18	78	53	48	48	44	47	53	45	46	51	53	42	50	49	57	47	51	41
Don't know	13	15	7	10	21	13	10	13	12	11	19	22	21	12	10	15	15	16	15	15	14	14	15	11	15

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.
Age and Gender		
Male 18 to 24	65	96
Male 25 to 39	194	201
Male 40 to 59	275	269
Male 60 +	217	207
Female 18 to 24	101	94
Female 25 to 39	216	202
Female 40 to 59	267	276
Female 60 +	259	249
Region		
North England	373	392
Midlands	255	261
East	153	153
London	238	204
South England	371	365
Wales	65	80
Scotland	139	139
Social Grade		
AB	498	446
C1	452	462
C2	340	335
DE	304	351
Newspaper Type		
Express / Mail	226	226
Sun / Star	215	320
Mirror / Record	117	140
Guardian / Independent	123	70
FT / Times / Telegraph	147	128
Other Paper	173	183
No Paper	593	526
Voting Intention in Jan/Feb 2015		
Conservative	436	418
Labour	429	427
Liberal Democrat	76	91
UKIP	196	188
SNP/Plaid Cymru	61	56
Other	116	104
None/ DK	280	311

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