

YouGov / The Sun Survey Results

Sample Size: 1698 GB Adults
Fieldwork: 25th - 26th March 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					England and Wales		
	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	1698	502	467	100	184	476	429	322	824	874	202	430	580	486	967	731	217	551	364	418	148	1550	
Unweighted Sample	1698	486	422	79	228	531	385	329	798	900	97	299	708	594	1134	564	174	609	320	431	164	1534	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	36	100	0	0	0	76	4	24	39	33	34	38	32	40	42	29	37	47	36	32	10	39
Lab	34	0	100	0	0	7	81	24	29	38	27	37	36	30	29	39	42	23	33	45	30	34
Lib Dem	7	0	0	100	0	1	2	27	7	7	15	4	7	7	8	6	8	8	4	6	15	6
UKIP	13	0	0	0	100	15	7	8	15	12	10	8	16	15	12	16	8	16	17	12	3	14
Other	10	0	0	0	0	1	6	16	9	11	14	12	9	7	9	11	5	6	9	5	41	6

Other Parties Voting Intention

Green	5	0	0	0	0	1	1	13	4	6	8	9	3	3	6	4	5	5	5	5	2	5
SNP/ PCY	4	0	0	0	0	0	5	3	4	4	6	3	5	3	3	6	0	0	3	0	39	1
BNP	0	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	0
Other	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0	0	1	0	0	0

Non Voters

Would Not Vote	6	0	0	0	0	1	1	3	6	6	10	11	4	2	5	7	9	6	5	6	3	6
Don't know	12	0	0	0	0	7	7	17	8	16	18	12	13	9	12	12	12	12	15	11	9	13

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

	Mar 24-25	Mar 25-26																					
Approve	38	37	90	4	51	24	74	7	36	44	31	35	37	36	41	45	27	39	45	36	34	22	39
Disapprove	49	49	4	87	32	68	16	83	53	45	53	39	45	54	51	42	58	51	41	49	52	68	47
Don't know	14	14	6	9	17	8	10	10	10	11	16	26	19	10	8	13	15	10	15	15	14	10	14

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Unweighted Sample	1698	486	422	79	228	531	385	329	798	900	97	299	708	594	1134	564	174	609	320	431	164	1534	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 11-12	Mar 25-26																					
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? The kind of society it wants is broadly the kind of society I want																							
Applies most to the Conservatives	27	30	81	2	5	23	72	4	15	34	26	23	28	27	37	34	24	31	38	27	26	15	31
Applies most to Labour	28	28	2	82	11	10	6	72	21	27	29	18	25	32	30	25	32	31	20	27	37	31	28
Applies most to the Liberal Democrats	10	11	5	5	73	2	3	3	37	13	9	11	12	11	10	15	5	12	10	13	8	13	10
Applies to none of them	23	19	8	5	4	56	14	12	18	18	20	20	14	23	17	17	21	12	17	21	17	33	17
Don't know	12	13	4	6	6	9	5	10	9	9	17	29	21	7	6	10	17	15	14	12	13	8	13
It is led by people of real ability																							
Applies most to the Conservatives	25	28	73	4	25	16	60	5	21	33	24	27	26	28	31	33	22	27	32	30	26	17	29
Applies most to Labour	14	14	0	45	8	3	2	40	10	14	14	7	15	15	15	13	16	17	9	13	21	10	14
Applies most to the Liberal Democrats	4	4	1	2	33	1	0	1	13	3	4	2	4	4	4	4	3	4	4	4	1	6	3
Applies to none of them	43	38	19	35	19	71	28	37	44	37	38	30	36	42	38	38	38	32	36	39	36	55	36
Don't know	15	16	8	14	15	9	9	16	13	12	20	33	19	12	12	13	21	19	19	14	15	12	17
Its leaders are prepared to take tough and unpopular decisions																							
Applies most to the Conservatives	45	49	88	34	35	42	78	31	46	54	46	42	47	51	53	54	44	44	54	48	52	36	51
Applies most to Labour	11	11	1	33	6	6	1	32	5	11	12	6	13	11	12	10	13	17	8	12	13	10	11
Applies most to the Liberal Democrats	4	4	1	2	38	1	0	2	13	5	3	8	2	4	5	5	3	4	5	3	1	13	3
Applies to none of them	27	20	7	16	10	42	15	18	23	20	20	13	16	25	20	19	21	16	18	21	19	31	19
Don't know	13	15	3	15	11	9	5	17	12	11	20	32	21	9	10	12	19	20	15	16	15	10	16
It seems to chop and change all the time: you can never be quite sure what it stands for																							
Applies most to the Conservatives	17	14	4	26	11	23	6	25	15	13	15	8	9	18	17	12	18	10	12	17	18	13	14
Applies most to Labour	30	31	59	6	61	25	54	8	38	36	27	22	29	33	35	35	26	22	38	30	29	29	31
Applies most to the Liberal Democrats	27	29	24	48	10	23	25	47	24	30	28	25	31	29	29	30	29	35	27	25	31	34	29
Applies to none of them	9	8	4	7	2	16	5	7	10	8	9	9	7	9	9	8	9	8	6	11	8	12	8
Don't know	16	17	9	12	16	13	9	14	13	13	21	37	23	11	11	16	19	25	17	18	15	12	18

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	41	102
Male 25 to 39	110	214
Male 40 to 59	340	287
Male 60 +	307	221
Female 18 to 24	56	100
Female 25 to 39	189	216
Female 40 to 59	369	294
Female 60 +	287	265
Region		
North England	431	418
Midlands	256	279
East	172	163
London	174	217
South England	438	389
Wales	64	85
Scotland	164	148
Social Grade		
AB	696	476
C1	439	493
C2	256	357
DE	308	374
Newspaper Type		
Express / Mail	307	241
Sun / Star	173	341
Mirror / Record	113	150
Guardian / Independent	195	75
FT / Times / Telegraph	161	136
Other Paper	214	195
No Paper	536	561
Political Party Identification		
Labour	447	537
Conservative	453	472
Liberal Democrat	102	161
SNP/Plaid Cymru	51	32
Others	170	83
None/ DK	476	413

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