

YouGov / The Sun Survey Results

Sample Size: 1729 GB Adults
Fieldwork: 29th - 30th April 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	Eng/ Wales	
Weighted Sample	1729	495	507	119	174	511	424	329	839	890	206	437	591	494	986	743	221	562	370	425	150	1579	
Unweighted Sample	1729	515	485	127	168	525	404	349	848	881	188	442	558	541	1029	700	254	592	341	409	133	1596	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	76	7	13	33	35	19	33	32	41	37	30	38	44	33	26	19	36
Lab	35	0	100	0	0	5	77	35	35	34	40	38	36	30	35	35	42	24	35	48	27	36
Lib Dem	8	0	0	100	0	3	2	28	8	9	8	10	8	8	9	7	5	11	8	7	6	8
UKIP	12	0	0	0	100	15	6	7	13	11	9	6	14	16	8	17	10	13	15	12	2	13
Other	11	0	0	0	0	2	8	17	11	11	24	14	10	6	11	11	5	7	9	7	47	7

Other Parties Voting Intention

SNP/ PCY	5	0	0	0	0	0	5	6	6	4	11	5	5	3	5	5	0	0	2	0	46	1
Green	5	0	0	0	0	1	2	9	4	5	11	7	4	2	5	4	4	6	5	5	1	5
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	1	0	0	0	0	0	1	2	1	2	2	1	2	1	1	2	1	1	2	2	0	2

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 general election?

0 - Certain NOT to vote	4	0	0	0	0	1	1	1	3	5	7	6	3	2	3	5	7	3	4	3	2	4
1	1	0	0	0	0	0	0	0	0	1	1	1	0	0	1	1	2	0	0	1	1	1
2	1	0	1	1	0	0	1	0	0	1	2	1	0	0	1	0	1	1	0	0	0	1
3	1	0	0	0	1	0	0	1	1	0	1	1	1	0	1	1	1	1	0	0	1	1
4	1	0	0	1	1	0	0	0	0	1	1	1	0	0	1	1	0	1	0	1	0	1
5	2	2	2	1	0	1	3	1	2	3	7	3	2	2	2	3	2	3	2	3	0	3
6	2	1	0	2	3	1	1	2	2	2	1	3	2	1	2	2	0	2	2	2	2	2
7	3	3	3	1	2	2	4	1	2	3	3	4	3	2	3	3	3	2	4	3	0	3
8	4	3	2	5	7	3	3	5	4	4	7	5	3	2	4	3	3	5	3	4	3	4
9	8	10	8	6	5	9	6	9	9	8	9	10	8	6	9	7	9	10	7	7	9	8
10 - Absolutely certain to vote	74	81	83	83	81	83	81	79	76	73	62	65	77	85	75	74	70	71	78	75	82	74

Sample Size: 1729 GB Adults
Fieldwork: 29th - 30th April 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	Eng/ Wales	
Weighted Sample	1729	495	507	119	174	511	424	329	839	890	206	437	591	494	986	743	221	562	370	425	150	1579
Unweighted Sample	1729	515	485	127	168	525	404	349	848	881	188	442	558	541	1029	700	254	592	341	409	133	1596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	34	100	0	0	0	75	7	13	33	35	19	33	33	42	37	30	37	45	32	26	19	35
Lab	35	0	100	0	0	5	77	34	35	34	39	38	35	30	35	35	41	24	35	48	26	36
Lib Dem	8	0	0	100	0	3	2	28	8	9	8	10	8	8	9	7	6	11	7	7	6	8
UKIP	12	0	0	0	100	15	6	7	13	10	9	6	14	16	8	17	9	13	16	12	2	13
Other	11	0	0	0	0	2	8	17	11	12	25	13	11	6	12	11	6	7	9	7	47	8

Other Parties Voting Intention

SNP/ PCY	5	0	0	0	0	0	5	5	6	4	12	5	5	3	5	4	1	0	2	0	46	1
Green	5	0	0	0	0	1	2	9	4	6	12	8	4	2	5	4	4	6	5	5	1	5
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	1	0	0	0	0	0	1	2	1	2	2	1	2	1	1	2	1	1	2	2	0	2

Non Voters

Would Not Vote	4	0	0	0	0	1	1	2	4	5	8	7	3	2	4	5	6	4	4	4	3	5
Don't know	11	0	0	0	0	7	9	14	7	15	14	14	10	9	12	10	12	12	12	11	8	11

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

		April 28-29	April 29-30																				
Approve	37	37	87	8	46	26	73	12	27	42	33	29	34	38	43	41	32	37	44	36	30	33	38
Disapprove	49	51	6	85	42	62	19	81	60	51	50	53	50	53	48	47	56	47	44	51	57	62	50
Don't know	13	12	6	6	12	12	8	7	13	7	17	18	16	9	9	12	12	16	12	13	13	5	13

Sample Size: 1729 GB Adults
Fieldwork: 29th - 30th April 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	Eng/ Wales	
Weighted Sample	1729	495	507	119	174	511	424	329	839	890	206	437	591	494	986	743	221	562	370	425	150	1579
Unweighted Sample	1729	515	485	127	168	525	404	349	848	881	188	442	558	541	1029	700	254	592	341	409	133	1596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		April 15-16	April 29-30																				
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	35	33	5	59	42	27	8	54	48	37	29	38	31	37	28	34	32	31	28	35	35	44	32
Applies most to Labour	26	23	45	4	30	26	43	8	17	27	19	16	23	22	26	22	23	23	30	18	18	18	23
Applies most to the Liberal Democrats	14	16	23	16	1	21	21	18	6	16	16	14	12	13	23	17	14	16	15	15	16	18	15
Applies to none of them	11	13	16	11	18	9	16	11	14	11	15	11	14	13	12	14	11	13	15	12	12	9	13
Don't know	14	16	11	10	10	16	12	9	16	10	22	22	21	14	11	13	20	17	12	20	19	11	17
Even if I don't always agree with it, at least its heart is in the right place																							
Applies most to the Conservatives	21	20	53	2	4	20	47	5	7	21	18	12	13	21	26	21	18	21	23	18	18	15	20
Applies most to Labour	28	28	5	63	23	18	7	58	30	30	26	29	28	29	27	29	27	32	25	26	33	26	28
Applies most to the Liberal Democrats	20	20	19	16	58	8	19	15	37	23	18	19	21	21	21	22	19	16	24	21	16	24	20
Applies to none of them	19	18	13	9	10	39	18	10	15	16	19	19	19	17	17	17	19	16	17	20	14	28	17
Don't know	12	14	9	10	5	15	10	11	11	10	18	21	19	12	10	11	18	16	11	16	18	8	15
It seems to have succeeded in moving on and left its past behind it																							
Applies most to the Conservatives	20	18	47	3	12	15	38	7	10	21	16	15	19	19	18	19	17	19	19	19	17	16	18
Applies most to Labour	22	22	5	50	15	12	6	44	24	24	20	22	19	24	22	21	23	26	20	22	24	15	23
Applies most to the Liberal Democrats	5	6	3	5	18	7	5	4	10	7	6	7	6	7	5	6	6	9	7	5	4	6	6
Applies to none of them	37	37	31	30	48	48	38	32	43	37	36	31	34	37	41	40	32	30	39	34	33	52	35
Don't know	16	17	14	12	8	18	13	13	13	12	22	26	21	14	13	14	21	16	14	20	21	11	18
It seems to appeal to one section of society rather than to the whole country																							
Applies most to the Conservatives	48	49	16	78	53	44	21	73	65	51	47	54	48	49	47	50	47	45	44	46	52	69	47
Applies most to Labour	24	21	46	5	18	22	45	8	11	23	18	9	17	23	25	23	17	26	26	19	17	8	22
Applies most to the Liberal Democrats	6	5	9	4	7	7	8	4	4	5	5	6	4	6	6	4	7	7	5	6	5	2	6
Applies to none of them	8	9	13	5	12	12	12	6	10	8	11	7	10	10	9	10	9	8	11	8	9	9	9
Don't know	14	16	15	8	10	16	14	9	11	12	20	24	21	12	12	13	20	14	13	20	17	12	16

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	84	104
Male 25 to 39	216	218
Male 40 to 59	296	292
Male 60 +	252	225
Female 18 to 24	104	102
Female 25 to 39	226	220
Female 40 to 59	262	299
Female 60 +	289	270
Region		
North England	409	425
Midlands	265	284
East	193	166
London	254	221
South England	399	396
Wales	76	86
Scotland	133	150
Social Grade		
AB	530	484
C1	499	501
C2	355	363
DE	345	380
Newspaper Type		
Express / Mail	250	246
Sun / Star	245	348
Mirror / Record	118	152
Guardian / Independent	134	76
FT / Times / Telegraph	164	138
Other Paper	193	199
No Paper	625	571
Voting Intention in Jan/Feb 2015		
Conservative	481	453
Labour	436	463
Liberal Democrat	106	99
UKIP	199	204
SNP/Plaid Cymru	58	61
Other	137	112
None/ DK	312	337

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