

YouGov / The Sun Survey Results

Sample Size: 2006 GB Adults
Fieldwork: 23rd - 24th 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 2006	578	572	128	194	585	500	364	973	1033	239	508	686	574	1143	863	257	652	429	493	175	
Unweighted Sample 2006	544	535	107	229	584	469	368	960	1046	189	425	790	602	1280	726	227	697	441	500	141	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	35	100	0	0	0	79	7	17	33	37	22	32	31	46	39	29	32	43	37	30	23
Lab	35	0	100	0	0	4	81	26	35	35	41	40	37	26	31	41	34	27	35	47	32
Lib Dem	8	0	0	100	0	2	1	27	8	7	17	6	6	8	9	6	9	10	6	8	3
UKIP	12	0	0	0	100	14	5	12	13	10	5	7	15	14	10	14	14	14	12	10	3
Other	11	0	0	0	0	2	6	18	10	11	15	15	11	6	11	10	11	6	10	6	39

Other Parties Voting Intention

Green	6	0	0	0	0	1	3	14	5	6	12	8	5	3	6	6	10	5	6	5	5
SNP/ PCY	4	0	0	0	0	1	2	3	4	3	2	7	4	1	4	3	0	0	2	0	34
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	0	1	0	1	1	0	1	1	1	1	1	1	2	1	0

Non Voters

Would Not Vote	6	0	0	0	0	2	2	1	6	6	14	8	5	2	5	8	7	6	4	7	6
Don't know	12	0	0	0	0	7	7	14	7	16	13	12	13	10	11	13	14	12	14	11	6

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

	Mar 22-23	Mar 23-24																				
Approve	36	36	89	6	45	24	75	10	31	38	34	24	34	31	48	42	28	33	43	37	29	26
Disapprove	49	50	6	83	42	64	17	79	59	52	48	42	49	58	45	45	56	45	44	49	56	64
Don't know	16	14	6	11	13	13	8	11	11	10	19	34	18	11	7	13	16	22	13	14	15	9

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	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	2006	578	572	128	194	585	500	364	973	1033	239	508	686	574	1143	863	257	652	429	493	175	
Unweighted Sample	2006	544	535	107	229	584	469	368	960	1046	189	425	790	602	1280	726	227	697	441	500	141	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 9-10	Mar 23-24																				
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
Sticks to what he believes in	24	28	59	13	34	17	52	16	24	31	26	18	20	26	42	31	25	29	31	31	24	27
Decisive	19	21	49	9	18	11	40	8	17	24	19	25	20	20	24	25	17	19	24	25	17	22
Strong	17	19	48	9	8	6	39	9	12	21	18	17	22	18	20	22	16	15	23	23	13	20
Good in a crisis	15	19	48	5	12	12	40	5	11	21	16	20	16	17	22	21	15	18	23	20	13	15
A natural leader	17	19	47	6	10	13	40	5	16	20	18	13	16	18	25	22	16	18	21	23	14	17
Charismatic	17	18	36	9	24	16	31	7	19	19	17	17	18	18	19	21	14	21	20	20	13	17
Honest	11	15	42	2	10	6	34	3	10	16	13	9	10	11	25	17	11	15	20	12	11	13
In touch with the concerns of ordinary people	6	7	22	1	4	4	17	1	5	8	6	5	5	7	11	7	7	7	10	7	4	5
None of these	43	43	4	69	31	58	15	65	51	43	43	44	43	48	37	39	49	40	39	42	50	47
Don't know	9	7	5	3	5	3	6	4	3	5	9	11	10	6	3	6	8	9	7	7	8	4

	Mar 9-10	Mar 23-24																				
Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.																						
In touch with the concerns of ordinary people	20	24	8	59	21	10	6	50	23	26	22	33	20	23	24	21	27	20	20	27	27	24
Sticks to what he believes in	17	19	8	46	19	5	8	39	20	22	17	22	16	20	20	18	21	18	15	21	23	24
Honest	17	18	5	45	19	8	4	38	21	21	15	20	14	19	19	18	17	18	14	19	22	19
Decisive	6	8	2	21	4	3	3	17	7	8	7	8	6	8	9	6	10	4	5	10	9	16
Strong	6	6	1	16	0	2	1	12	7	6	5	7	5	6	5	5	7	5	4	6	6	11
Good in a crisis	4	4	1	11	3	2	1	8	5	5	3	6	3	5	4	3	5	3	3	5	4	7
A natural leader	3	4	1	10	1	0	0	8	3	3	4	5	2	5	3	2	5	2	2	5	5	6
Charismatic	3	4	0	9	6	1	0	6	3	4	3	9	2	4	3	2	5	2	2	5	5	5
None of these	54	53	78	14	49	79	81	25	52	53	54	38	51	53	61	56	50	51	62	47	48	55
Don't know	13	10	5	7	12	5	4	8	9	7	13	17	13	11	5	9	12	14	7	13	11	8

	Mar 9-10	Mar 23-24																				
Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.																						
Honest	14	13	20	7	42	5	17	8	20	16	9	11	13	11	15	16	8	10	17	14	8	11
Charismatic	10	12	16	12	27	10	14	9	19	14	11	14	14	12	10	14	10	12	15	12	8	12
In touch with the concerns of ordinary people	12	11	15	7	36	3	12	7	18	10	11	10	9	10	13	12	9	7	11	12	12	9
Sticks to what he believes in	8	10	14	5	41	4	12	7	17	12	7	8	8	9	13	12	7	9	13	8	7	10
Strong	4	4	5	2	16	1	3	3	4	5	2	6	5	2	3	4	2	5	4	4	2	2
Decisive	4	4	6	2	19	2	4	3	5	5	3	6	3	3	5	4	3	3	4	5	3	6
A natural leader	4	4	6	3	11	2	5	1	7	5	3	4	3	5	3	4	3	6	3	5	2	4
Good in a crisis	3	3	4	1	20	1	3	1	5	4	2	7	4	2	3	4	3	4	4	4	3	0
None of these	57	57	48	66	17	76	57	66	49	58	57	43	54	60	62	53	62	52	53	55	66	61
Don't know	13	12	8	9	7	6	7	10	8	8	16	23	15	11	7	10	15	18	9	15	12	10

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	69	120
Male 25 to 39	163	253
Male 40 to 59	376	339
Male 60 +	352	261
Female 18 to 24	120	118
Female 25 to 39	262	255
Female 40 to 59	414	347
Female 60 +	250	313
Region		
North England	500	493
Midlands	320	329
East	211	193
London	227	257
South England	486	459
Wales	121	100
Scotland	141	175
Social Grade		
AB	748	562
C1	532	582
C2	285	421
DE	441	441
Newspaper Type		
Express / Mail	318	285
Sun / Star	249	403
Mirror / Record	144	177
Guardian / Independent	170	88
FT / Times / Telegraph	127	160
Other Paper	283	231
No Paper	715	662
Political Party Identification		
Labour	565	634
Conservative	518	558
Liberal Democrat	128	191
SNP/Plaid Cymru	65	38
Others	198	98
None/ DK	532	487

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