

# YouGov / The Sun Survey Results

Sample Size: 1564 GB Adults  
Fieldwork: 18th - 19th February 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	
<b>Weighted Sample</b>	<b>1564</b>	404	420	115	194	422	382	309	759	805	186	396	535	447	891	673	200	508	335	385	136	
Unweighted Sample	1564	404	393	93	232	448	353	314	823	741	145	316	615	488	1017	547	180	518	338	386	142	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	32	100	0	0	0	75	4	13	32	32	30	24	33	37	37	25	30	40	34	25	17
Lab	33	0	100	0	0	5	79	26	30	36	28	38	36	28	29	39	40	25	30	44	29
Lib Dem	9	0	0	100	0	1	2	30	9	10	18	9	6	9	11	6	11	11	8	10	2
UKIP	15	0	0	0	100	17	7	15	18	13	10	12	15	20	11	21	13	18	19	15	2
Other	11	0	0	0	0	2	8	16	12	10	14	17	11	6	12	9	6	7	9	6	50

## Other Parties Voting Intention

Green	6	0	0	0	0	1	3	11	5	7	12	9	4	3	7	3	5	6	6	6	3
SNP/ PCY	5	0	0	0	0	1	4	4	7	3	1	7	6	3	4	6	1	0	2	0	46
Other	1	0	0	0	0	0	1	1	0	1	0	1	1	0	1	1	0	0	1	1	0
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	0	0	0	0	0	0	0	0	0	0	0

## Non Voters

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

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

	Feb 17-18	Feb 18-19																				
Approve	33	33	89	5	28	20	70	9	28	36	30	23	28	34	40	38	26	35	37	33	28	26
Disapprove	53	54	5	85	49	70	22	81	58	55	53	55	54	55	51	50	58	45	49	53	63	59
Don't know	15	14	6	9	23	10	9	10	14	9	18	23	18	11	9	12	16	20	14	14	9	15

Sample Size: 1564 GB Adults  
Fieldwork: 18th - 19th February 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	
<b>Weighted Sample</b>	<b>1564</b>	404	420	115	194	422	382	309	759	805	186	396	535	447	891	673	200	508	335	385	136
<b>Unweighted Sample</b>	1564	404	393	93	232	448	353	314	823	741	145	316	615	488	1017	547	180	518	338	386	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Feb 4-5	Feb 18-19																				
<b>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?</b>																						
<b>It seems rather old and tired</b>																						
Applies most to the Conservatives	34	<b>34</b>	5	60	48	24	9	54	48	34	35	33	39	35	29	33	36	36	30	31	40	41
Applies most to Labour	30	<b>26</b>	54	3	30	31	53	8	18	30	23	20	23	29	30	28	24	31	32	24	20	25
Applies most to the Liberal Democrats	15	<b>17</b>	21	22	2	28	21	22	11	18	16	11	10	18	25	17	17	17	14	19	20	14
Applies to none of them	9	<b>9</b>	11	7	12	6	7	8	12	8	10	8	9	10	8	10	8	8	10	8	8	7
Don't know	13	<b>13</b>	9	8	9	11	10	8	10	10	16	28	20	9	7	12	15	8	14	17	12	14
<b>Even if I don't always agree with it, at least its heart is in the right place</b>																						
Applies most to the Conservatives	21	<b>21</b>	57	3	7	27	52	6	10	23	20	13	16	24	27	23	19	23	24	23	17	17
Applies most to Labour	28	<b>30</b>	3	73	27	15	6	64	31	30	30	28	25	32	31	28	32	33	23	25	41	29
Applies most to the Liberal Democrats	17	<b>17</b>	17	10	58	11	14	10	33	17	17	18	19	15	18	20	13	15	21	15	16	14
Applies to none of them	22	<b>20</b>	13	9	4	39	19	14	17	20	20	14	24	21	18	18	23	20	20	21	16	29
Don't know	12	<b>12</b>	10	6	5	8	10	6	8	10	14	27	16	7	6	11	13	9	12	16	9	11
<b>It seems to have succeeded in moving on and left its past behind it</b>																						
Applies most to the Conservatives	19	<b>18</b>	51	4	8	15	42	6	7	20	16	12	17	20	20	19	16	22	20	17	15	16
Applies most to Labour	17	<b>16</b>	3	42	14	9	6	32	18	19	14	9	16	17	19	14	19	19	15	14	21	11
Applies most to the Liberal Democrats	6	<b>5</b>	4	2	15	6	3	5	7	5	5	9	5	5	4	6	4	10	4	7	3	5
Applies to none of them	42	<b>45</b>	32	40	53	59	38	44	56	47	44	46	42	47	47	46	44	36	46	44	47	55
Don't know	16	<b>15</b>	10	11	11	11	11	12	13	9	21	24	21	12	10	14	17	13	15	19	14	14
<b>It seems to appeal to one section of society rather than to the whole country</b>																						
Applies most to the Conservatives	48	<b>51</b>	18	80	62	42	22	77	65	50	52	48	47	53	52	50	52	45	47	50	54	66
Applies most to Labour	22	<b>23</b>	53	7	17	28	49	9	15	25	21	17	19	25	27	24	21	26	25	21	22	16
Applies most to the Liberal Democrats	8	<b>6</b>	10	2	4	10	10	3	4	8	4	5	4	6	8	6	6	7	7	7	5	3
Applies to none of them	8	<b>8</b>	11	4	7	9	11	7	5	8	8	6	10	9	7	8	9	9	9	7	9	6
Don't know	14	<b>12</b>	7	6	10	11	8	5	11	9	15	24	20	7	6	12	12	14	11	15	10	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.
<b>Age and Gender</b>		
Male 18 to 24	50	94
Male 25 to 39	147	197
Male 40 to 59	323	264
Male 60 +	303	203
Female 18 to 24	95	92
Female 25 to 39	169	199
Female 40 to 59	292	271
Female 60 +	185	244
<b>Region</b>		
North England	386	385
Midlands	248	256
East	152	150
London	180	200
South England	366	358
Wales	90	78
Scotland	142	136
<b>Social Grade</b>		
AB	595	438
C1	422	454
C2	224	328
DE	323	344
<b>Newspaper Type</b>		
Express / Mail	250	222
Sun / Star	215	314
Mirror / Record	123	138
Guardian / Independent	156	69
FT / Times / Telegraph	98	125
Other Paper	209	180
No Paper	513	516
<b>Political Party Identification</b>		
Labour	422	494
Conservative	429	435
Liberal Democrat	116	149
SNP/Plaid Cymru	44	30
Others	178	77
None/ DK	375	380

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)