

YouGov / The Sun Survey Results

Sample Size: 1834 GB Adults
Fieldwork: 22nd - 23rd 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	1834	504	551	128	199	531	462	330	889	945	218	464	627	525	1045	789	235	596	392	451	160	1674	1326	235
Unweighted Sample	1834	534	534	121	183	555	455	343	905	929	184	446	624	580	1086	748	255	604	381	429	165	1669	1333	227
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	5	15	30	35	21	32	32	38	36	28	32	41	35	28	14	35	34	25
Lab	35	0	100	0	0	5	78	30	36	34	32	38	35	33	33	38	37	26	36	48	28	36	35	33
Lib Dem	8	0	0	100	0	3	3	27	9	7	10	9	9	6	11	5	8	11	6	6	9	8	7	13
UKIP	13	0	0	0	100	13	8	10	12	13	11	6	13	17	9	17	12	15	14	12	4	14	12	16
Other	12	0	0	0	0	2	6	19	12	11	26	15	10	6	12	12	11	7	9	7	46	8	11	13

Other Parties Voting Intention

SNP/ PCY	5	0	0	0	0	1	3	3	5	4	7	4	5	3	5	5	2	0	2	0	41	1	5	3
Green	6	0	0	0	0	1	3	13	6	6	19	10	3	2	6	6	8	6	6	6	5	6	6	7
BNP	0	0	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	0	0
Other	1	0	0	0	0	0	1	2	1	1	1	1	2	0	1	1	2	1	1	1	0	1	1	3

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	1	1	2	1	1	1	3	4	10	5	2	2	3	5	9	3	4	4	1	4	3	1
1	1	0	0	0	0	0	1	1	0	1	0	1	1	0	1	0	0	1	0	0	0	1	0	1
2	1	0	1	0	0	0	1	0	1	1	1	1	1	0	1	1	2	1	0	1	1	1	0	0
3	1	0	1	1	0	1	0	2	0	2	0	2	1	0	1	1	0	1	0	1	1	1	0	2
4	1	1	1	0	0	0	0	1	1	1	1	2	1	0	1	1	0	1	1	1	0	1	0	2
5	3	1	2	1	2	1	1	1	2	3	1	4	4	1	2	4	4	3	3	3	1	3	1	5
6	2	1	2	2	2	1	2	0	2	2	3	2	2	1	2	2	1	2	2	1	2	2	1	4
7	3	2	3	3	4	2	3	2	3	3	3	3	4	1	3	3	2	3	2	3	2	3	2	6
8	6	6	6	6	4	5	4	9	5	6	9	8	6	3	6	6	6	5	7	6	6	6	5	12
9	10	10	9	12	10	12	8	13	9	11	11	11	8	10	12	7	12	11	9	10	5	10	8	16
10 - Absolutely certain to vote	70	78	75	74	76	77	80	70	74	67	61	61	71	80	70	70	64	69	71	69	82	69	79	51

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

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	32	100	0	0	0	76	5	16	30	34	20	31	32	38	35	28	31	41	34	27	13	34	34	24
Lab	35	0	100	0	0	6	78	30	36	34	32	40	35	33	33	38	37	26	37	49	28	36	36	34
Lib Dem	8	0	0	100	0	3	3	26	9	7	10	9	9	6	11	5	9	11	6	6	9	8	7	13
UKIP	13	0	0	0	100	13	8	10	12	13	11	6	14	18	9	18	13	15	14	12	4	14	12	16
Other	12	0	0	0	0	2	7	18	12	11	26	14	10	6	12	11	11	7	9	7	46	8	11	12

Other Parties Voting Intention

SNP/ PCY	4	0	0	0	0	1	3	3	5	4	7	4	5	3	4	4	2	0	2	0	41	1	5	3
Green	6	0	0	0	0	1	3	13	6	6	19	9	3	2	6	6	7	7	6	6	5	6	6	7
BNP	0	0	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	0	0
Other	1	0	0	0	0	0	1	2	1	1	0	1	2	0	1	1	2	1	1	1	0	1	1	3

Non Voters

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

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

	April 21-22	April 22-23																							
Approve	37	37	92	8	48	25	74	11	32	41	34	30	35	36	43	42	30	35	44	39	31	23	38	41	34
Disapprove	48	50	3	84	36	59	16	83	53	51	49	46	48	53	50	46	56	51	42	44	59	66	48	51	51
Don't know	14	13	5	8	16	16	10	6	15	8	18	24	18	11	7	13	14	14	14	16	10	11	13	8	15

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

	April 8-9	April 22-23																								
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	29	27	79	2	7	23	68	6	11	27	27	15	25	28	34	29	25	27	35	27	22	15	28	32	20	
Applies most to Labour	29	30	3	79	5	14	6	69	27	31	29	33	28	30	30	29	32	30	22	31	40	29	30	33	29	
Applies most to the Liberal Democrats	11	12	5	5	78	3	6	6	32	15	8	14	14	12	8	15	8	14	14	9	10	13	11	10	17	
Applies to none of them	19	19	7	7	5	51	14	12	20	19	20	18	16	20	22	17	22	18	17	20	17	34	18	18	22	
Don't know	12	12	6	7	4	9	7	8	11	8	16	20	17	9	7	10	14	11	12	14	11	9	12	6	12	
It is led by people of real ability																										
Applies most to the Conservatives	29	28	77	5	20	18	63	7	19	30	26	20	27	28	33	32	23	25	34	30	25	16	29	32	26	
Applies most to Labour	14	16	1	48	1	3	3	41	10	18	15	15	15	18	16	15	19	16	12	19	22	13	17	19	15	
Applies most to the Liberal Democrats	4	4	1	2	36	1	2	2	13	5	3	7	4	4	3	5	4	5	5	3	3	5	4	5	5	
Applies to none of them	37	35	14	30	30	64	24	34	41	35	34	30	30	38	37	34	36	35	33	31	33	55	33	33	38	
Don't know	16	17	7	15	13	13	7	15	17	12	21	28	23	13	11	15	19	19	16	18	17	11	17	12	16	
Its leaders are prepared to take tough and unpopular decisions																										
Applies most to the Conservatives	49	47	85	29	44	42	77	29	43	48	46	38	43	48	52	48	45	42	52	47	44	45	47	51	47	
Applies most to Labour	12	14	2	39	3	5	3	36	7	16	12	11	12	15	15	12	16	15	10	14	19	13	14	17	11	
Applies most to the Liberal Democrats	4	5	2	3	34	2	2	4	11	8	3	12	6	4	4	7	3	6	6	5	4	5	5	5	7	
Applies to none of them	21	20	6	17	9	39	12	19	26	18	21	13	19	22	20	19	20	23	18	19	17	27	19	19	18	
Don't know	14	14	4	13	9	11	6	11	13	10	18	26	20	10	9	14	15	14	13	15	17	9	15	8	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	14	15	4	28	16	17	6	28	13	18	13	14	14	15	18	13	18	18	11	16	19	16	15	17	13	
Applies most to Labour	33	29	55	9	58	31	49	13	32	30	28	21	23	34	32	30	28	25	36	28	25	23	30	31	30	
Applies most to the Liberal Democrats	29	31	30	45	10	23	28	43	27	32	30	35	30	29	32	34	28	30	29	28	36	34	31	34	31	
Applies to none of them	8	9	5	8	9	16	5	8	14	9	10	7	11	10	8	9	9	12	8	10	7	14	9	8	11	
Don't know	16	15	8	9	7	13	11	9	14	11	19	23	22	13	10	14	17	15	16	17	14	12	16	9	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	99	110
Male 25 to 39	230	231
Male 40 to 59	313	310
Male 60 +	263	238
Female 18 to 24	85	108
Female 25 to 39	216	233
Female 40 to 59	311	317
Female 60 +	317	286
Region		
North England	429	451
Midlands	299	301
East	177	176
London	255	235
South England	427	420
Wales	82	92
Scotland	165	160
Social Grade		
AB	607	514
C1	479	532
C2	361	385
DE	387	403
Newspaper Type		
Express / Mail	261	260
Sun / Star	242	369
Mirror / Record	140	161
Guardian / Independent	130	81
FT / Times / Telegraph	192	147
Other Paper	226	211
No Paper	643	605
Voting Intention in Jan/Feb 2015		
Conservative	517	481
Labour	473	492
Liberal Democrat	88	105
UKIP	193	216
SNP/Plaid Cymru	69	64
Other	118	119
None/ DK	376	358

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