

# YouGov / The Sun Survey Results

Sample Size: 1823 GB Adults  
Fieldwork: 28th - 29th 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	
<b>Weighted Sample</b>	<b>1823</b>	<b>528</b>	<b>527</b>	<b>135</b>	<b>180</b>	<b>539</b>	<b>425</b>	<b>364</b>	<b>884</b>	<b>939</b>	<b>217</b>	<b>461</b>	<b>623</b>	<b>521</b>	<b>1039</b>	<b>784</b>	<b>233</b>	<b>592</b>	<b>390</b>	<b>448</b>	<b>159</b>	<b>1664</b>	<b>1396</b>	<b>173</b>
<b>Unweighted Sample</b>	<b>1823</b>	<b>533</b>	<b>537</b>	<b>132</b>	<b>174</b>	<b>545</b>	<b>430</b>	<b>381</b>	<b>893</b>	<b>930</b>	<b>164</b>	<b>468</b>	<b>633</b>	<b>558</b>	<b>1042</b>	<b>781</b>	<b>259</b>	<b>597</b>	<b>361</b>	<b>447</b>	<b>159</b>	<b>1664</b>	<b>1418</b>	<b>168</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>35</b>	100	0	0	0	75	7	17	37	32	25	35	30	42	39	28	36	39	35	35	16	36	36	25
Lab	<b>34</b>	0	100	0	0	5	79	29	34	35	39	38	35	29	32	38	37	25	37	46	26	35	35	31
Lib Dem	<b>9</b>	0	0	100	0	4	2	30	9	9	8	11	7	9	11	6	11	12	7	6	7	9	9	13
UKIP	<b>12</b>	0	0	0	100	13	6	9	11	13	8	5	16	14	9	16	10	16	14	9	2	13	11	16
Other	<b>10</b>	0	0	0	0	3	6	15	10	10	20	10	11	6	10	11	6	8	5	5	49	6	10	15

## Other Parties Voting Intention

SNP/ PCY	<b>5</b>	0	0	0	0	2	4	4	5	5	7	3	7	3	4	5	0	0	3	0	45	1	5	5
Green	<b>4</b>	0	0	0	0	1	2	8	4	5	13	5	4	2	5	4	4	7	3	3	4	5	4	8
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	3	1	1	1	1	1	1	1	1	2	1	0	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	<b>5</b>	0	0	0	0	0	2	2	4	6	9	7	4	2	5	4	9	5	4	4	3	5	4	3
1	<b>1</b>	0	0	0	0	0	0	1	1	1	1	1	1	0	0	1	0	1	0	1	0	1	0	2
2	<b>1</b>	1	0	0	1	1	0	0	1	1	0	3	1	0	1	1	1	1	1	1	2	1	0	3
3	<b>1</b>	0	0	1	0	0	0	0	1	1	1	1	1	0	0	1	0	1	1	1	2	1	0	1
4	<b>1</b>	0	0	1	2	0	0	1	1	0	2	1	1	0	0	1	1	1	1	0	3	1	0	2
5	<b>3</b>	1	1	1	0	2	1	2	2	3	4	3	2	2	2	3	4	2	4	1	1	3	1	5
6	<b>2</b>	1	2	0	1	1	1	1	2	2	4	2	2	0	2	2	2	1	2	2	2	2	1	7
7	<b>2</b>	3	2	3	3	2	2	2	2	3	2	5	2	1	3	2	2	2	2	4	1	3	2	4
8	<b>4</b>	5	4	3	3	4	5	4	4	5	4	5	5	4	4	5	4	6	4	4	2	5	4	7
9	<b>9</b>	9	8	12	5	10	8	13	10	7	6	10	9	8	10	6	9	10	8	9	4	9	7	16
10 - Absolutely certain to vote	<b>72</b>	80	81	79	85	80	80	75	73	72	69	62	74	82	72	73	67	71	72	74	81	72	82	51

Sample Size: 1823 GB Adults  
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	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						Decided How to Vote?		
	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	
<b>Weighted Sample</b>	<b>1823</b>	<b>528</b>	<b>527</b>	<b>135</b>	<b>180</b>	<b>539</b>	<b>425</b>	<b>364</b>	<b>884</b>	<b>939</b>	<b>217</b>	<b>461</b>	<b>623</b>	<b>521</b>	<b>1039</b>	<b>784</b>	<b>233</b>	<b>592</b>	<b>390</b>	<b>448</b>	<b>159</b>	<b>1664</b>	<b>1396</b>	<b>173</b>
<b>Unweighted Sample</b>	<b>1823</b>	<b>533</b>	<b>537</b>	<b>132</b>	<b>174</b>	<b>545</b>	<b>430</b>	<b>381</b>	<b>893</b>	<b>930</b>	<b>164</b>	<b>468</b>	<b>633</b>	<b>558</b>	<b>1042</b>	<b>781</b>	<b>259</b>	<b>597</b>	<b>361</b>	<b>447</b>	<b>159</b>	<b>1664</b>	<b>1418</b>	<b>168</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**

[Excluding Don't knows and Would not votes]

Con	<b>35</b>	100	0	0	0	75	8	17	37	32	24	35	31	42	39	29	35	39	35	35	16	36	36	25
Lab	<b>34</b>	0	100	0	0	5	79	29	33	36	39	38	35	29	32	38	38	25	37	46	27	35	34	33
Lib Dem	<b>9</b>	0	0	100	0	4	2	30	9	9	9	11	7	9	10	7	11	12	7	6	7	9	9	13
UKIP	<b>12</b>	0	0	0	100	13	6	9	11	12	8	6	15	14	9	16	10	16	15	9	2	13	11	15
Other	<b>10</b>	0	0	0	0	3	6	15	10	10	20	10	11	6	10	11	7	8	5	5	48	6	10	15

**Other Parties Voting Intention**

SNP/ PCY	<b>5</b>	0	0	0	0	1	4	4	4	5	7	4	6	3	4	5	0	0	3	0	44	1	5	5
Green	<b>4</b>	0	0	0	0	1	2	8	4	5	13	5	4	2	5	4	4	7	2	3	4	4	4	7
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	3	1	1	0	1	1	1	1	1	2	1	0	1	0	1	1	2

**Non Voters**

Would Not Vote	<b>5</b>	0	0	0	0	1	1	2	5	6	6	8	5	3	5	5	9	6	5	4	4	5	4	7
Don't know	<b>11</b>	0	0	0	0	8	8	14	8	14	13	12	12	7	10	12	12	11	11	12	7	11	0	0

**Have you decided definitely how you will vote in the election, or will you wait until nearer the time before deciding how to vote?**

[This question was asked to all respondents except those who don't know who they will vote for; n= 1638]

	April 27-28	April 28-29	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
I have definitely decided how to vote	<b>86</b>	<b>86</b>	92	88	85	83	90	90	85	87	85	78	75	91	92	85	87	83	84	84	91	87	86	100	0
I shall wait until nearer the time	<b>9</b>	<b>11</b>	7	10	15	13	9	8	14	10	11	15	19	6	7	11	10	12	11	14	7	9	11	0	100
Not sure	<b>4</b>	<b>3</b>	1	2	0	3	2	2	1	3	4	7	6	2	1	4	3	5	5	2	2	4	3	0	0

**Have you decided definitely how you will vote in the election, or will you wait until nearer the time before deciding how to vote?**

Answered initial voting Q, won't change mind	<b>77</b>	<b>77</b>	92	88	85	83	83	82	73	80	74	69	66	80	85	76	77	73	75	74	80	81	76	100	0
Answered initial voting Q, but might change mind	<b>8</b>	<b>9</b>	7	10	15	13	8	7	12	10	9	13	17	6	6	10	9	11	10	13	6	8	10	0	100
Said don't know to initial voting question	<b>11</b>	<b>11</b>	0	0	0	0	8	8	14	8	14	12	12	12	7	10	12	12	11	11	12	7	11	0	0
Not sure	<b>4</b>	<b>3</b>	1	2	0	3	2	2	1	3	3	6	5	2	1	3	3	4	4	2	2	3	3	0	0

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<b>Weighted Sample</b>	<b>1823</b>	<b>528</b>	<b>527</b>	<b>135</b>	<b>180</b>	<b>539</b>	<b>425</b>	<b>364</b>	<b>884</b>	<b>939</b>	<b>217</b>	<b>461</b>	<b>623</b>	<b>521</b>	<b>1039</b>	<b>784</b>	<b>233</b>	<b>592</b>	<b>390</b>	<b>448</b>	<b>159</b>	<b>1664</b>	<b>1396</b>	<b>173</b>	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	April 27-28	April 28-29																							
Approve	37	<b>37</b>	90	6	42	26	73	11	33	42	33	23	37	35	46	42	31	34	42	38	37	27	38	41	32
Disapprove	51	<b>49</b>	4	84	43	65	18	79	55	49	49	54	44	55	46	45	55	47	45	49	52	63	48	51	48
Don't know	12	<b>13</b>	6	9	15	9	9	10	11	9	17	23	19	10	7	13	14	19	14	12	11	11	13	8	20

**Local councils in many parts of Britain are cutting some of their services. Thinking about the area where you live, which of these statements comes closest to your view?**

	April 14-15	April 28-29																							
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	41	<b>40</b>	18	63	43	43	21	63	47	43	37	38	37	44	39	40	40	33	37	43	45	42	40	42	39
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	25	<b>26</b>	46	15	26	23	41	16	24	28	25	18	25	24	34	26	27	25	25	29	26	28	26	28	26
Neither - I am not aware of significant cuts to services in my area	23	<b>22</b>	28	13	24	26	30	11	18	20	23	22	24	20	21	24	19	29	26	15	19	16	22	21	26
Don't know	11	<b>12</b>	7	9	7	7	9	9	11	9	15	22	14	12	6	10	14	13	12	13	10	13	12	9	9

## 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.
<b>Age and Gender</b>		
Male 18 to 24	63	109
Male 25 to 39	230	230
Male 40 to 59	321	308
Male 60 +	279	237
Female 18 to 24	101	108
Female 25 to 39	238	232
Female 40 to 59	312	315
Female 60 +	279	284
<b>Region</b>		
North England	447	448
Midlands	286	299
East	168	175
London	259	233
South England	429	417
Wales	75	91
Scotland	159	159
<b>Social Grade</b>		
AB	571	510
C1	471	529
C2	386	383
DE	395	401
<b>Newspaper Type</b>		
Express / Mail	244	259
Sun / Star	264	366
Mirror / Record	140	160
Guardian / Independent	153	80
FT / Times / Telegraph	178	146
Other Paper	207	210
No Paper	637	602
<b>Voting Intention in Jan/Feb 2015</b>		
Conservative	489	478
Labour	503	489
Liberal Democrat	97	104
UKIP	213	215
SNP/Plaid Cymru	74	64
Other	125	118
None/ DK	322	355

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)