

## YouGov / The Sun Survey Results

Sample Size: 1865 GB Adults  
Fieldwork: 6th - 7th March 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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>1865</b>	<b>456</b>	<b>592</b>	<b>156</b>	<b>576</b>	<b>446</b>	<b>407</b>	<b>906</b>	<b>959</b>	<b>226</b>	<b>476</b>	<b>638</b>	<b>526</b>	<b>1063</b>	<b>802</b>	<b>239</b>	<b>606</b>	<b>399</b>	<b>459</b>	<b>162</b>
Unweighted Sample	1865	398	628	129	539	479	421	898	967	186	432	751	496	1200	665	185	671	392	488	129
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	75	3	8	31	32	27	30	29	38	35	26	33	41	29	26	18
Lab	<b>41</b>	0	100	0	5	88	39	39	43	44	48	41	33	38	44	45	33	42	50	36
Lib Dem	<b>11</b>	0	0	100	1	1	38	12	10	18	10	11	10	12	9	11	10	14	8	13
Other	<b>17</b>	0	0	0	19	8	15	19	15	12	12	19	20	14	21	10	16	15	16	33

### Other Parties Voting Intention

UKIP	<b>11</b>	0	0	0	16	5	7	12	10	6	3	14	15	8	14	5	12	12	13	7
SNP / PCY	<b>3</b>	0	0	0	1	2	2	4	2	2	4	3	3	3	3	1	1	1	0	22
Green	<b>2</b>	0	0	0	1	1	5	2	2	3	3	2	0	2	1	3	1	1	2	3
BNP	<b>1</b>	0	0	0	1	0	0	0	1	1	1	1	0	0	1	0	1	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	1	1	0	0	1	0	1	0	1	0	1	0	0	1

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	2	2	3	8	7	19	6	7	3	7	7	10	8	8	6	3
Don't know	<b>15</b>	0	0	0	11	9	19	11	19	19	15	13	16	14	17	15	17	15	14	10

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

Mar 5-6 Mar 6-7

Approve	23	<b>23</b>	67	4	31	48	7	15	26	20	20	20	24	26	26	20	21	29	24	18	19
Disapprove	59	<b>61</b>	17	91	45	35	87	70	59	63	51	58	65	64	58	65	64	53	61	69	66
Don't know	18	<b>16</b>	16	4	24	17	6	15	14	17	30	22	11	10	16	15	15	19	15	13	15

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?

Feb 20-21 Mar 6-7

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	26	<b>25</b>	79	3	6	61	5	8	27	23	19	20	25	33	29	20	24	29	23	23	21
Applies most to Labour	30	<b>28</b>	2	74	6	5	69	27	28	28	18	35	29	25	27	30	36	22	28	33	27
Applies most to the Liberal Democrats	11	<b>13</b>	5	6	75	5	4	37	14	12	14	14	12	12	14	11	13	14	14	9	16
Applies to none of them	20	<b>22</b>	8	11	7	22	15	18	20	24	17	18	25	23	20	24	18	20	22	24	29
Don't know	13	<b>12</b>	7	6	6	8	6	9	11	13	31	14	9	7	10	15	9	15	14	11	8



## 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	<b>80</b>	<b>116</b>
	Male 25 to 39	<b>176</b>	<b>239</b>
	Male 40 to 59	<b>363</b>	<b>315</b>
	Male 60 +	<b>279</b>	<b>237</b>
	Female 18 to 24	<b>106</b>	<b>110</b>
	Female 25 to 39	<b>256</b>	<b>237</b>
	Female 40 to 59	<b>388</b>	<b>323</b>
	Female 60 +	<b>217</b>	<b>289</b>
<b>Region</b>			
	North England	<b>488</b>	<b>459</b>
	Midlands	<b>295</b>	<b>306</b>
	East England	<b>194</b>	<b>179</b>
	London	<b>185</b>	<b>239</b>
	South England	<b>477</b>	<b>427</b>
	Wales	<b>97</b>	<b>93</b>
	Scotland	<b>129</b>	<b>162</b>
<b>Social Grade</b>			
	AB	<b>651</b>	<b>522</b>
	C1	<b>549</b>	<b>541</b>
	C2	<b>269</b>	<b>392</b>
	DE	<b>396</b>	<b>410</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>335</b>	<b>298</b>
	Sun / Star	<b>192</b>	<b>438</b>
	Mirror / Record	<b>110</b>	<b>187</b>
	Guardian / Independent	<b>127</b>	<b>84</b>
	FT / Times / Telegraph	<b>156</b>	<b>177</b>
	Other Paper	<b>247</b>	<b>214</b>
	No Paper	<b>698</b>	<b>466</b>
<b>Political Party Identification</b>			
	Labour	<b>654</b>	<b>606</b>
	Conservative	<b>468</b>	<b>532</b>
	Liberal Democrat	<b>169</b>	<b>224</b>
	SNP/Plaid Cymru	<b>34</b>	<b>32</b>
	Others	<b>117</b>	<b>24</b>
	None/ DK	<b>423</b>	<b>448</b>

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