

YouGov / The Sun Survey Results

Sample Size: 2035 GB Adults
Fieldwork: 9th - 10th April 2013

	Voting intention				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	2035	467	695	192	181	621	497	456	989	1046	246	519	696	574	1160	875	260	661	435	501	177
Unweighted Sample	2035	440	721	157	202	582	535	474	978	1057	174	506	811	544	1310	725	238	659	434	510	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	28	100	0	0	0	72	3	7	28	29	22	27	27	34	35	19	34	34	29	22	17
Lab	42	0	100	0	0	8	88	37	42	42	39	49	46	34	38	49	43	30	44	56	40
Lib Dem	12	0	0	100	0	1	2	41	11	12	14	15	11	9	13	9	12	16	13	6	8
Other	18	0	0	0	100	19	6	14	19	16	25	10	16	23	14	23	11	20	14	15	35

Other Parties Voting Intention

UKIP	11	0	0	0	100	17	2	8	12	10	15	2	11	16	9	15	7	14	11	12	2
SNP / PCY	3	0	0	0	0	1	3	1	4	3	2	3	4	4	3	4	1	1	1	0	32
Green	2	0	0	0	0	0	1	4	1	3	5	2	1	1	2	2	2	3	1	2	1
BNP	1	0	0	0	0	0	0	0	1	0	2	1	0	0	1	1	0	1	0	1	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	1	0	0	1	0	0	1	0	1	1	1	1	1	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	3	2	3	6	8	11	11	5	4	4	11	8	6	7	7	7
Don't know	12	0	0	0	0	11	6	16	7	16	16	14	10	11	11	13	14	14	10	11	10

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

		April 8 - 9	April 9 - 10																			
Approve	28	26	79	5	27	13	55	7	18	30	23	20	26	27	28	33	18	27	32	28	20	19
Disapprove	58	59	7	90	44	77	30	85	67	58	59	58	54	62	60	52	67	49	54	54	70	72
Don't know	14	15	13	5	29	10	15	7	16	12	18	23	20	11	12	15	15	24	14	18	10	9

Which of these would make the best Prime Minister?

		Mar 26-27	April 9 - 10																			
David Cameron	31	31	93	3	13	41	71	6	16	34	29	30	28	29	38	38	23	33	36	32	27	22
Ed Miliband	22	24	0	63	3	7	5	54	24	27	22	17	26	26	24	22	28	21	19	25	33	23
Nick Clegg	6	6	1	3	43	0	1	2	18	7	5	8	6	7	3	6	5	3	8	8	3	3
Don't know	41	38	6	31	41	52	23	38	42	33	44	45	41	38	35	34	44	42	36	34	38	52

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

If you had to choose, which of the following options would be best for Britain?

	Mar 26-27	April 9-10																				
A majority Conservative government	29	28	89	1	6	46	71	4	8	31	26	26	22	27	37	34	21	33	35	27	23	17
A coalition between the Conservatives and Liberal Democrats	7	8	8	1	33	4	7	3	16	8	8	7	9	8	7	8	7	9	9	8	7	3
A coalition between Labour and the Liberal Democrats	13	13	0	14	48	9	2	11	31	14	12	15	15	13	10	15	11	9	14	14	13	15
A majority Labour government	28	31	0	79	0	10	6	73	27	33	30	24	31	36	29	27	37	28	22	33	40	41
Don't know	23	19	2	4	13	31	14	9	19	14	24	28	23	16	16	16	24	22	20	19	16	24

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	126
	Male 25 to 39	220	260
	Male 40 to 59	412	344
	Male 60 +	277	258
	Female 18 to 24	105	120
	Female 25 to 39	286	258
	Female 40 to 59	399	352
	Female 60 +	267	315
Region			
	North England	510	501
	Midlands	316	334
	East England	215	195
	London	238	260
	South England	444	466
	Wales	118	102
	Scotland	194	177
Social Grade			
	AB	703	570
	C1	607	590
	C2	317	427
	DE	408	448
Newspaper Type			
	Express / Mail	351	326
	Sun / Star	232	478
	Mirror / Record	151	204
	Guardian / Independent	161	92
	FT / Times / Telegraph	126	193
	Other Paper	244	234
	No Paper	770	509
Political Party Identification			
	Labour	705	661
	Conservative	531	580
	Liberal Democrat	179	244
	SNP/Plaid Cymru	38	35
	Others	115	26
	None/ DK	467	488

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