

YouGov / The Sun Survey Results

Sample Size: 1871 GB Adults
Fieldwork: 12th - 13th March 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	1871	446	576	161	173	567	453	417	909	962	226	477	640	528	1066	805	239	608	400	460	163	
Unweighted Sample	1871	413	615	135	197	531	476	442	891	980	180	451	741	499	1259	612	273	619	393	417	169	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	77	3	10	31	31	25	27	30	37	32	28	32	38	30	25	20
Lab	40	0	100	0	0	4	88	35	38	41	37	46	42	33	37	43	43	31	40	47	44
Lib Dem	11	0	0	100	0	2	2	39	11	11	11	16	9	9	12	10	12	12	9	12	8
Other	19	0	0	0	100	18	7	16	20	17	27	11	19	21	18	19	13	19	21	15	28

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	4	10	13	10	12	5	12	17	11	13	8	12	14	13	5
Green	3	0	0	0	0	1	1	4	3	3	9	2	3	2	4	2	3	4	3	1	1
SNP / PCY	2	0	0	0	0	0	1	1	3	2	5	1	2	2	2	2	0	0	2	0	19
BNP	1	0	0	0	0	1	0	0	0	1	0	2	1	0	0	1	1	1	0	1	1
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	1	1	1	1	1	2	0	1	1	0	1	1	0	2

Non Voters

Would Not Vote	7	0	0	0	0	3	2	5	6	8	16	9	6	3	7	8	9	9	6	6	5
Don't know	15	0	0	0	0	14	7	18	11	19	16	16	14	16	13	18	15	13	19	14	15

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

	Mar 11-12	Mar 12-13																				
Approve	26	23	70	4	33	4	46	5	20	25	21	19	23	22	25	26	18	25	29	20	20	13
Disapprove	62	63	15	90	57	90	37	88	70	64	63	59	58	66	67	60	68	61	57	64	68	76
Don't know	12	14	15	6	11	5	17	7	10	11	17	22	20	11	8	13	14	14	14	16	12	11

Which of these would make the best Prime Minister?

	Feb 26-27	Mar 12-13																				
David Cameron	33	31	91	3	19	24	67	6	20	36	26	32	25	31	35	34	27	31	36	28	27	27
Ed Miliband	25	24	0	65	7	6	2	57	23	23	24	22	27	24	20	23	25	26	20	20	29	27
Nick Clegg	6	6	0	2	51	1	1	2	17	7	5	8	10	4	4	7	5	6	6	7	6	3
Don't know	37	40	9	30	23	69	29	36	40	34	45	38	37	41	41	36	44	37	37	45	38	44

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

Feb 26-27
Mar 12-13

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

A majority Conservative government	30	28	86	1	3	39	71	5	9	31	26	19	21	28	38	30	26	26	33	28	26	21
A coalition between the Conservatives and Liberal Democrats	7	7	11	1	28	4	8	2	13	8	6	8	8	6	7	9	5	7	9	4	8	5
A coalition between Labour and the Liberal Democrats	12	14	0	17	51	5	2	14	32	15	12	14	17	15	9	16	10	15	14	14	12	15
A majority Labour government	32	31	0	77	9	16	3	73	28	32	30	31	31	32	29	29	34	31	27	28	35	43
Don't know	19	20	2	4	9	37	16	7	19	15	25	28	23	19	16	17	25	20	18	26	19	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 political party identification:

		Unweighted no.	Weighted no.
Age and Gender			
	Male 18 to 24	66	116
	Male 25 to 39	188	239
	Male 40 to 59	364	316
	Male 60 +	273	238
	Female 18 to 24	114	110
	Female 25 to 39	263	238
	Female 40 to 59	377	324
	Female 60 +	226	290
Region			
	North England	417	460
	Midlands	303	307
	East England	180	180
	London	273	239
	South England	439	428
	Wales	90	94
	Scotland	169	163
Social Grade			
	AB	651	524
	C1	608	543
	C2	258	393
	DE	354	412
Newspaper Type			
	Express / Mail	334	299
	Sun / Star	194	440
	Mirror / Record	108	187
	Guardian / Independent	139	84
	FT / Times / Telegraph	125	178
	Other Paper	240	215
	No Paper	731	468
Political Party Identification			
	Labour	640	608
	Conservative	495	533
	Liberal Democrat	187	225
	SNP/Plaid Cymru	30	32
	Others	100	24
	None/ DK	419	449

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