

YouGov / The Sun Survey Results

Sample Size: 1655 GB Adults
Fieldwork: 24th - 25th 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	1655	366	505	162	135	500	410	383	804	851	200	422	566	467	943	712	212	538	354	407	144	
Unweighted Sample	1655	387	472	136	195	538	377	404	767	888	121	423	619	492	1112	543	297	559	312	360	127	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	30	100	0	0	0	75	2	11	27	32	20	31	27	35	34	22	32	36	32	24	13
Lab	41	0	100	0	0	6	89	34	40	42	47	44	41	36	34	52	40	29	43	49	53
Lib Dem	13	0	0	100	0	4	5	39	14	13	15	15	14	10	16	9	14	18	8	12	8
Other	17	0	0	0	100	16	4	16	19	13	18	10	18	20	16	17	14	16	17	15	26

Other Parties Voting Intention

UKIP	11	0	0	0	100	15	3	10	13	8	5	5	13	15	10	12	10	12	13	11	3
SNP / PCY	3	0	0	0	0	0	0	2	4	2	8	3	2	2	3	2	0	0	2	1	22
Green	2	0	0	0	0	1	0	3	1	2	4	1	2	1	1	2	4	2	1	1	0
BNP	1	0	0	0	0	0	0	1	0	1	0	1	0	1	1	1	0	1	1	0	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	0	0	1	1	1	2	0	1	0	0	1	0	0	1	1	1

Non Voters

Would Not Vote	7	0	0	0	0	3	3	3	5	9	10	11	7	1	5	9	6	6	7	9	2
Don't know	18	0	0	0	0	19	9	19	13	23	28	20	15	17	16	22	22	19	20	14	17

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

	Mar 21-22	Mar 24-25																				
Approve	25	24	78	5	29	8	51	10	17	28	21	15	25	23	30	29	18	22	28	23	24	18
Disapprove	63	59	9	88	48	81	33	81	67	58	59	56	52	60	64	56	62	62	52	58	63	67
Don't know	12	17	13	7	23	11	16	9	15	14	20	29	22	17	7	15	20	16	20	19	13	15

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

	Mar 10-11	Mar 24-25																				
Conservative	22	20	71	1	6	17	49	4	7	21	19	11	18	20	26	25	14	17	26	20	16	10
Labour	36	34	7	79	19	14	10	70	38	35	32	27	30	37	37	34	33	36	26	35	41	36
Liberal Democrat	6	8	2	3	56	3	3	4	22	10	6	10	9	8	6	10	5	6	10	3	11	7
Other	4	5	0	0	0	37	6	1	4	7	4	7	4	5	6	5	6	5	5	6	2	15
None	15	13	8	5	8	19	17	7	11	12	13	6	11	17	11	11	15	13	13	13	12	9
Don't know	17	20	12	11	11	11	16	14	17	15	25	39	28	13	13	15	27	22	20	21	18	23

Fieldwork: 24th - 25th 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	
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Unweighted Sample	1655	387	472	136	195	538	377	404	767	888	121	423	619	492	1112	543	297	559	312	360	127	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Mar 10-11	Mar 24-25																				
Asylum and immigration																							
	Conservative	29	27	73	14	26	6	50	14	23	27	26	18	23	26	35	32	19	31	31	25	23	17
	Labour	16	15	1	43	7	0	1	39	12	16	14	21	17	14	13	14	16	15	10	13	20	27
	Liberal Democrat	6	8	2	5	44	0	2	4	22	9	6	9	8	8	7	10	5	9	8	7	7	7
	Other	16	16	10	7	1	78	20	7	12	18	13	11	14	16	19	17	14	10	16	16	15	23
	None	18	16	6	16	14	12	15	20	14	16	16	5	12	23	15	13	20	15	16	19	16	9
	Don't know	15	19	8	16	8	4	12	16	17	13	25	35	27	14	12	14	26	20	20	20	17	17
Law and order																							
	Conservative	32	30	84	8	24	21	61	11	22	31	30	17	27	32	38	38	20	30	36	29	26	28
	Labour	22	21	0	64	4	1	2	54	20	22	21	20	22	21	22	19	24	17	16	22	27	29
	Liberal Democrat	6	7	0	4	48	1	1	5	19	9	5	10	7	8	4	8	5	6	7	5	8	7
	Other	7	7	2	1	0	49	10	1	5	9	5	8	5	7	10	7	7	9	6	8	4	16
	None	15	13	5	10	9	13	12	12	13	14	13	7	11	18	12	10	17	14	13	14	14	8
	Don't know	18	21	10	13	15	15	14	16	20	15	27	37	29	15	15	17	26	25	21	22	21	13
Education and schools																							
	Conservative	25	23	76	2	8	25	54	5	11	25	21	12	19	22	33	27	17	21	28	21	22	16
	Labour	31	30	4	78	14	7	8	68	28	31	28	24	28	32	31	28	31	29	22	34	32	41
	Liberal Democrat	11	9	4	4	60	3	3	7	25	12	7	11	11	9	7	12	5	10	13	6	8	6
	Other	6	6	1	1	0	37	6	1	5	7	4	8	4	6	7	6	6	6	6	5	4	15
	None	11	12	5	6	10	10	14	8	13	10	14	7	11	15	11	10	15	13	12	12	12	9
	Don't know	17	20	11	10	8	17	16	11	18	14	26	37	27	16	12	16	26	20	19	23	22	12
Taxation																							
	Conservative	24	25	80	3	16	20	56	7	14	27	22	12	21	27	30	30	17	24	28	25	23	16
	Labour	27	25	2	72	6	4	5	61	22	27	24	25	23	26	27	24	28	24	19	25	30	37
	Liberal Democrat	12	10	4	4	57	7	4	5	30	11	9	9	10	11	9	13	6	10	12	8	11	8
	Other	7	6	1	1	1	41	7	1	4	8	5	8	5	6	7	6	6	6	6	7	3	14
	None	14	13	4	10	8	14	15	12	12	13	14	8	11	16	13	11	16	13	14	14	13	9
	Don't know	17	21	10	11	12	13	14	13	17	14	27	37	29	14	14	16	27	24	21	21	20	15
Unemployment																							
	Conservative	22	21	73	3	7	17	48	5	11	22	20	13	20	19	29	26	14	20	26	19	21	12
	Labour	31	30	5	74	21	11	9	64	33	33	27	23	27	31	35	30	30	33	24	28	34	44
	Liberal Democrat	7	7	2	3	45	1	3	5	17	7	6	10	7	8	4	8	5	5	7	5	8	6
	Other	6	6	1	0	1	40	7	2	5	7	5	9	5	6	7	6	6	6	6	6	3	15
	None	15	15	7	9	11	20	18	12	14	15	15	8	12	19	16	12	19	15	15	18	15	10
	Don't know	18	21	13	11	16	11	15	12	20	16	26	38	29	17	11	17	26	21	23	24	19	13

Fieldwork: 24th - 25th 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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Mar 10-11	Mar 24-25																				
The economy in general																							
Conservative	27	25	86	3	15	20	58	5	14	28	22	10	22	26	32	31	17	24	30	24	22	17	
Labour	25	24	0	72	7	3	3	62	22	26	22	21	22	26	25	22	26	23	18	26	30	28	
Liberal Democrat	7	6	0	2	51	1	1	2	20	7	6	4	8	7	5	8	4	5	8	5	6	7	
Other	6	6	1	0	0	40	7	2	5	7	5	8	5	6	7	6	7	7	4	7	4	15	
None	15	14	4	9	12	17	15	11	15	13	16	8	13	18	14	12	17	15	17	13	15	9	
Don't know	19	24	9	14	16	18	17	18	24	18	29	48	29	18	16	20	29	26	23	25	23	24	
Europe																							
Conservative	22	19	64	7	8	1	45	6	11	20	18	14	17	19	24	22	16	23	22	15	20	11	
Labour	22	20	1	56	7	3	3	48	20	22	18	19	20	20	20	20	19	21	14	17	25	31	
Liberal Democrat	8	9	3	4	55	0	2	5	24	11	6	7	10	10	8	12	4	11	10	8	6	10	
Other	15	17	11	8	1	78	21	10	12	20	13	13	12	18	21	18	15	10	17	19	14	24	
None	14	14	8	10	11	14	14	14	13	13	15	6	12	19	13	11	18	13	15	16	15	5	
Don't know	19	22	12	14	18	3	15	16	21	13	30	42	30	15	15	18	28	22	22	24	20	18	
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																							
		Mar 10-11	Mar 24-25																				
Sticks to what he believes in	25	21	50	11	24	11	34	11	21	22	21	14	20	22	25	24	17	19	24	18	23	20	
Charismatic	17	17	34	9	15	10	26	10	15	18	16	16	17	16	17	20	13	16	20	18	13	16	
Decisive	16	15	34	7	18	9	24	11	12	15	15	18	12	15	17	15	15	17	14	10	21	11	
Strong	15	15	36	7	16	8	25	10	10	16	13	14	14	15	16	17	12	16	16	9	18	12	
A natural leader	13	14	31	9	15	10	20	13	12	17	11	16	14	14	11	14	13	14	14	12	13	16	
Honest	12	13	42	2	9	5	29	4	7	15	12	7	11	13	18	16	9	15	16	14	9	9	
Good in a crisis	11	11	33	3	10	7	23	4	7	11	11	11	9	11	13	14	7	12	14	8	12	4	
In touch with the concerns of ordinary people	4	6	22	0	7	0	15	1	2	7	5	8	7	6	6	8	4	5	9	4	7	1	
None of these	48	46	9	69	41	66	25	63	53	46	46	31	44	48	51	42	50	43	40	49	50	53	
Don't know	7	9	5	2	1	4	9	3	5	8	10	23	12	6	4	7	11	11	10	9	6	7	

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

Mar 10-11 Mar 24-25

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	24	23	6	54	19	11	8	45	29	23	23	21	18	22	29	24	22	21	22	22	24	27
Honest	19	16	2	40	15	6	3	37	19	18	14	17	12	16	21	17	16	16	15	13	20	21
Sticks to what he believes in	15	16	6	38	13	6	6	35	18	19	14	12	15	17	19	15	18	14	12	16	22	23
Decisive	9	9	4	23	9	0	3	19	10	11	7	11	7	8	12	8	10	5	8	8	13	6
Strong	7	7	1	18	5	2	2	16	8	8	7	13	4	7	8	7	9	7	6	8	8	9
A natural leader	5	5	3	14	2	1	1	13	5	7	4	7	5	5	6	5	7	4	5	5	7	6
Charismatic	6	5	1	12	3	1	2	10	6	7	4	8	4	4	5	5	5	3	5	5	7	5
Good in a crisis	5	5	0	14	6	0	1	13	4	6	4	11	4	5	3	5	5	7	4	4	6	4
None of these	51	50	79	17	51	79	76	24	46	54	46	25	53	53	54	54	45	46	53	50	49	48
Don't know	12	14	7	8	9	5	8	10	12	10	17	35	17	12	5	10	19	13	15	16	12	10

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	12	12	17	7	38	6	13	7	25	13	12	7	13	13	13	14	9	7	16	11	12	6
Honest	9	11	18	6	35	5	12	5	22	13	9	4	9	12	16	13	8	13	14	11	10	3
Charismatic	9	10	18	6	22	2	13	5	15	10	9	7	10	8	12	11	7	11	10	9	8	8
Sticks to what he believes in	8	8	11	3	31	7	8	4	15	9	7	2	6	10	9	9	6	8	10	7	6	5
Decisive	5	5	6	3	17	0	4	4	8	6	3	9	3	4	5	4	5	3	6	3	6	2
A natural leader	3	4	6	2	13	1	3	3	7	5	3	3	4	5	2	4	4	5	3	5	2	7
Good in a crisis	4	3	4	2	16	0	3	1	6	4	2	3	3	3	3	3	3	6	3	3	1	2
Strong	3	3	5	1	9	0	3	2	4	2	4	2	2	3	4	4	2	4	3	4	1	3
None of these	61	58	49	70	20	82	58	74	42	57	58	38	55	60	66	55	61	53	53	60	60	69
Don't know	12	13	8	8	8	5	10	7	11	11	16	35	16	10	6	10	17	18	14	13	12	10

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	42	103
Male 25 to 39	185	212
Male 40 to 59	289	280
Male 60 +	251	210
Female 18 to 24	79	98
Female 25 to 39	238	210
Female 40 to 59	330	286
Female 60 +	241	257
Region		
North England	360	407
Midlands	241	271
East England	160	159
London	297	212
South England	399	379
Wales	71	83
Scotland	127	144
Social Grade		
AB	628	463
C1	484	480
C2	216	348
DE	327	364
Newspaper Type		
Express / Mail	369	265
Sun / Star	135	389
Mirror / Record	71	166
Guardian / Independent	94	74
FT / Times / Telegraph	126	157
Other Paper	231	190
No Paper	629	414
Political Party Identification		
Labour	496	538
Conservative	489	472
Liberal Democrat	151	199
SNP/Plaid Cymru	24	28
Others	101	22
None/ DK	394	397

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