

YouGov / The Sun Survey Results

Sample Size: 1723 GB Adults
Fieldwork: 6th - 7th March 2012

	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
Weighted Sample	1723	503	547	126	536	454	388	837	886	208	439	589	486	982	741	221	560	369	424	150
Unweighted Sample	1723	512	495	128	546	412	406	820	903	101	420	714	488	1074	649	222	609	335	414	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	38	100	0	0	86	2	12	37	39	44	37	33	41	42	31	40	49	31	35	16
Lab	41	0	100	0	5	92	36	42	40	45	44	45	33	37	47	46	27	45	50	49
Lib Dem	9	0	0	100	1	1	39	8	11	6	10	8	12	11	8	8	12	13	6	5
Other	12	0	0	0	7	5	13	13	11	5	10	14	14	10	14	7	12	10	9	30

Other Parties Voting Intention

UKIP	6	0	0	0	6	2	6	7	5	1	3	7	9	5	7	3	9	5	5	1
SNP / PCY	3	0	0	0	0	2	1	3	2	1	3	4	2	2	3	1	0	1	0	29
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	1	1	0	0
Green	2	0	0	0	0	1	4	2	2	2	3	1	1	2	1	3	2	2	1	1
BNP	1	0	0	0	1	0	1	1	1	1	1	1	1	0	2	0	0	2	2	0

Non Voters

Would Not Vote	7	0	0	0	3	2	6	5	9	13	11	7	3	6	9	8	7	9	7	4
Don't know	15	0	0	0	9	10	24	10	20	18	15	16	13	14	17	16	14	18	14	16

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

	March 5-6	March 6-7																			
Approve	28	30	79	5	34	62	7	22	33	28	36	31	27	31	35	25	34	38	26	26	19
Disapprove	57	57	10	91	47	25	87	67	57	58	51	52	61	60	51	65	53	48	62	63	71
Don't know	15	12	11	5	19	13	6	11	11	14	12	17	12	9	14	10	13	14	11	11	10

Which of these would make the best Prime Minister?

	Feb 21-22	March 6-7																			
David Cameron	37	37	94	6	25	81	9	18	41	33	39	36	34	41	41	31	37	44	36	33	23
Ed Miliband	19	20	0	56	3	3	47	18	21	19	22	19	22	17	18	23	21	13	22	25	20
Nick Clegg	6	5	0	2	35	1	2	14	4	6	7	6	4	4	5	4	6	6	4	3	5
Don't know	39	38	5	37	37	16	42	50	34	42	32	38	40	38	36	41	35	36	38	39	52

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

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

A majority Conservative government	32	30	81	1	4	74	4	9	31	29	28	26	28	36	34	24	28	38	28	28	15
A coalition between the Conservatives and Liberal Democrats	8	10	15	2	49	11	2	19	11	9	10	11	9	10	12	7	15	13	9	7	4
A coalition between Labour and the Liberal Democrats	14	13	0	17	31	2	15	29	14	13	13	16	12	12	14	11	15	13	12	12	17
A majority Labour government	26	28	0	76	4	4	67	21	31	24	24	26	33	26	24	32	26	20	27	38	33
Don't know	19	19	3	3	11	9	12	21	12	26	25	21	19	16	15	25	17	17	24	15	31

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	48	107
Male 25 to 39	184	221
Male 40 to 59	331	291
Male 60 +	257	219
Female 18 to 24	53	102
Female 25 to 39	236	219
Female 40 to 59	383	298
Female 60 +	231	267
Region		
North England	414	424
Midlands	256	283
East England	180	165
London	222	221
South England	429	395
Wales	79	86
Scotland	143	150
Social Grade		
AB	555	482
C1	519	500
C2	292	362
DE	357	379
Newspaper Type		
Express / Mail	366	276
Sun / Star	204	405
Mirror / Record	93	172
Guardian / Independent	107	78
FT / Times / Telegraph	110	164
Other Paper	240	198
No Paper	603	431
Political Party Identification		
Labour	516	560
Conservative	510	491
Liberal Democrat	191	207
SNP/Plaid Cymru	35	29
Others	67	22
None/ DK	404	414

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