

## YouGov / The Sun Survey Results

Sample Size: 2047 GB Adults  
Fieldwork: 25th - 26th 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   |   |
| <b>Weighted Sample</b> | <b>2047</b>      | <b>488</b> | <b>624</b> | <b>203</b> | <b>200</b> | <b>621</b> | <b>503</b> | <b>469</b> | <b>995</b> | <b>1052</b> | <b>248</b> | <b>522</b> | <b>700</b> | <b>577</b>   | <b>1167</b> | <b>880</b> | <b>262</b> | <b>665</b>    | <b>438</b>       | <b>504</b> | <b>178</b> |   |
| Unweighted Sample      | 2047             | 458        | 631        | 164        | 234        | 626        | 498        | 474        | 994        | 1053        | 160        | 492        | 798        | 597          | 1356        | 691        | 290        | 736           | 392              | 465        | 164        |   |
|                        | %                | %          | %          | %          | %          | %          | %          | %          | %          | %           | %          | %          | %          | %            | %           | %          | %          | %             | %                | %          | %          | % |

### Headline Voting Intention

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

|         |           |     |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>30</b> | 100 | 0   | 0   | 0   | 72 | 3  | 12 | 29 | 31 | 22 | 31 | 29 | 35 | 35 | 24 | 33 | 39 | 27 | 26 | 17 |
| Lab     | <b>39</b> | 0   | 100 | 0   | 0   | 6  | 88 | 31 | 36 | 42 | 45 | 42 | 43 | 30 | 36 | 43 | 44 | 30 | 40 | 45 | 41 |
| Lib Dem | <b>13</b> | 0   | 0   | 100 | 0   | 2  | 1  | 43 | 14 | 11 | 14 | 14 | 12 | 12 | 15 | 9  | 10 | 15 | 15 | 9  | 12 |
| Other   | <b>18</b> | 0   | 0   | 0   | 100 | 20 | 8  | 13 | 21 | 16 | 20 | 13 | 17 | 23 | 14 | 24 | 14 | 15 | 18 | 20 | 30 |

### Other Parties Voting Intention

|           |           |   |   |   |     |    |   |   |    |    |   |   |    |    |   |    |    |    |    |    |    |
|-----------|-----------|---|---|---|-----|----|---|---|----|----|---|---|----|----|---|----|----|----|----|----|----|
| UKIP      | <b>12</b> | 0 | 0 | 0 | 100 | 19 | 7 | 6 | 15 | 10 | 9 | 5 | 12 | 20 | 8 | 18 | 10 | 10 | 14 | 17 | 7  |
| SNP / PCY | <b>2</b>  | 0 | 0 | 0 | 0   | 0  | 1 | 1 | 3  | 1  | 0 | 3 | 3  | 2  | 2 | 2  | 1  | 0  | 0  | 0  | 21 |
| Green     | <b>2</b>  | 0 | 0 | 0 | 0   | 1  | 0 | 5 | 2  | 3  | 6 | 3 | 2  | 1  | 2 | 2  | 2  | 4  | 2  | 2  | 2  |
| Respect   | <b>0</b>  | 0 | 0 | 0 | 0   | 0  | 0 | 0 | 0  | 0  | 1 | 0 | 0  | 0  | 0 | 0  | 1  | 0  | 0  | 0  | 0  |
| BNP       | <b>0</b>  | 0 | 0 | 0 | 0   | 0  | 0 | 0 | 0  | 0  | 0 | 1 | 0  | 0  | 0 | 0  | 0  | 0  | 0  | 0  | 0  |
| Other     | <b>1</b>  | 0 | 0 | 0 | 0   | 1  | 0 | 1 | 1  | 1  | 3 | 1 | 0  | 0  | 1 | 0  | 0  | 1  | 2  | 0  | 0  |

### Non Voters

|                |           |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|-----------|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | <b>6</b>  | 0 | 0 | 0 | 0 | 3  | 3  | 3  | 5  | 6  | 10 | 8  | 5  | 3  | 6  | 6  | 6  | 8  | 4  | 6  | 3  |
| Don't know     | <b>16</b> | 0 | 0 | 0 | 0 | 13 | 10 | 15 | 13 | 19 | 26 | 17 | 14 | 13 | 14 | 18 | 19 | 15 | 16 | 14 | 16 |

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

|            | Mar 24-25 | Mar 25-26 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve    | 24        | <b>25</b> | 75 | 2  | 32 | 4  | 50 | 5  | 20 | 28 | 21 | 16 | 27 | 25 | 26 | 28 | 19 | 23 | 30 | 21 | 23 | 19 |
| Disapprove | 59        | <b>60</b> | 12 | 91 | 46 | 86 | 34 | 87 | 65 | 59 | 61 | 62 | 52 | 64 | 62 | 56 | 65 | 57 | 53 | 64 | 65 | 64 |
| Don't know | 17        | <b>16</b> | 13 | 6  | 22 | 10 | 16 | 8  | 15 | 13 | 18 | 23 | 22 | 12 | 12 | 16 | 15 | 20 | 17 | 15 | 12 | 17 |

### Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

|                      | Mar 11-12 | Mar 25-26 |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | 2         | <b>4</b>  | 8         | 1         | 11        | 1         | 5         | 1         | 5         | 5         | 2         | 2         | 4         | 4         | 3         | 5         | 2         | 5         | 3         | 5         | 3         | 0         |
| Tend to support      | 28        | <b>26</b> | 52        | 7         | 52        | 17        | 43        | 9         | 34        | 29        | 23        | 18        | 29        | 24        | 28        | 31        | 19        | 28        | 28        | 26        | 23        | 20        |
| <b>TOTAL SUPPORT</b> | <b>30</b> | <b>30</b> | <b>60</b> | <b>8</b>  | <b>63</b> | <b>18</b> | <b>48</b> | <b>10</b> | <b>39</b> | <b>34</b> | <b>25</b> | <b>20</b> | <b>33</b> | <b>28</b> | <b>31</b> | <b>36</b> | <b>21</b> | <b>33</b> | <b>31</b> | <b>31</b> | <b>26</b> | <b>20</b> |
| Tend to oppose       | 30        | <b>33</b> | 26        | 38        | 25        | 33        | 28        | 35        | 35        | 29        | 36        | 35        | 32        | 30        | 36        | 33        | 32        | 27        | 35        | 34        | 31        | 34        |
| Strongly oppose      | 29        | <b>28</b> | 11        | 49        | 6         | 46        | 16        | 51        | 20        | 31        | 26        | 22        | 21        | 35        | 30        | 24        | 35        | 26        | 24        | 26        | 34        | 37        |
| <b>TOTAL OPPOSE</b>  | <b>59</b> | <b>61</b> | <b>37</b> | <b>87</b> | <b>31</b> | <b>79</b> | <b>44</b> | <b>86</b> | <b>55</b> | <b>60</b> | <b>62</b> | <b>57</b> | <b>53</b> | <b>65</b> | <b>66</b> | <b>57</b> | <b>67</b> | <b>53</b> | <b>59</b> | <b>60</b> | <b>65</b> | <b>71</b> |
| Don't know           | 11        | <b>10</b> | 3         | 5         | 6         | 3         | 8         | 5         | 5         | 7         | 13        | 23        | 14        | 8         | 3         | 8         | 12        | 14        | 10        | 10        | 9         | 7         |

Fieldwork: 25th - 26th 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 |   |
| <b>Weighted Sample</b> 2047 | 488              | 624 | 203     | 200  | 621       | 503 | 469     | 995    | 1052   | 248   | 522   | 700   | 577 | 1167         | 880  | 262    | 665           | 438              | 504   | 178      |   |
| Unweighted Sample           | 458              | 631 | 164     | 234  | 626       | 498 | 474     | 994    | 1053   | 160   | 492   | 798   | 597 | 1356         | 691  | 290    | 736           | 392              | 465   | 164      |   |
|                             | %                | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

Mar 11-12  
Mar 25-26

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

|                         |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The economy             | 78 | 77 | 80 | 83 | 74 | 73 | 80 | 82 | 79 | 79 | 75 | 68 | 75 | 80 | 79 | 81 | 72 | 73 | 77 | 75 | 78 | 83 |
| Immigration & Asylum    | 52 | 55 | 70 | 45 | 31 | 90 | 73 | 49 | 39 | 52 | 58 | 32 | 43 | 60 | 70 | 51 | 60 | 49 | 57 | 56 | 58 | 48 |
| Health                  | 30 | 31 | 22 | 37 | 35 | 28 | 24 | 39 | 37 | 28 | 34 | 27 | 28 | 31 | 35 | 31 | 31 | 29 | 32 | 38 | 26 | 27 |
| Europe                  | 19 | 20 | 31 | 10 | 17 | 35 | 32 | 12 | 16 | 20 | 19 | 15 | 12 | 18 | 31 | 21 | 17 | 19 | 20 | 20 | 19 | 20 |
| Pensions                | 20 | 17 | 13 | 19 | 21 | 13 | 14 | 18 | 19 | 17 | 16 | 9  | 14 | 18 | 22 | 17 | 17 | 12 | 17 | 16 | 16 | 25 |
| Tax                     | 22 | 16 | 17 | 14 | 12 | 21 | 16 | 14 | 13 | 17 | 15 | 19 | 21 | 14 | 12 | 15 | 17 | 12 | 14 | 17 | 19 | 16 |
| Crime                   | 15 | 14 | 17 | 14 | 10 | 12 | 16 | 13 | 9  | 15 | 12 | 20 | 14 | 14 | 11 | 11 | 17 | 18 | 14 | 13 | 14 | 5  |
| Education               | 13 | 13 | 8  | 18 | 17 | 5  | 8  | 16 | 17 | 12 | 14 | 24 | 17 | 13 | 6  | 16 | 9  | 15 | 15 | 13 | 10 | 14 |
| The environment         | 7  | 10 | 4  | 10 | 30 | 3  | 5  | 10 | 18 | 9  | 11 | 13 | 10 | 10 | 8  | 11 | 9  | 10 | 11 | 8  | 10 | 12 |
| Family life & childcare | 11 | 9  | 5  | 12 | 7  | 5  | 6  | 10 | 10 | 7  | 10 | 6  | 12 | 9  | 6  | 8  | 10 | 10 | 7  | 9  | 8  | 14 |
| Afghanistan             | 3  | 4  | 3  | 4  | 5  | 2  | 3  | 4  | 4  | 3  | 4  | 2  | 2  | 4  | 5  | 4  | 4  | 3  | 3  | 2  | 5  | 5  |
| Transport               | 3  | 3  | 2  | 3  | 6  | 3  | 2  | 2  | 5  | 4  | 2  | 3  | 4  | 3  | 1  | 3  | 2  | 4  | 2  | 2  | 3  | 2  |
| None of these           | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 1  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 1  | 1  |
| Don't know              | 2  | 2  | 1  | 1  | 2  | 0  | 1  | 1  | 2  | 3  | 2  | 7  | 4  | 2  | 0  | 2  | 2  | 5  | 3  | 2  | 2  | 2  |

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

|                         |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The economy             | 64 | 68 | 70 | 73 | 58 | 75 | 70 | 75 | 68 | 71 | 65 | 63 | 64 | 73 | 68 | 70 | 66 | 60 | 68 | 71 | 70 | 65 |
| Health                  | 35 | 34 | 30 | 41 | 38 | 30 | 32 | 43 | 34 | 32 | 37 | 28 | 29 | 32 | 45 | 31 | 39 | 35 | 30 | 45 | 32 | 30 |
| Pensions                | 32 | 32 | 30 | 32 | 41 | 34 | 33 | 35 | 38 | 28 | 36 | 16 | 20 | 32 | 51 | 33 | 31 | 26 | 31 | 35 | 33 | 33 |
| Tax                     | 31 | 27 | 31 | 26 | 26 | 32 | 28 | 24 | 28 | 28 | 27 | 34 | 31 | 27 | 22 | 29 | 25 | 26 | 25 | 31 | 27 | 31 |
| Immigration & Asylum    | 16 | 15 | 17 | 11 | 8  | 43 | 21 | 12 | 10 | 17 | 13 | 7  | 10 | 17 | 21 | 14 | 17 | 20 | 15 | 15 | 14 | 13 |
| Family life & childcare | 16 | 14 | 11 | 19 | 9  | 7  | 11 | 17 | 13 | 11 | 16 | 7  | 23 | 14 | 8  | 13 | 15 | 17 | 14 | 12 | 13 | 14 |
| Education               | 15 | 12 | 11 | 14 | 11 | 5  | 9  | 13 | 14 | 10 | 14 | 18 | 18 | 12 | 4  | 14 | 9  | 15 | 13 | 12 | 10 | 12 |
| Crime                   | 10 | 9  | 11 | 9  | 7  | 12 | 10 | 9  | 5  | 10 | 7  | 11 | 7  | 9  | 9  | 7  | 11 | 12 | 9  | 10 | 9  | 2  |
| Transport               | 8  | 9  | 10 | 7  | 15 | 4  | 8  | 6  | 15 | 9  | 8  | 12 | 12 | 7  | 6  | 10 | 7  | 9  | 8  | 8  | 10 | 7  |
| Europe                  | 7  | 8  | 11 | 3  | 5  | 25 | 16 | 4  | 4  | 10 | 6  | 3  | 2  | 6  | 18 | 7  | 9  | 3  | 9  | 7  | 10 | 7  |
| The environment         | 6  | 8  | 4  | 7  | 24 | 4  | 5  | 7  | 14 | 8  | 9  | 9  | 6  | 9  | 9  | 10 | 6  | 7  | 11 | 8  | 6  | 8  |
| Afghanistan             | 1  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  |
| None of these           | 3  | 2  | 3  | 1  | 2  | 0  | 3  | 2  | 1  | 2  | 2  | 2  | 3  | 2  | 1  | 2  | 3  | 4  | 2  | 0  | 2  | 4  |
| Don't know              | 2  | 4  | 1  | 2  | 2  | 0  | 2  | 3  | 2  | 3  | 4  | 12 | 5  | 3  | 1  | 3  | 5  | 5  | 3  | 2  | 4  | 6  |

## 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>64</b>      | <b>127</b>   |
|                                       | Male 25 to 39          | <b>219</b>     | <b>262</b>   |
|                                       | Male 40 to 59          | <b>393</b>     | <b>346</b>   |
|                                       | Male 60 +              | <b>318</b>     | <b>260</b>   |
|                                       | Female 18 to 24        | <b>96</b>      | <b>121</b>   |
|                                       | Female 25 to 39        | <b>273</b>     | <b>260</b>   |
|                                       | Female 40 to 59        | <b>405</b>     | <b>354</b>   |
|                                       | Female 60 +            | <b>279</b>     | <b>317</b>   |
| <b>Region</b>                         |                        |                |              |
|                                       | North England          | <b>465</b>     | <b>504</b>   |
|                                       | Midlands               | <b>303</b>     | <b>336</b>   |
|                                       | East England           | <b>217</b>     | <b>197</b>   |
|                                       | London                 | <b>290</b>     | <b>262</b>   |
|                                       | South England          | <b>519</b>     | <b>469</b>   |
|                                       | Wales                  | <b>89</b>      | <b>102</b>   |
|                                       | Scotland               | <b>164</b>     | <b>178</b>   |
| <b>Social Grade</b>                   |                        |                |              |
|                                       | AB                     | <b>748</b>     | <b>573</b>   |
|                                       | C1                     | <b>608</b>     | <b>594</b>   |
|                                       | C2                     | <b>285</b>     | <b>430</b>   |
|                                       | DE                     | <b>406</b>     | <b>450</b>   |
| <b>Newspaper Type</b>                 |                        |                |              |
|                                       | Express / Mail         | <b>413</b>     | <b>328</b>   |
|                                       | Sun / Star             | <b>168</b>     | <b>481</b>   |
|                                       | Mirror / Record        | <b>106</b>     | <b>205</b>   |
|                                       | Guardian / Independent | <b>143</b>     | <b>92</b>    |
|                                       | FT / Times / Telegraph | <b>147</b>     | <b>194</b>   |
|                                       | Other Paper            | <b>278</b>     | <b>235</b>   |
|                                       | No Paper               | <b>792</b>     | <b>512</b>   |
| <b>Political Party Identification</b> |                        |                |              |
|                                       | Labour                 | <b>677</b>     | <b>665</b>   |
|                                       | Conservative           | <b>563</b>     | <b>583</b>   |
|                                       | Liberal Democrat       | <b>187</b>     | <b>246</b>   |
|                                       | SNP/Plaid Cymru        | <b>42</b>      | <b>35</b>    |
|                                       | Others                 | <b>119</b>     | <b>27</b>    |
|                                       | None/ DK               | <b>459</b>     | <b>491</b>   |

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