

YouGov / The Sun Survey Results

Sample Size: 1867 GB Adults
Fieldwork: 26th - 27th 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	1867	422	564	163	181	562	435	422	907	960	226	476	639	526	1064	803	239	607	399	460	162	
Unweighted Sample	1867	445	572	126	219	581	440	427	892	975	118	422	781	546	1238	629	254	614	389	468	142	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	30	100	0	0	0	75	3	8	30	30	36	25	26	36	36	21	34	38	30	23	17
Lab	40	0	100	0	0	4	89	33	39	41	38	45	43	33	33	49	39	30	45	48	41
Lib Dem	12	0	0	100	0	2	2	41	10	13	11	17	9	10	13	9	12	11	8	11	21
Other	19	0	0	0	100	18	6	18	21	16	14	13	22	21	17	21	15	21	17	18	22

Other Parties Voting Intention

UKIP	13	0	0	0	100	17	5	10	15	11	3	7	15	17	11	16	9	17	12	13	2
SNP / PCY	2	0	0	0	0	0	0	2	3	2	3	2	3	2	3	2	1	0	1	0	18
Green	2	0	0	0	0	0	0	5	2	2	6	2	2	1	3	1	3	2	1	3	1
BNP	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	1	1	0	1	0	1
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	0	0	2	1	1	1	1	1	1	1	1	0	1	1	2	0

Non Voters

Would Not Vote	9	0	0	0	0	2	1	3	9	9	20	14	5	3	8	10	9	9	11	9	4
Don't know	16	0	0	0	0	17	9	20	11	20	21	16	13	16	16	15	21	17	13	14	12

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

	Mar 25-26	Mar 26-27																				
Approve	25	23	73	3	27	7	49	7	17	27	20	16	23	22	27	27	18	27	28	20	21	17
Disapprove	60	61	14	88	56	86	37	85	68	61	60	54	55	65	63	55	67	55	56	63	63	71
Don't know	16	16	13	9	17	8	14	8	15	12	20	30	21	13	10	17	15	19	16	17	16	12

Which of these would make the best Prime Minister?

	Mar 12-13	Mar 26-27																				
David Cameron	31	31	91	3	16	30	69	8	17	34	28	27	26	31	37	37	23	38	37	28	25	23
Ed Miliband	24	22	1	62	5	4	3	56	21	23	21	22	21	24	20	18	26	19	18	22	27	26
Nick Clegg	6	6	1	2	40	1	3	1	17	6	5	7	10	4	4	6	5	3	8	5	4	7
Don't know	40	41	6	32	39	65	26	36	46	37	46	45	43	40	40	38	45	41	37	44	44	44

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

	Mar 12-13	Mar 26-27																				
If you had to choose, which of the following options would be best for Britain?																						
A majority Conservative government	28	29	87	1	6	41	72	4	9	31	26	25	19	26	42	33	22	31	35	30	23	16
A coalition between the Conservatives and Liberal Democrats	7	7	9	2	32	5	7	3	16	8	6	3	10	8	6	9	5	6	11	6	6	6
A coalition between Labour and the Liberal Democrats	14	13	1	14	41	10	3	10	31	15	11	12	12	14	13	14	11	13	10	12	17	14
A majority Labour government	31	28	0	79	2	9	2	72	23	28	28	23	29	33	23	24	34	22	21	29	36	37
Don't know	20	23	3	4	19	36	17	11	21	18	28	37	29	19	16	20	27	28	24	23	18	27

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	45	116
Male 25 to 39	181	239
Male 40 to 59	372	316
Male 60 +	294	237
Female 18 to 24	73	110
Female 25 to 39	241	237
Female 40 to 59	409	323
Female 60 +	252	289
Region		
North England	468	460
Midlands	285	306
East England	187	179
London	254	239
South England	427	428
Wales	104	93
Scotland	142	162
Social Grade		
AB	695	523
C1	543	541
C2	254	392
DE	375	411
Newspaper Type		
Express / Mail	352	299
Sun / Star	176	439
Mirror / Record	90	187
Guardian / Independent	127	84
FT / Times / Telegraph	146	177
Other Paper	247	215
No Paper	729	467
Political Party Identification		
Labour	620	607
Conservative	535	532
Liberal Democrat	148	224
SNP/Plaid Cymru	34	32
Others	107	24
None/ DK	423	448

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