

YouGov / The Sun Survey Results

Sample Size: 1925 GB Adults
Fieldwork: 20th - 21st 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	1925	481	626	159	158	637	455	386	936	989	233	491	658	543	1097	828	245	626	412	474	167	
Unweighted Sample	1925	444	626	130	211	609	466	416	961	964	168	412	795	550	1294	631	255	652	401	493	124	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	73	3	8	33	31	26	30	30	38	34	29	35	37	32	24	29
Lab	41	0	100	0	0	5	91	36	39	44	52	45	43	33	37	47	47	30	46	52	32
Lib Dem	11	0	0	100	0	3	2	41	10	11	13	14	10	8	13	8	9	14	8	8	14
Other	16	0	0	0	100	19	4	15	18	14	9	11	18	21	17	16	8	19	14	16	24

Other Parties Voting Intention

UKIP	10	0	0	0	100	16	3	9	12	9	1	5	12	17	10	11	6	14	10	12	2
SNP / PCY	2	0	0	0	0	1	1	0	3	2	2	2	2	2	3	2	0	1	1	0	20
Green	2	0	0	0	0	0	0	4	1	2	3	2	2	1	2	1	2	2	1	2	1
BNP	1	0	0	0	0	1	0	1	1	1	2	1	1	1	1	1	0	1	2	1	0
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	0	0	1	1	0	1	1	1	0	1	0	0	1	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	4	2	5	6	8	10	9	6	5	7	6	7	8	6	6	6
Don't know	15	0	0	0	0	12	6	22	11	18	21	17	13	12	15	15	13	15	16	15	11

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

	Mar 19-20	Mar 20-21	Voting intention		2010 Vote			Gender		Age				Social grade		Region						
			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
Approve	23	24	68	6	35	7	46	7	14	29	19	23	23	22	29	24	24	27	26	24	18	31
Disapprove	60	59	12	89	47	82	34	86	71	58	60	47	58	65	58	58	61	55	53	59	69	62
Don't know	16	17	20	5	19	12	20	7	14	12	21	31	19	13	12	18	15	18	21	17	13	7

Fieldwork: 20th - 21st 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	1925	444	626	130	211	609	466	416	961	964	168	412	795	550	1294	631	255	652	401	493	124	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Mar 6-7
Mar 20-21

Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	25	26	75	2	15	23	60	5	6	30	22	16	20	25	36	29	21	28	29	24	19	30
Applies most to Labour	28	29	3	74	4	4	5	69	24	30	28	30	32	30	24	28	29	33	20	29	37	30
Applies most to the Liberal Democrats	13	12	4	5	76	2	4	4	39	11	13	11	14	12	9	13	10	13	15	9	9	9
Applies to none of them	22	22	12	12	2	65	22	14	23	20	24	14	17	24	27	19	25	12	23	21	26	25
Don't know	12	12	7	8	3	5	8	8	9	10	14	29	16	9	4	10	15	14	11	17	10	5

It is led by people of real ability

Applies most to the Conservatives	18	20	60	3	7	12	44	4	6	21	18	12	16	18	27	20	19	19	23	19	15	20
Applies most to Labour	15	17	1	47	10	2	3	45	9	19	16	20	21	17	14	15	20	23	11	19	21	18
Applies most to the Liberal Democrats	4	5	1	2	42	0	2	2	14	5	4	4	7	4	4	5	3	6	7	2	4	2
Applies to none of them	47	43	28	36	30	79	39	38	56	44	43	33	37	50	45	45	41	36	44	39	46	53
Don't know	16	15	10	12	11	6	11	11	14	12	19	30	19	12	10	14	17	16	15	20	15	7

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	44	46	82	31	27	44	70	31	38	45	47	30	41	48	54	45	47	44	45	44	49	45
Applies most to Labour	9	12	2	30	11	1	2	30	6	15	9	17	14	11	10	11	13	12	8	17	11	19
Applies most to the Liberal Democrats	6	6	2	4	38	1	3	3	15	6	6	9	8	6	3	7	4	10	8	2	4	9
Applies to none of them	27	24	10	23	19	49	19	25	31	25	22	14	22	26	26	26	20	21	27	20	24	24
Don't know	14	12	4	12	6	5	6	12	10	9	16	30	15	10	6	11	15	13	13	17	11	4

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	22	26	9	40	30	37	17	40	31	25	26	15	18	30	32	23	29	19	24	27	31	23
Applies most to Labour	24	24	45	8	48	21	37	10	27	27	21	13	26	23	28	24	24	27	28	22	20	18
Applies most to the Liberal Democrats	29	28	34	37	6	25	30	36	22	28	29	29	29	29	27	31	24	30	25	24	31	37
Applies to none of them	9	8	3	6	9	13	6	6	8	9	8	8	10	8	7	10	6	8	9	7	6	14
Don't know	15	14	9	9	8	4	10	8	12	11	17	35	17	11	6	12	16	15	13	20	11	7

			total
			1
ns	1	Weighted N	1925
		Unweighted N	1925
Age and Gender	Male 18-24	n	63
	Male 25-39	n	164
	Male 40-59	n	391
	Male 60+	n	343
	Female 18-24	n	105
	Female 25-39	n	248
	Female 40-59	n	404
	Female 60+	n	207
Age and Gender	Male 18-24	w8n	119.35
	Male 25-39	w8n	246.4
	Male 40-59	w8n	325.325
	Male 60+	w8n	244.475
	Female 18-24	w8n	113.575
	Female 25-39	w8n	244.475
	Female 40-59	w8n	333.025
	Female 60+	w8n	298.375
New GOR	North	n	493
	Midlands	n	288
	East	n	176
	London	n	255
	South	n	476
	Wales	n	113
	Scotland	n	124
New GOR	North	w8n	474.034
	Midlands	w8n	315.7
	East	w8n	184.8
	London	w8n	245.35
	South	w8n	441.391
	Wales	w8n	96.25
	Scotland	w8n	167.475
Social Grade for Weighting	AB	n	770
	C1	n	524
	C2	n	272
	DE	n	359
Social Grade for Weighting	AB	w8n	539
	C1	w8n	558.25
	C2	w8n	404.25
	DE	w8n	423.5
Newspaper for Weighting	Express/ Mail	n	359
	Sun/ Star	n	167
	Mirror / Record	n	84
	Guardian / Indie	n	152
	FT / Times/ Tele	n	184
	Other	n	277
	No Paper	n	702
Newspaper for Weighting	Express/ Mail	w8n	308
	Sun/ Star	w8n	452.375
	Mirror / Record	w8n	192.5
	Guardian / Indie	w8n	86.625
	FT / Times/ Tele	w8n	182.875
	Other	w8n	221.375
	No Paper	w8n	481.25
partyid2010_w8	Lab	n	643
	Con	n	516
	LD	n	162
	SNP PC	n	41
	Oth	n	121
	NoneDK	n	442
partyid2010_w8	Lab	w8n	625.625
	Con	w8n	548.625
	LD	w8n	231
	SNP PC	w8n	32.725
	Oth	w8n	25.025
	NoneDK	w8n	462