

YouGov 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	X	X	X	X	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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Mar 19-20	Mar 26-27																			
Imagine that at the next election the party leaders remained David Cameron for the Conservatives, Ed Miliband for Labour and Nick Clegg for the Liberal Democrats. How would you vote? <i>[Excluding Don't knows and Wouldn't votes]</i>																						
Con	31	31	97	1	3	4	74	5	9	31	31	40	26	28	37	37	24	36	39	30	25	21
Lab	39	37	1	96	2	1	4	85	31	36	38	35	42	40	31	32	45	35	27	43	47	39
Lib Dem	11	12	1	1	93	0	3	2	40	11	13	12	19	8	10	13	10	11	13	9	10	18
SNP / PCY	3	2	0	0	2	0	0	0	3	3	2	3	1	3	1	3	1	1	0	2	0	16
Other	16	18	2	2	0	96	19	8	18	19	16	11	12	20	21	16	20	16	21	17	18	6
Non Voters																						
Would Not Vote	7	9	0	1	0	0	2	2	3	7	10	22	12	5	4	8	9	8	8	10	9	7
Don't know	12	12	1	3	4	1	11	5	16	10	15	18	14	10	10	12	12	18	11	12	12	11
And imagine that at the next election the party leaders were Boris Johnson for the Conservatives, Ed Miliband for Labour and Nick Clegg for the Liberal Democrats. How would you vote? <i>[Excluding Don't knows and Wouldn't votes]</i>																						
Con	36	37	91	3	13	29	81	6	18	36	37	48	35	31	42	42	30	45	45	33	31	23
Lab	38	37	1	94	2	0	3	83	32	36	37	34	39	41	30	31	45	35	26	42	46	38
Lib Dem	10	11	3	1	81	0	3	3	34	10	11	5	16	9	10	12	9	10	12	8	8	19
SNP / PCY	3	2	1	0	3	0	0	1	3	3	2	4	2	3	1	3	1	2	1	2	0	13
Other	12	14	4	1	1	70	13	7	13	14	13	9	7	16	17	12	16	8	16	14	15	6
Non Voters																						
Would Not Vote	8	8	2	1	0	1	3	2	3	8	9	20	10	6	5	8	9	10	7	10	8	6
Don't know	12	12	6	4	2	4	12	6	13	10	14	17	14	10	10	11	13	19	12	11	10	8
		Oct 11-12	Mar 26-27																			
If you had to choose, who do you think would make a better leader for the Conservatives - David Cameron or Boris Johnson?																						
David Cameron	34	33	58	23	47	21	43	25	39	35	31	28	36	32	34	36	29	32	36	30	32	30
Boris Johnson	36	38	29	43	34	51	39	37	38	38	39	46	38	40	34	39	38	36	41	38	38	33
Don't know	30	29	13	34	18	28	18	38	23	27	30	26	26	28	33	25	33	32	23	32	29	37