

YouGov / The Sun Survey Results

Sample Size: 1757 GB Adults
Fieldwork: 20th - 21st 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	1757	480	549	126	574	438	386	854	903	213	448	601	495	1001	756	225	571	376	432	153	
Unweighted Sample	1757	513	484	129	603	393	394	830	927	84	476	701	496	1173	584	228	608	349	412	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	85	3	7	34	39	26	32	36	43	42	28	36	46	40	27	17
Lab	41	0	100	0	4	91	42	41	42	52	48	40	34	36	48	46	30	40	56	39
Lib Dem	10	0	0	100	1	1	39	10	9	13	11	8	9	10	9	11	12	9	7	6
Other	13	0	0	0	9	5	12	15	11	9	10	15	14	12	15	7	13	10	9	38
Other Parties Voting Intention																				
UKIP	5	0	0	0	7	0	2	6	4	3	1	5	9	4	6	4	8	5	4	0
SNP / PCY	3	0	0	0	0	2	3	4	3	0	4	4	3	3	3	0	0	1	0	33
Green	2	0	0	0	0	1	5	3	2	3	3	3	1	3	2	3	3	2	1	1
BNP	2	0	0	0	2	1	0	2	1	0	1	3	0	1	2	0	1	2	3	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	1	1	1	3	1	0	0	1	1	0	0	0	1	4
Non Voters																				
Would Not Vote	8	0	0	0	3	2	5	7	8	12	10	7	4	7	9	4	6	13	9	5
Don't know	17	0	0	0	12	8	27	11	22	21	20	16	13	15	19	17	19	16	14	17

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

	March 19-20	March 20-21																			
Approve	28	30	81	5	39	65	8	20	33	28	27	27	30	36	36	24	31	35	33	26	19
Disapprove	57	55	8	87	36	21	84	63	56	53	54	53	58	53	50	61	56	47	53	62	66
Don't know	15	15	11	8	25	14	8	16	10	19	19	20	12	10	14	15	14	18	13	12	14

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

March 6-7
March 20-21

Which of these would make the best Prime Minister?

David Cameron	37	38	97	6	23	82	8	17	40	36	30	35	38	44	43	31	35	47	42	28	25
Ed Miliband	20	18	0	50	7	2	46	16	19	17	20	18	19	16	16	20	22	11	18	23	21
Nick Clegg	5	6	0	4	48	1	3	19	7	5	11	6	4	6	6	5	8	6	5	6	5
Don't know	38	38	3	40	22	15	43	48	34	42	39	42	39	34	34	44	35	36	35	43	49

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

A majority Conservative government	30	30	85	1	2	75	3	5	31	29	20	24	29	40	34	24	29	37	34	22	17
A coalition between the Conservatives and Liberal Democrats	10	9	13	1	49	10	1	18	12	8	12	9	10	9	10	8	12	11	10	7	6
A coalition between Labour and the Liberal Democrats	13	13	0	17	32	3	11	32	12	13	12	13	13	13	14	11	13	12	13	12	18
A majority Labour government	28	28	0	75	2	3	74	22	30	26	24	29	31	25	24	32	30	19	25	41	28
Don't know	19	20	2	6	15	10	11	23	15	25	32	25	18	14	17	24	17	22	19	18	30

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	37	109
Male 25 to 39	209	225
Male 40 to 59	315	297
Male 60 +	269	223
Female 18 to 24	47	104
Female 25 to 39	267	223
Female 40 to 59	386	304
Female 60 +	227	272
Region		
North England	412	432
Midlands	272	288
East England	178	169
London	228	225
South England	430	402
Wales	77	88
Scotland	160	153
Social Grade		
AB	649	492
C1	524	510
C2	244	369
DE	340	387
Newspaper Type		
Express / Mail	361	281
Sun / Star	254	413
Mirror / Record	103	176
Guardian / Independent	111	79
FT / Times / Telegraph	111	167
Other Paper	229	202
No Paper	588	439
Political Party Identification		
Labour	500	571
Conservative	526	501
Liberal Democrat	200	211
SNP/Plaid Cymru	39	30
Others	92	23
None/ DK	400	422

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