

## YouGov / The Sun Survey Results

Sample Size: 1917 GB Adults  
Fieldwork: 6th - 7th February 2013

	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	
<b>Weighted Sample</b>	<b>1917</b>	<b>483</b>	<b>608</b>	<b>161</b>	<b>632</b>	<b>464</b>	<b>397</b>	<b>932</b>	<b>985</b>	<b>232</b>	<b>489</b>	<b>656</b>	<b>541</b>	<b>1093</b>	<b>824</b>	<b>245</b>	<b>623</b>	<b>409</b>	<b>472</b>	<b>167</b>	
Unweighted Sample	1917	441	620	138	604	480	414	925	992	166	486	746	519	1319	598	231	735	380	441	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>33</b>	100	0	0	74	5	10	33	33	22	30	34	38	36	29	29	41	39	24	23
Lab	<b>41</b>	0	100	0	7	89	35	40	42	61	46	39	33	38	46	39	30	41	55	44
Lib Dem	<b>11</b>	0	0	100	3	1	44	12	9	7	15	12	8	13	8	15	12	11	10	6
Other	<b>15</b>	0	0	0	15	5	12	14	16	11	9	15	20	13	17	17	17	10	11	27

### Other Parties Voting Intention

UKIP	<b>9</b>	0	0	0	13	2	4	8	10	4	4	9	15	8	11	12	12	6	9	3
SNP / PCY	<b>3</b>	0	0	0	0	3	3	4	2	4	3	3	3	3	3	1	1	2	0	23
Green	<b>2</b>	0	0	0	0	1	4	1	2	4	1	2	1	2	1	3	2	1	2	0
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	<b>1</b>	0	0	0	1	0	1	1	1	0	1	1	0	1	0	0	1	1	0	1

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	2	2	5	7	7	10	12	6	3	6	9	6	9	7	7	6
Don't know	<b>16</b>	0	0	0	16	7	21	12	20	21	18	15	13	15	17	20	18	16	12	12

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

	Feb 5-6	Feb 6-7																			
Approve	25	<b>25</b>	70	5	43	47	8	25	30	20	25	22	28	25	29	20	25	27	28	24	16
Disapprove	59	<b>60</b>	17	91	33	38	86	61	59	61	51	59	61	64	58	63	59	54	58	67	72
Don't know	16	<b>15</b>	13	4	24	14	6	15	10	19	24	19	11	11	13	17	16	20	14	9	12

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

	Jan 23-24	Feb 6-7																			
Applies most to the Conservatives	27	<b>24</b>	80	2	4	58	4	9	27	22	16	19	27	30	28	20	23	27	29	20	18
Applies most to Labour	29	<b>28</b>	3	76	4	6	71	21	31	26	34	26	28	28	27	29	25	21	29	38	31
Applies most to the Liberal Democrats	12	<b>13</b>	4	5	79	4	3	44	13	12	13	14	13	10	14	10	13	15	10	13	9
Applies to none of them	19	<b>22</b>	7	10	7	21	13	19	20	23	12	18	24	25	20	24	28	20	21	18	29
Don't know	14	<b>13</b>	7	7	6	11	9	8	9	17	24	22	8	7	11	16	12	17	10	11	13

Fieldwork: 6th - 7th February 2013

	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
<b>Weighted Sample</b> 1917	483	608	161	632	464	397	932	985	232	489	656	541	1093	824	245	623	409	472	167
Unweighted Sample 1917	441	620	138	604	480	414	925	992	166	486	746	519	1319	598	231	735	380	441	130
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 23-24

Feb 6-7

**It is led by people of real ability**

Applies most to the Conservatives	20	<b>19</b>	59	3	7	41	5	9	21	17	13	15	21	21	21	16	16	21	25	14	10
Applies most to Labour	17	<b>16</b>	1	47	2	3	47	11	19	14	24	16	15	15	17	15	14	11	21	19	19
Applies most to the Liberal Democrats	6	<b>5</b>	2	2	36	2	2	15	6	4	6	4	6	3	5	5	6	6	5	4	1
Applies to none of them	41	<b>45</b>	28	38	36	43	35	49	44	46	32	39	49	51	43	48	50	41	37	48	63
Don't know	17	<b>15</b>	10	10	19	10	12	16	11	20	25	25	10	9	15	16	14	21	13	14	7

**Its leaders are prepared to take tough and unpopular decisions**

Applies most to the Conservatives	44	<b>45</b>	78	32	37	63	32	39	49	41	38	44	50	42	44	45	38	44	52	42	47
Applies most to Labour	12	<b>11</b>	2	29	2	2	30	6	11	10	13	10	11	9	12	9	7	8	12	16	7
Applies most to the Liberal Democrats	6	<b>6</b>	2	5	35	3	4	14	7	5	12	5	5	5	6	5	9	6	4	7	3
Applies to none of them	23	<b>25</b>	12	22	15	26	20	26	23	27	12	21	24	35	24	26	36	25	17	22	35
Don't know	15	<b>14</b>	5	13	11	6	14	14	10	18	25	20	10	9	13	16	11	18	14	12	7

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

Applies most to the Conservatives	26	<b>28</b>	10	46	27	18	41	30	25	30	15	23	28	37	27	29	26	27	26	29	34
Applies most to Labour	28	<b>23</b>	45	6	48	37	7	24	28	18	25	21	25	21	25	20	18	26	27	21	12
Applies most to the Liberal Democrats	25	<b>27</b>	30	38	6	25	39	25	29	26	29	27	29	25	27	28	30	22	28	32	30
Applies to none of them	7	<b>8</b>	6	4	6	8	4	8	8	8	6	8	7	9	9	6	10	8	4	8	14
Don't know	15	<b>14</b>	8	7	14	12	9	13	10	19	24	21	11	9	13	17	16	18	15	11	9

## 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	66	119
Male 25 to 39	204	245
Male 40 to 59	369	324
Male 60 +	286	243
Female 18 to 24	100	113
Female 25 to 39	282	243
Female 40 to 59	377	332
Female 60 +	233	297
<b>Region</b>		
North England	441	472
Midlands	282	314
East England	200	184
London	231	245
South England	535	439
Wales	98	96
Scotland	130	167
<b>Social Grade</b>		
AB	753	537
C1	566	556
C2	271	403
DE	327	422
<b>Newspaper Type</b>		
Express / Mail	401	307
Sun / Star	152	450
Mirror / Record	69	192
Guardian / Independent	123	86
FT / Times / Telegraph	150	182
Other Paper	269	220
No Paper	753	479
<b>Political Party Identification</b>		
Labour	647	623
Conservative	515	546
Liberal Democrat	173	230
SNP/Plaid Cymru	44	33
Others	105	25
None/ DK	433	460