

YouGov / The Sun Survey Results

Sample Size: 1714 GB Adults
Fieldwork: 13th - 14th January 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	
Weighted Sample	1714	420	602	151	552	449	380	833	881	207	437	586	483	977	737	219	557	367	422	149	
Unweighted Sample	1714	413	596	134	542	459	378	794	920	118	485	640	471	1168	546	323	532	306	405	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	76	2	5	30	32	23	32	30	34	35	25	30	36	33	26	23
Lab	44	0	100	0	6	95	39	44	45	58	46	45	38	39	52	50	32	50	54	36
Lib Dem	11	0	0	100	1	0	44	12	10	10	15	11	9	13	9	10	16	6	8	18
Other	14	0	0	0	17	3	13	14	14	9	7	14	20	13	14	10	16	11	11	23

Other Parties Voting Intention

UKIP	9	0	0	0	15	2	6	10	9	2	2	10	17	8	11	8	14	9	7	3
SNP / PCY	2	0	0	0	1	0	1	2	2	3	2	2	1	2	2	0	0	0	1	18
Green	2	0	0	0	0	1	4	2	2	4	2	1	1	2	1	1	1	1	3	2
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	1	1	0	0	1

Non Voters

Would Not Vote	6	0	0	0	3	2	3	7	6	13	9	5	3	6	7	7	8	6	5	5
Don't know	14	0	0	0	11	9	23	11	18	14	19	12	13	13	16	16	19	8	12	15

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

	Jan 10-11	Jan 13-14																			
Approve	28	26	74	4	45	53	6	20	29	24	21	29	27	26	32	19	29	28	27	23	27
Disapprove	58	60	13	92	37	33	89	65	61	59	59	53	62	64	55	67	58	57	59	67	60
Don't know	14	13	12	4	17	15	5	16	10	17	20	18	10	10	13	14	14	15	15	10	13

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

	Dec 16-17	Jan 13-14																			
Conservative	23	23	74	2	8	57	3	5	24	23	12	20	23	31	26	19	23	27	24	20	16
Labour	37	37	7	84	17	11	80	33	41	34	40	32	40	38	35	41	37	28	42	47	37
Liberal Democrat	7	7	4	1	49	3	0	24	9	5	5	9	6	6	9	4	8	8	4	5	11
Other	5	4	1	1	1	3	2	3	4	3	3	2	5	5	3	4	2	5	3	2	6
None	10	12	5	4	10	12	4	14	11	12	8	12	13	12	11	13	12	14	10	9	15
Don't know	18	17	10	9	14	15	11	20	11	23	32	25	12	9	15	20	19	18	17	17	16

Fieldwork: 13th - 14th January 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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Dec 16-17	Jan 13-14																			
Asylum and immigration	Conservative	27	30	75	15	22	57	17	17	33	28	18	31	32	32	34	25	29	35	27	27	33
	Labour	17	18	3	44	6	2	40	15	17	18	24	16	17	17	17	18	18	11	21	21	23
	Liberal Democrat	8	7	1	4	42	2	3	20	9	5	9	8	7	5	8	5	10	7	5	5	8
	Other	17	11	5	6	3	14	8	6	12	10	5	7	13	14	10	11	9	13	12	10	7
	None	14	17	10	16	13	15	16	20	18	17	13	14	18	22	15	21	17	18	17	18	16
Don't know	17	17	6	15	13	10	17	22	11	23	31	24	13	10	15	20	18	16	18	19	13	
Law and order	Conservative	31	32	85	9	25	66	12	22	36	29	21	28	34	39	36	28	30	36	33	28	29
	Labour	24	27	4	66	10	6	61	22	27	27	34	22	28	26	25	29	26	21	32	30	26
	Liberal Democrat	6	5	0	2	41	0	2	16	6	4	2	8	5	4	6	4	7	5	2	4	13
	Other	8	6	1	2	0	6	3	4	6	5	3	3	7	7	5	6	5	8	5	4	4
	None	11	12	4	8	9	10	8	14	13	11	11	13	14	11	12	13	11	13	11	14	12
Don't know	19	18	6	13	14	12	14	23	11	24	29	26	13	12	16	21	21	17	17	20	16	
Education and schools	Conservative	27	25	78	3	5	62	4	8	26	25	10	23	25	35	29	21	25	30	22	24	20
	Labour	33	34	5	78	18	9	73	31	35	32	42	31	34	32	32	37	33	26	38	40	39
	Liberal Democrat	7	8	4	2	53	3	3	23	11	5	7	8	10	7	11	5	8	10	7	6	8
	Other	5	5	0	2	1	4	3	4	5	4	2	4	5	6	4	5	4	6	3	3	5
	None	11	11	5	5	7	10	5	12	10	11	8	10	13	10	10	12	10	10	12	10	11
Don't know	17	17	7	11	16	12	12	22	11	23	31	24	14	10	15	20	20	17	17	18	16	
Taxation	Conservative	26	26	82	3	12	62	4	10	28	25	16	25	27	31	31	21	26	30	27	24	18
	Labour	29	30	3	73	7	7	69	27	31	29	35	27	31	31	27	34	28	23	35	36	32
	Liberal Democrat	7	8	3	3	61	2	3	24	11	6	3	9	10	7	11	5	8	9	5	6	17
	Other	7	5	0	2	0	3	3	4	6	4	2	3	5	7	4	5	5	6	5	3	4
	None	12	14	6	9	6	13	7	15	14	13	12	13	14	15	12	15	14	15	12	14	13
Don't know	18	17	5	11	14	13	13	20	12	23	32	23	14	10	15	20	19	17	16	17	16	
Unemployment	Conservative	25	23	73	2	14	55	3	9	24	21	15	22	22	28	27	18	20	28	22	21	14
	Labour	32	33	7	75	11	10	71	31	35	31	36	30	35	33	31	35	36	27	37	36	36
	Liberal Democrat	6	6	2	1	49	2	1	19	8	5	2	7	7	6	8	3	9	7	3	5	13
	Other	6	5	0	2	2	4	3	3	6	4	2	2	6	6	4	6	2	6	6	3	5
	None	12	15	8	9	10	15	9	17	15	15	13	15	15	16	14	17	16	16	13	17	15
Don't know	19	18	9	11	16	15	13	21	11	24	32	24	14	11	16	20	18	17	19	19	18	

Fieldwork: 13th - 14th January 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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 16-17	Jan 13-14																			
The economy in general																					
Conservative	28	28	88	2	19	66	4	12	29	27	18	25	28	35	32	23	28	32	29	25	20
Labour	27	29	2	75	10	4	69	25	31	27	32	25	32	28	27	31	27	20	35	34	34
Liberal Democrat	5	5	1	0	46	1	0	17	6	4	2	6	5	5	6	4	7	6	2	4	10
Other	7	5	0	2	0	4	4	4	5	5	3	3	6	7	4	6	5	6	5	4	6
None	12	13	3	8	10	10	7	17	13	12	11	14	14	11	13	13	12	15	10	14	13
Don't know	20	20	7	13	15	14	15	25	14	25	34	26	16	13	18	23	21	21	19	20	17
Europe																					
Conservative	20	22	68	5	16	48	6	9	20	23	14	21	23	25	23	21	22	25	20	20	23
Labour	21	24	3	59	8	3	54	22	26	22	27	21	25	23	23	24	25	17	26	26	31
Liberal Democrat	8	8	2	5	50	2	4	24	11	6	7	11	7	8	11	5	10	10	5	6	11
Other	16	12	9	6	1	19	6	7	15	9	6	5	15	17	12	13	9	14	16	10	5
None	12	14	9	10	8	14	11	13	14	14	14	14	13	15	13	16	12	15	13	17	11
Don't know	23	20	10	15	17	14	18	25	14	26	32	28	17	12	19	22	22	20	19	21	18

	Dec 16-17	Jan 13-14																			
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																					
Sticks to what he believes in	22	22	46	12	26	33	11	18	23	21	19	20	24	22	23	20	23	23	22	20	20
Charismatic	18	19	35	11	24	30	12	19	17	20	20	19	21	16	22	15	21	23	19	14	18
Decisive	17	16	38	6	23	27	7	15	17	16	14	22	16	13	17	15	17	19	14	15	13
Strong	15	15	35	5	22	25	6	12	15	14	9	19	16	11	16	12	17	17	13	14	7
A natural leader	14	14	34	7	18	25	6	12	14	15	16	13	17	11	17	10	17	18	11	11	15
Good in a crisis	13	12	33	4	16	25	3	8	14	11	12	10	13	13	14	10	17	13	10	11	11
Honest	15	12	37	2	11	27	3	6	12	13	8	10	11	17	14	10	12	14	13	10	10
In touch with the concerns of ordinary people	6	6	20	1	3	14	2	1	5	6	5	5	7	6	6	6	5	8	7	4	3
None of these	46	47	12	69	36	26	69	53	48	46	43	40	46	56	42	53	40	43	49	54	48
Don't know	7	8	5	4	3	7	5	5	6	10	13	12	5	4	7	8	11	7	8	6	9

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Unweighted Sample	1714	413	596	134	542	459	378	794	920	118	485	640	471	1168	546	323	532	306	405	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec 16-17
Jan 13-14

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	25	25	8	53	28	9	51	29	23	27	22	22	27	29	25	26	21	21	30	30	24
Honest	19	21	7	45	21	6	43	22	23	18	29	17	17	24	22	19	20	14	25	24	28
Sticks to what he believes in	17	19	7	38	23	6	36	22	19	19	19	15	20	21	18	20	13	18	20	22	22
Decisive	9	9	1	20	6	1	19	8	10	7	13	8	8	7	7	11	10	6	11	11	7
Strong	9	8	3	18	4	3	15	5	9	7	14	7	7	8	6	11	10	4	9	11	9
A natural leader	5	5	1	11	3	1	10	5	5	5	6	5	5	4	4	7	5	4	3	9	4
Charismatic	6	5	1	11	5	2	10	4	5	5	4	5	5	5	4	6	5	2	6	7	4
Good in a crisis	6	5	2	11	2	0	10	2	5	5	7	4	5	4	4	5	6	3	6	6	4
None of these	47	45	71	16	39	72	21	40	48	43	30	39	49	52	48	41	41	54	43	40	40
Don't know	14	14	10	10	7	11	10	14	11	17	22	20	12	8	12	17	19	14	11	15	12

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Honest	12	13	21	4	53	16	5	22	17	10	11	13	16	12	17	9	14	16	13	10	12
In touch with the concerns of ordinary people	11	11	16	5	45	14	5	20	11	12	9	11	12	11	12	10	15	15	10	7	8
Charismatic	10	10	14	6	25	11	6	14	11	9	11	11	11	6	11	8	10	10	12	8	8
Sticks to what he believes in	8	9	15	4	31	13	4	14	10	9	2	10	10	11	10	8	10	10	10	7	10
A natural leader	3	5	3	4	19	3	4	9	6	3	7	7	4	3	6	4	10	4	6	2	4
Decisive	4	4	5	1	20	5	2	7	4	4	4	5	4	3	5	4	7	4	3	4	3
Good in a crisis	4	4	5	2	25	4	1	9	5	4	9	5	4	2	6	3	6	5	4	3	7
Strong	4	4	3	2	20	3	2	8	4	3	3	4	4	3	4	3	4	4	2	4	5
None of these	58	57	41	74	15	51	73	49	57	56	52	48	58	65	56	58	48	55	57	63	58
Don't know	11	13	12	8	4	11	10	10	9	16	19	18	10	8	9	17	16	15	10	11	12

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	43	106
	Male 25 to 39	208	219
	Male 40 to 59	293	290
	Male 60 +	250	218
	Female 18 to 24	75	101
	Female 25 to 39	277	218
	Female 40 to 59	347	297
	Female 60 +	221	266
Region			
	North England	405	422
	Midlands	236	281
	East England	142	165
	London	323	219
	South England	390	393
	Wales	70	86
	Scotland	148	149
Social Grade			
	AB	656	480
	C1	512	497
	C2	238	360
	DE	308	377
Newspaper Type			
	Express / Mail	317	274
	Sun / Star	176	403
	Mirror / Record	87	171
	Guardian / Independent	95	77
	FT / Times / Telegraph	112	163
	Other Paper	236	197
	No Paper	691	429
Political Party Identification			
	Labour	581	557
	Conservative	476	488
	Liberal Democrat	169	206
	SNP/Plaid Cymru	40	29
	Others	82	22
	None/ DK	366	411

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