

YouGov / The Sun Survey Results

Sample Size: 1892 GB Adults

Fieldwork: 13th - 14th 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	
Weighted Sample	1892	454	621	169	584	431	407	920	972	229	482	647	534	1078	814	242	615	405	465	165	
Unweighted Sample	1892	455	598	104	614	436	374	887	1005	174	452	742	524	1256	636	249	697	354	428	164	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	75	2	7	32	29	34	29	31	31	33	28	32	39	30	24	20
Lab	42	0	100	0	5	91	40	43	42	47	49	40	38	39	47	44	30	48	54	41
Lib Dem	11	0	0	100	3	2	40	10	13	8	12	11	13	13	9	12	15	7	12	9
Other	15	0	0	0	17	5	14	15	16	10	9	18	18	14	16	12	16	15	10	30

Other Parties Voting Intention

UKIP	10	0	0	0	15	3	7	9	11	4	4	12	15	9	11	6	12	13	8	6
SNP / PCY	2	0	0	0	0	1	1	3	2	0	4	3	2	2	2	1	0	1	0	21
Green	2	0	0	0	1	1	5	2	2	4	2	4	1	2	2	5	3	1	2	0
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	0	0	0	0	0	0	1	0	1	2	0	0	0	1	0	1	1	0	0	1

Non Voters

Would Not Vote	7	0	0	0	2	2	2	7	8	14	12	6	2	7	8	8	8	8	7	5
Don't know	15	0	0	0	15	10	17	10	20	15	17	14	15	15	15	20	16	13	13	15

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

	Feb 12-13	Feb 13-14																			
Approve	25	26	75	8	33	52	9	20	30	22	24	27	27	26	29	22	29	32	23	23	21
Disapprove	59	58	13	87	40	34	84	61	57	58	48	53	59	64	55	61	57	50	60	64	64
Don't know	16	16	12	6	27	14	7	19	13	19	28	21	14	10	16	17	14	19	17	13	15

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

Jan 30-31
Feb 13-14

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?

It seems rather old and tired

Applies most to the Conservatives	34	35	4	66	45	10	58	50	37	35	41	40	35	30	33	39	34	32	38	38	40
Applies most to Labour	29	26	53	5	34	48	5	23	29	24	25	18	29	31	32	19	24	31	24	25	17
Applies most to the Liberal Democrats	12	11	16	11	1	17	13	5	12	10	5	7	12	15	11	11	8	11	11	12	13
Applies to none of them	10	12	15	12	6	13	14	10	10	13	7	12	10	16	11	12	16	11	11	10	15
Don't know	15	16	12	6	14	12	11	10	13	19	22	24	14	8	13	20	18	16	17	14	15

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	22	21	61	3	9	49	6	7	23	20	15	16	23	27	23	19	17	26	23	16	19
Applies most to Labour	32	29	4	69	17	7	62	32	31	27	26	29	29	30	28	30	33	22	30	34	32
Applies most to the Liberal Democrats	17	16	15	11	55	13	7	35	16	17	21	17	16	15	18	14	18	18	12	16	19
Applies to none of them	17	19	11	13	6	21	15	15	18	21	20	16	21	20	18	20	14	19	20	21	20
Don't know	12	14	9	4	13	10	10	11	13	15	18	22	12	8	12	16	18	14	15	13	10

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	17	16	48	4	16	33	5	8	19	13	16	16	14	18	17	15	17	18	15	14	14
Applies most to Labour	24	23	5	53	16	6	48	30	27	19	17	22	24	26	22	25	23	21	24	26	23
Applies most to the Liberal Democrats	7	8	6	7	28	6	5	13	8	7	14	4	8	8	8	7	7	7	8	10	2
Applies to none of them	36	37	31	29	25	43	30	36	32	41	29	33	39	40	38	35	34	38	34	36	42
Don't know	15	17	10	7	15	11	13	13	14	19	24	25	16	7	15	19	18	16	19	14	19

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	50	49	18	78	48	25	74	64	48	50	41	44	52	52	48	49	47	44	45	53	64
Applies most to Labour	20	21	45	7	27	41	8	14	24	19	23	18	20	25	23	19	21	24	20	20	16
Applies most to the Liberal Democrats	9	8	13	6	10	13	7	5	9	7	7	8	8	9	7	9	10	8	8	8	6
Applies to none of them	8	8	12	5	4	11	3	7	8	8	9	9	7	8	9	7	7	8	12	7	4
Don't know	13	14	13	4	11	11	8	10	12	16	19	21	13	7	12	16	15	15	15	12	11

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	61	117
Male 25 to 39	196	242
Male 40 to 59	368	320
Male 60 +	262	240
Female 18 to 24	113	112
Female 25 to 39	256	240
Female 40 to 59	374	327
Female 60 +	262	293
Region		
North England	428	465
Midlands	269	310
East England	213	182
London	249	242
South England	484	433
Wales	85	95
Scotland	164	165
Social Grade		
AB	718	530
C1	538	549
C2	269	397
DE	367	416
Newspaper Type		
Express / Mail	378	303
Sun / Star	178	445
Mirror / Record	99	189
Guardian / Independent	140	85
FT / Times / Telegraph	155	180
Other Paper	240	218
No Paper	702	473
Political Party Identification		
Labour	605	615
Conservative	557	539
Liberal Democrat	114	227
SNP/Plaid Cymru	44	32
Others	126	25
None/ DK	446	454

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