

YouGov / The Sun Survey Results

Sample Size: 1609 GB Adults
Fieldwork: 14th - 15th April 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	1609	391	487	145	145	491	392	359	782	827	195	410	550	454	917	692	206	523	344	396	140	
Unweighted Sample	1609	398	476	104	172	514	405	331	758	851	126	421	600	462	1018	591	253	509	333	384	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	74	2	7	29	34	35	28	29	36	34	28	33	40	32	25	11
Lab	39	0	100	0	0	6	87	33	40	37	41	47	37	34	36	43	43	31	35	53	33
Lib Dem	12	0	0	100	0	1	4	43	12	12	9	15	11	11	13	9	14	11	12	9	16
Other	18	0	0	0	100	19	7	17	19	18	14	10	24	20	17	20	10	18	20	13	40

Other Parties Voting Intention

UKIP	12	0	0	0	100	18	4	8	12	11	9	4	15	15	10	14	8	15	14	10	5
SNP / PCY	3	0	0	0	0	0	2	2	4	2	3	3	5	2	3	3	0	0	3	0	26
Green	2	0	0	0	0	0	1	5	2	3	1	3	2	2	2	2	2	2	2	2	5
BNP	1	0	0	0	0	0	0	0	0	1	0	0	1	1	0	1	0	0	1	1	1
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	1	0	0	0	1	2

Non Voters

Would Not Vote	7	0	0	0	0	2	2	3	5	8	17	10	5	2	6	9	5	7	6	8	8
Don't know	15	0	0	0	0	13	9	21	10	20	20	14	16	14	14	17	17	18	12	14	14

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

	April 11 - 12	April 14 - 15																				
Approve	25	28	75	4	47	16	52	7	25	30	27	22	31	27	29	32	23	31	33	29	23	23
Disapprove	60	58	11	91	37	77	33	87	61	60	56	49	56	60	62	57	60	51	54	57	66	65
Don't know	15	14	14	5	15	8	15	6	14	10	17	28	12	13	9	11	16	19	14	14	11	12

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

	Mar 24- 25	April 14 - 15																				
Conservative	20	24	73	1	15	21	57	2	10	24	23	18	18	22	33	27	20	28	30	23	17	14
Labour	34	35	3	85	20	15	8	79	41	39	32	23	39	38	32	35	35	31	30	32	46	36
Liberal Democrat	8	8	4	2	55	2	3	3	23	8	8	4	9	8	8	9	7	6	7	9	7	12
Other	5	5	1	1	0	27	5	4	3	6	4	3	3	7	5	5	5	6	4	5	3	11
None	13	12	10	6	3	25	13	5	10	12	13	16	12	12	11	10	14	12	11	16	10	13
Don't know	20	16	9	5	8	10	14	8	14	12	20	35	18	13	11	14	19	16	17	15	17	14

Fieldwork: 14th - 15th April 2013

	Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
		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	
		1609	391	487	145	145	491	392	359	782	827	195	410	550	454	917	692	206	523	344	396	140
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Weighted Sample																					
	Unweighted Sample																					
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Mar 24-25	April 14-15																			
Asylum and immigration																						
Conservative	27	28	70	13	16	8	51	16	20	31	25	18	27	30	31	34	21	28	32	27	27	21
Labour	15	16	2	42	14	1	4	36	17	16	16	13	20	15	14	14	18	17	14	14	18	17
Liberal Democrat	8	9	3	7	55	1	2	6	25	10	8	5	14	7	9	10	8	11	9	10	7	15
Other	16	16	12	8	3	73	23	10	11	18	14	15	9	20	19	14	19	12	18	17	15	15
None	16	15	8	18	5	14	9	18	14	14	16	14	13	16	16	15	15	15	13	17	16	13
Don't know	19	16	5	11	8	2	10	14	14	11	21	34	17	13	11	14	19	16	15	15	16	19
Law and order																						
Conservative	30	31	84	8	14	25	66	10	18	33	30	19	27	34	38	36	26	31	37	31	27	24
Labour	21	22	1	62	5	2	4	53	22	24	21	18	26	24	19	21	25	18	19	19	31	26
Liberal Democrat	7	8	1	6	62	2	1	4	26	10	7	8	12	7	7	10	6	10	7	10	6	12
Other	7	8	2	3	2	48	10	6	6	11	6	6	5	10	10	8	9	7	8	9	7	12
None	13	13	7	12	4	18	8	13	12	13	14	15	12	13	15	12	15	10	11	18	13	12
Don't know	21	16	6	10	13	4	11	14	16	10	23	34	19	13	12	14	20	23	17	14	15	13
Education and schools																						
Conservative	23	26	76	3	12	30	60	5	9	28	24	18	21	26	33	28	23	27	31	25	21	15
Labour	30	29	3	76	6	11	7	69	26	31	27	23	31	33	25	28	30	25	23	24	41	35
Liberal Democrat	9	12	5	5	72	5	4	4	36	12	11	9	13	10	14	14	8	9	13	14	8	14
Other	6	6	1	2	0	29	6	4	4	7	4	4	4	7	7	6	5	8	5	6	4	11
None	12	11	6	7	3	17	8	7	10	10	12	12	12	11	10	11	12	11	10	13	10	13
Don't know	20	17	10	7	8	8	15	10	15	12	22	34	19	13	12	13	22	20	18	18	15	12
Taxation																						
Conservative	25	27	81	4	6	22	60	7	12	29	25	17	22	29	34	31	22	25	34	29	22	14
Labour	25	27	2	71	13	8	7	64	26	31	23	19	29	28	27	25	30	24	23	25	35	30
Liberal Democrat	10	10	2	3	71	2	1	4	32	9	10	7	12	10	8	12	7	11	9	10	8	16
Other	6	7	2	3	0	42	9	4	6	9	5	6	6	9	8	8	7	7	7	7	6	13
None	13	12	5	9	2	18	9	8	10	11	13	15	12	12	11	11	14	13	10	12	15	10
Don't know	21	17	8	9	8	8	14	13	14	11	23	36	20	12	12	14	21	19	17	17	16	16
Unemployment																						
Conservative	21	24	74	3	9	19	55	5	10	24	24	13	22	27	29	28	20	23	30	25	21	10
Labour	30	29	6	71	15	8	8	62	30	33	25	22	31	29	30	27	31	27	25	24	36	35
Liberal Democrat	7	6	1	3	52	2	1	3	22	7	6	5	9	6	5	8	4	6	6	6	6	12
Other	6	6	1	2	3	34	7	4	5	8	5	8	5	7	6	7	6	8	6	7	5	10
None	15	15	8	11	6	25	14	12	14	14	16	16	14	16	14	14	16	14	14	17	15	15
Don't know	21	19	9	10	16	11	15	15	20	14	25	36	20	15	16	17	22	21	20	20	17	17

Fieldwork: 14th - 15th April 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	1609	391	487	145	145	491	392	359	782	827	195	410	550	454	917	692	206	523	344	396	140	
Unweighted Sample	1609	398	476	104	172	514	405	331	758	851	126	421	600	462	1018	591	253	509	333	384	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 24-25	April 14-15																				
The economy in general																						
Conservative	25	29	86	2	14	23	65	4	14	30	27	19	23	29	37	31	25	26	35	28	25	19
Labour	24	25	1	71	7	5	5	60	23	29	21	18	28	25	25	23	28	23	20	22	34	28
Liberal Democrat	6	7	1	3	60	2	1	3	24	8	6	3	10	6	7	9	5	6	7	8	5	11
Other	6	7	1	2	2	39	8	4	5	8	6	7	5	7	7	7	6	8	7	7	4	13
None	14	14	4	12	7	23	9	13	15	14	14	15	13	17	12	13	15	13	12	16	15	16
Don't know	24	19	7	10	11	8	12	15	19	12	25	38	20	15	12	16	22	24	19	19	17	13
Europe																						
Conservative	19	23	67	7	14	6	47	9	13	25	20	15	21	22	28	26	18	25	25	24	20	14
Labour	20	20	3	54	10	0	5	47	20	22	18	14	26	20	17	19	22	18	18	17	26	19
Liberal Democrat	9	10	4	6	53	1	3	5	29	11	9	7	12	9	9	12	7	7	12	9	8	14
Other	17	16	12	8	4	76	23	10	10	18	14	14	8	21	19	16	16	13	17	18	15	16
None	14	13	8	12	5	13	10	13	11	12	14	13	13	14	12	12	15	12	11	16	13	17
Don't know	22	18	7	12	15	4	11	17	17	12	24	37	20	14	15	16	22	25	17	17	18	20
	Mar 24-25	April 14-15																				
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	21	24	50	12	30	14	38	12	22	24	25	14	24	25	28	24	24	18	27	23	23	30
Charismatic	17	16	31	8	18	13	24	8	16	16	17	18	19	16	14	19	12	16	19	18	12	11
Decisive	15	15	37	6	18	6	28	7	14	13	17	10	20	13	16	17	13	21	18	14	12	13
Honest	13	14	35	5	16	8	28	3	12	15	14	10	12	14	19	16	12	17	17	13	12	10
Strong	15	14	37	7	15	3	26	6	14	13	16	11	21	11	14	18	10	16	16	13	13	11
Good in a crisis	11	12	32	2	21	7	23	3	9	12	12	11	14	10	14	14	10	18	13	13	10	6
A natural leader	14	12	27	5	20	8	21	5	13	12	13	14	16	10	12	15	8	14	13	14	9	12
In touch with the concerns of ordinary people	6	5	16	0	7	2	12	0	3	5	5	8	5	5	5	6	5	10	5	7	3	1
None of these	46	46	11	70	30	68	29	68	45	46	45	43	36	52	48	43	49	39	41	45	55	45
Don't know	9	7	3	2	3	1	4	5	6	5	8	15	8	4	4	6	8	8	6	7	7	3

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Weighted Sample	1609	391	487	145	145	491	392	359	782	827	195	410	550	454	917	692	206	523	344	396	140	
Unweighted Sample	1609	398	476	104	172	514	405	331	758	851	126	421	600	462	1018	591	253	509	333	384	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	23	24	8	54	18	10	8	49	25	26	21	19	22	21	31	23	25	22	22	19	31	21
Sticks to what he believes in	16	16	7	35	10	8	10	33	15	18	14	9	15	17	19	15	17	12	15	12	21	19
Honest	16	16	5	41	15	6	6	36	17	19	14	10	18	15	20	18	15	18	15	16	19	13
Decisive	9	9	3	21	6	4	5	16	10	10	8	4	9	9	11	7	11	8	7	8	12	12
Charismatic	5	6	3	14	3	3	3	11	3	7	5	8	8	3	7	6	6	6	6	5	5	10
Strong	7	6	2	18	2	0	3	13	5	8	5	4	8	6	6	4	10	10	6	4	8	7
A natural leader	5	5	1	13	1	0	3	10	3	4	6	3	6	4	6	3	7	5	4	1	8	8
Good in a crisis	5	4	1	11	4	0	2	9	2	5	3	3	5	3	5	3	5	5	3	3	6	6
None of these	50	51	74	22	59	74	73	25	50	53	50	50	43	57	53	53	50	46	55	55	46	55
Don't know	14	12	7	8	5	4	8	10	11	7	16	22	16	10	7	11	13	14	11	13	13	6

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

In touch with the concerns of ordinary people	12	12	15	5	45	6	12	4	21	11	12	8	12	11	13	13	9	8	12	13	12	9
Honest	11	11	14	5	36	8	11	4	22	12	10	5	14	10	12	14	7	10	12	11	8	15
Sticks to what he believes in	8	8	11	2	35	3	9	2	16	7	9	3	6	7	12	8	7	5	10	8	6	9
Charismatic	10	8	13	5	16	7	10	5	11	9	8	8	11	8	7	10	6	8	10	9	6	7
Strong	3	5	6	2	20	2	4	3	8	5	5	3	7	4	4	5	5	6	5	5	3	8
Decisive	5	4	3	3	22	0	1	3	10	4	4	2	6	4	4	4	4	8	3	5	3	4
Good in a crisis	3	4	2	2	26	1	1	3	10	4	3	3	7	2	4	5	2	6	3	6	2	2
A natural leader	4	3	4	1	11	2	2	3	5	3	3	4	2	4	3	4	3	5	3	3	3	2
None of these	58	60	53	75	12	82	62	75	44	62	57	58	46	65	66	58	62	55	58	60	65	59
Don't know	13	12	11	9	4	1	10	10	9	8	17	22	17	9	8	10	15	17	12	10	13	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	58	100
Male 25 to 39	200	206
Male 40 to 59	275	272
Male 60 +	225	204
Female 18 to 24	68	95
Female 25 to 39	221	204
Female 40 to 59	325	278
Female 60 +	237	249
Region		
North England	384	396
Midlands	268	264
East England	134	154
London	253	206
South England	375	368
Wales	65	80
Scotland	130	140
Social Grade		
AB	562	451
C1	456	467
C2	266	338
DE	325	354
Newspaper Type		
Express / Mail	292	257
Sun / Star	172	378
Mirror / Record	137	161
Guardian / Independent	98	72
FT / Times / Telegraph	111	153
Other Paper	208	185
No Paper	591	402
Political Party Identification		
Labour	493	523
Conservative	474	459
Liberal Democrat	128	193
SNP/Plaid Cymru	36	27
Others	85	21
None/ DK	393	386

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