

# YouGov / The Sun Survey Results

Sample Size: 1843 GB Adults  
Fieldwork: 23rd - 24th 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	
<b>Weighted Sample</b>	<b>1843</b>	468	616	142	559	473	387	896	947	223	470	630	520	1051	792	236	599	394	453	160
Unweighted Sample	1843	465	617	111	560	463	395	875	968	180	444	691	528	1239	604	232	633	351	455	172
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	77	6	8	32	34	32	31	30	38	37	27	34	42	29	29	16
Lab	<b>43</b>	0	100	0	7	85	44	43	43	37	52	45	36	39	49	39	32	49	53	47
Lib Dem	<b>10</b>	0	0	100	1	3	38	10	10	14	11	9	9	12	7	17	13	6	7	7
Other	<b>14</b>	0	0	0	16	6	10	15	13	17	6	16	17	13	16	10	13	16	10	30

## Other Parties Voting Intention

UKIP	<b>9</b>	0	0	0	15	3	4	8	9	3	2	11	14	7	11	9	9	12	7	4
SNP / PCY	<b>3</b>	0	0	0	0	2	1	4	1	6	3	2	2	2	3	0	1	1	0	24
Green	<b>2</b>	0	0	0	1	0	4	2	2	6	1	2	1	2	1	1	2	2	2	2
BNP	<b>1</b>	0	0	0	0	1	0	1	0	0	0	1	1	0	1	0	0	1	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	0	2	0	0	0	1	0	0	1	0	1	0

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	1	1	3	7	7	9	10	7	2	5	9	4	8	8	6	8
Don't know	<b>16</b>	0	0	0	12	9	23	10	21	20	15	17	13	15	16	20	14	17	13	22

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

	Jan 22-23	Jan 23-24	Jan 22-23		Jan 23-24		Jan 22-23		Jan 23-24		Jan 22-23		Jan 23-24		Jan 22-23		Jan 23-24		Jan 22-23		Jan 23-24	
Approve	26	<b>27</b>	77	5	32	58	11	18	30	24	27	24	25	32	32	20	31	32	22	26	21	
Disapprove	58	<b>57</b>	9	90	53	26	84	69	60	54	47	54	60	59	53	61	51	51	64	60	61	
Don't know	15	<b>16</b>	14	5	15	16	5	13	10	22	26	21	15	9	14	18	18	17	15	15	18	

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	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>1843</b>	<b>468</b>	<b>616</b>	<b>142</b>	<b>559</b>	<b>473</b>	<b>387</b>	<b>896</b>	<b>947</b>	<b>223</b>	<b>470</b>	<b>630</b>	<b>520</b>	<b>1051</b>	<b>792</b>	<b>236</b>	<b>599</b>	<b>394</b>	<b>453</b>	<b>160</b>
<b>Unweighted Sample</b>	<b>1843</b>	<b>465</b>	<b>617</b>	<b>111</b>	<b>560</b>	<b>463</b>	<b>395</b>	<b>875</b>	<b>968</b>	<b>180</b>	<b>444</b>	<b>691</b>	<b>528</b>	<b>1239</b>	<b>604</b>	<b>232</b>	<b>633</b>	<b>351</b>	<b>455</b>	<b>172</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 9-10	Jan 23-24	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
Applies most to the Conservatives	26	<b>27</b>	80	2	5	67	5	8	28	26	19	19	26	37	31	21	25	35	24	22	17
Applies most to Labour	30	<b>29</b>	3	73	7	6	66	23	31	27	26	33	29	26	26	33	28	22	33	34	30
Applies most to the Liberal Democrats	13	<b>12</b>	2	7	73	3	6	39	13	11	21	12	10	12	16	8	15	13	11	11	11
Applies to none of them	18	<b>19</b>	6	12	9	15	15	18	16	21	11	15	24	19	17	21	19	18	17	20	24
Don't know	13	<b>14</b>	9	6	5	10	9	12	12	15	24	21	11	6	11	17	13	12	14	13	19

It is led by people of real ability

	Jan 9-10	Jan 23-24	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
Applies most to the Conservatives	20	<b>20</b>	61	3	9	46	5	8	21	19	18	17	19	25	24	15	20	24	18	18	13
Applies most to Labour	17	<b>17</b>	0	45	3	3	43	10	17	16	11	20	15	18	14	19	18	12	20	19	16
Applies most to the Liberal Democrats	4	<b>6</b>	1	2	44	2	3	16	7	4	12	3	3	7	6	5	6	7	5	4	6
Applies to none of them	44	<b>41</b>	25	39	30	36	37	49	41	41	31	35	49	40	41	40	37	42	38	42	45
Don't know	15	<b>17</b>	13	11	14	13	13	17	14	20	28	25	14	11	15	20	19	16	19	16	20

Its leaders are prepared to take tough and unpopular decisions

	Jan 9-10	Jan 23-24	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
Applies most to the Conservatives	46	<b>44</b>	82	29	25	72	31	31	45	43	38	40	45	50	48	39	42	48	45	42	40
Applies most to Labour	11	<b>12</b>	1	29	4	3	27	8	13	11	6	15	11	12	10	13	8	7	15	15	13
Applies most to the Liberal Democrats	5	<b>6</b>	2	5	40	2	5	17	8	4	14	5	4	6	6	6	8	8	5	4	6
Applies to none of them	23	<b>23</b>	10	23	22	16	25	30	22	25	16	19	29	23	24	23	27	22	20	26	23
Don't know	14	<b>15</b>	5	13	9	7	13	15	12	17	25	21	12	8	12	19	15	15	15	13	19

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

	Jan 9-10	Jan 23-24	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
Applies most to the Conservatives	26	<b>26</b>	7	44	25	12	42	29	27	25	15	25	24	32	23	30	24	25	29	27	20
Applies most to Labour	26	<b>28</b>	53	9	48	48	9	26	31	24	28	22	28	31	31	23	29	31	22	27	27
Applies most to the Liberal Democrats	27	<b>25</b>	24	33	9	24	31	24	24	26	28	27	24	22	25	24	22	24	28	23	25
Applies to none of them	7	<b>7</b>	5	6	7	6	7	7	6	8	4	6	9	7	7	7	11	5	6	8	10
Don't know	15	<b>15</b>	10	8	10	10	12	14	12	18	26	19	14	8	14	17	14	15	15	14	19

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	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>1843</b>	<b>468</b>	<b>616</b>	<b>142</b>	<b>559</b>	<b>473</b>	<b>387</b>	<b>896</b>	<b>947</b>	<b>223</b>	<b>470</b>	<b>630</b>	<b>520</b>	<b>1051</b>	<b>792</b>	<b>236</b>	<b>599</b>	<b>394</b>	<b>453</b>	<b>160</b>
Unweighted Sample	1843	465	617	111	560	463	395	875	968	180	444	691	528	1239	604	232	633	351	455	172
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 13-14	Jan 23-24																			
<b>Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.</b>																					
Sticks to what he believes in	22	<b>25</b>	59	10	16	47	13	18	25	25	18	27	25	26	27	22	27	26	25	26	18
Charismatic	19	<b>20</b>	38	12	24	35	11	15	19	21	23	17	20	22	23	16	26	22	16	22	11
Strong	15	<b>19</b>	46	5	18	35	8	17	19	20	19	21	18	19	22	16	20	23	17	20	11
Decisive	16	<b>18</b>	39	7	22	30	9	18	17	19	20	22	14	17	21	14	19	20	15	18	12
Good in a crisis	12	<b>16</b>	42	3	12	34	4	13	16	15	11	16	14	19	18	13	18	19	12	15	11
A natural leader	14	<b>15</b>	39	3	14	33	5	10	16	15	13	18	14	16	18	12	22	18	9	16	9
Honest	12	<b>14</b>	40	2	18	32	4	10	17	12	5	14	13	20	17	11	21	17	11	14	6
In touch with the concerns of ordinary people	6	<b>6</b>	20	1	2	15	1	2	6	7	4	4	7	9	7	5	7	7	4	7	5
None of these	47	<b>43</b>	8	68	37	18	65	50	45	41	28	39	45	50	39	48	36	35	51	44	56
Don't know	8	<b>8</b>	3	5	5	5	7	5	7	9	16	8	9	3	6	11	6	8	8	8	11
<b>Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.</b>																					
In touch with the concerns of ordinary people	25	<b>23</b>	8	52	8	7	47	23	25	22	18	25	23	23	22	25	22	18	27	28	25
Sticks to what he believes in	19	<b>18</b>	6	37	21	6	35	18	21	15	15	18	18	19	17	19	21	14	20	20	18
Honest	21	<b>17</b>	3	38	18	3	34	20	20	14	11	20	16	18	18	16	16	14	17	20	18
Decisive	9	<b>8</b>	2	16	5	3	15	8	8	7	8	8	6	8	7	9	7	6	9	7	9
Strong	8	<b>7</b>	3	15	5	2	13	6	7	7	7	8	7	6	7	7	6	5	8	9	8
Charismatic	5	<b>5</b>	4	9	4	4	7	5	5	6	6	6	6	4	5	6	6	5	5	7	3
Good in a crisis	5	<b>5</b>	0	10	4	2	9	3	5	4	6	6	4	4	4	5	4	5	5	5	3
A natural leader	5	<b>4</b>	2	10	1	2	8	2	5	4	3	4	5	4	4	5	8	3	5	4	4
None of these	45	<b>47</b>	73	18	49	73	26	43	47	47	33	41	51	54	49	45	39	53	49	43	46
Don't know	14	<b>14</b>	8	9	9	8	12	13	10	17	27	16	11	9	12	16	16	14	13	12	16

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

**If there was a referendum on Britain's membership of the European Union, how would you vote?**

	Jan 20-21	Jan 23-24																			
I would vote for Britain to remain a member of the European Union	37	<b>38</b>	25	55	64	21	47	55	43	33	47	36	38	36	43	31	41	38	34	40	39
I would vote for Britain to leave the European Union	40	<b>40</b>	56	28	27	60	33	24	40	40	22	35	44	48	37	45	38	41	46	39	32
I would not vote	6	<b>4</b>	2	3	3	2	4	2	4	5	4	8	3	2	4	5	3	5	5	3	7
Don't know	18	<b>18</b>	17	14	7	17	16	19	13	22	27	20	15	14	16	20	19	17	15	18	21

**Imagine the British government under David Cameron renegotiated our relationship with Europe and said that Britain's interests were now protected, and David Cameron recommended that Britain remain a member of the European Union on the new terms.**

**How would you then vote in a referendum on the issue?**

	Jan 20-21	Jan 23-24																			
Would vote for Britain to remain in the European Union on the new terms	53	<b>52</b>	60	56	69	54	51	62	56	49	54	49	51	56	59	44	56	54	54	49	45
Would vote for Britain to leave the European Union	26	<b>25</b>	29	23	16	31	25	18	26	25	16	24	27	28	22	31	21	25	28	26	25
Would not vote	5	<b>5</b>	1	5	2	1	6	2	5	5	5	10	5	1	5	6	4	5	5	5	7
Don't know	17	<b>17</b>	10	15	12	13	18	18	12	21	24	17	17	14	15	19	19	16	13	19	23

## 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	75	114
	Male 25 to 39	196	236
	Male 40 to 59	326	311
	Male 60 +	278	234
	Female 18 to 24	105	109
	Female 25 to 39	248	234
	Female 40 to 59	365	319
	Female 60 +	250	286
<b>Region</b>			
	North England	455	453
	Midlands	262	302
	East England	205	177
	London	232	236
	South England	428	422
	Wales	89	92
	Scotland	172	160
<b>Social Grade</b>			
	AB	692	516
	C1	547	534
	C2	273	387
	DE	331	405
<b>Newspaper Type</b>			
	Express / Mail	373	295
	Sun / Star	165	433
	Mirror / Record	85	184
	Guardian / Independent	144	83
	FT / Times / Telegraph	137	175
	Other Paper	259	212
	No Paper	680	461
<b>Political Party Identification</b>			
	Labour	606	599
	Conservative	513	525
	Liberal Democrat	153	221
	SNP/Plaid Cymru	42	31
	Others	101	24
	None/ DK	428	442

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