

# YouGov / The Sun Survey Results

Sample Size: 1684 GB Adults  
Fieldwork: 10th - 11th March 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>1684</b>	<b>411</b>	<b>511</b>	<b>134</b>	<b>542</b>	<b>413</b>	<b>331</b>	<b>818</b>	<b>866</b>	<b>204</b>	<b>429</b>	<b>576</b>	<b>475</b>	<b>960</b>	<b>724</b>	<b>216</b>	<b>547</b>	<b>360</b>	<b>414</b>	<b>147</b>	
Unweighted Sample	1684	413	482	112	557	391	342	790	894	115	441	665	463	1133	551	289	572	310	383	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>32</b>	100	0	0	74	3	9	34	30	20	32	35	34	37	27	35	43	33	24	16
Lab	<b>40</b>	0	100	0	7	89	36	37	44	57	41	41	33	37	45	45	30	35	55	43
Lib Dem	<b>11</b>	0	0	100	3	1	43	10	12	13	13	9	10	12	9	8	12	12	10	12
Other	<b>17</b>	0	0	0	16	7	13	19	14	9	14	15	23	14	20	12	16	20	12	30

## Other Parties Voting Intention

UKIP	<b>11</b>	0	0	0	15	5	7	12	10	4	6	10	19	9	14	9	12	16	8	5
SNP / PCY	<b>3</b>	0	0	0	1	1	1	3	2	0	2	3	3	3	2	0	0	2	0	22
Green	<b>1</b>	0	0	0	0	0	4	2	1	1	3	1	1	1	1	2	2	1	1	1
BNP	<b>1</b>	0	0	0	0	0	1	1	0	2	1	0	0	0	1	1	1	0	1	1
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	2	0	3	2	0	0	1	1	1	2	0	2	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	3	2	5	8	9	16	14	6	3	8	9	7	8	8	10	7
Don't know	<b>16</b>	0	0	0	16	10	22	12	21	17	19	15	15	16	18	14	21	13	16	14

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

	Mar 7-8	Mar 10-11																			
Approve	25	<b>24</b>	68	7	34	44	8	23	28	21	23	22	25	26	28	19	29	27	22	20	24
Disapprove	60	<b>61</b>	18	87	55	38	85	70	62	60	57	53	65	65	60	63	61	54	63	68	65
Don't know	16	<b>15</b>	14	7	12	17	7	7	10	19	20	25	10	9	12	18	10	19	14	12	11

## 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

	Feb 24-25	Mar 10-11																			
Conservative	23	<b>22</b>	71	1	9	53	4	9	24	20	8	21	25	25	25	18	25	29	21	15	13
Labour	38	<b>36</b>	6	83	29	10	75	42	37	35	35	33	39	35	34	39	38	29	34	42	44
Liberal Democrat	7	<b>6</b>	3	2	49	3	1	23	6	7	5	5	7	8	8	4	6	6	9	5	5
Other	4	<b>4</b>	0	0	0	4	0	2	5	4	5	3	4	5	4	5	4	5	3	3	8
None	13	<b>15</b>	10	7	4	15	10	12	16	13	20	14	13	15	14	15	13	11	16	18	17
Don't know	14	<b>17</b>	10	7	8	14	9	11	11	22	27	24	12	12	15	20	14	19	17	16	13

Fieldwork: 10th - 11th March 2013

	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
		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>1684</b>	411	511	134	542	413	331	818	866	204	429	576	475	960	724	216	547	360	414	147	
Unweighted Sample	1684	413	482	112	557	391	342	790	894	115	441	665	463	1133	551	289	572	310	383	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Feb 24-25	Mar 10-11																			
<b>Asylum and immigration</b>																					
Conservative	29	<b>29</b>	73	12	27	54	13	22	31	26	23	31	29	28	35	20	33	32	29	22	27
Labour	18	<b>16</b>	0	46	12	4	39	17	16	16	15	18	17	15	14	19	19	13	16	19	19
Liberal Democrat	7	<b>6</b>	0	2	51	1	4	21	7	6	7	5	6	7	7	5	8	7	6	4	8
Other	12	<b>16</b>	9	11	4	18	12	13	18	14	11	9	17	22	14	19	10	18	18	18	9
None	18	<b>18</b>	13	17	1	16	20	13	17	18	18	15	19	18	16	19	19	13	17	20	27
Don't know	16	<b>15</b>	5	12	5	7	12	14	11	19	26	22	11	10	13	19	12	18	14	16	10
<b>Law and order</b>																					
Conservative	33	<b>32</b>	82	10	28	64	10	23	34	30	18	27	34	39	37	24	37	36	36	21	27
Labour	26	<b>22</b>	1	62	12	4	57	20	23	22	19	25	25	18	20	25	23	16	20	32	25
Liberal Democrat	6	<b>6</b>	1	2	48	1	3	21	6	5	7	4	6	6	7	4	5	7	5	5	7
Other	6	<b>7</b>	1	3	0	8	3	3	9	6	8	5	7	9	6	9	5	8	7	6	9
None	14	<b>15</b>	8	11	4	12	14	15	16	14	20	14	13	14	14	16	14	11	14	19	19
Don't know	16	<b>18</b>	5	12	8	11	14	20	12	25	28	25	15	13	15	23	16	22	17	18	13
<b>Education and schools</b>																					
Conservative	25	<b>25</b>	78	3	4	60	5	9	29	22	10	21	27	33	29	20	32	31	27	16	16
Labour	32	<b>31</b>	4	78	11	7	69	30	32	29	28	29	35	28	28	33	32	24	27	38	40
Liberal Democrat	10	<b>11</b>	3	5	74	5	4	35	10	11	13	11	10	10	12	9	8	10	13	11	11
Other	5	<b>6</b>	2	1	1	4	2	3	7	4	11	3	5	7	5	7	6	6	4	6	7
None	13	<b>11</b>	6	6	2	12	8	11	11	12	12	14	11	10	12	11	9	9	12	13	16
Don't know	15	<b>17</b>	7	8	7	12	11	13	11	22	26	22	12	12	14	20	12	20	17	16	10
<b>Taxation</b>																					
Conservative	24	<b>24</b>	77	4	8	57	5	8	26	21	9	22	27	27	28	17	25	31	23	18	13
Labour	30	<b>27</b>	2	69	12	6	62	25	27	27	29	24	30	25	25	29	32	21	24	31	35
Liberal Democrat	10	<b>12</b>	4	7	71	5	7	34	13	10	10	12	11	13	12	11	11	12	16	9	9
Other	5	<b>7</b>	4	1	1	7	1	4	8	5	7	4	7	9	5	9	5	6	7	8	9
None	16	<b>14</b>	7	11	2	13	13	14	14	14	18	15	13	14	15	14	14	11	13	18	18
Don't know	17	<b>17</b>	7	8	5	12	11	14	11	23	26	23	14	11	14	21	13	20	16	17	14
<b>Unemployment</b>																					
Conservative	24	<b>22</b>	71	3	15	54	4	9	25	20	11	22	24	25	26	17	22	28	22	17	16
Labour	32	<b>31</b>	4	79	16	8	67	36	33	30	34	26	34	33	31	32	34	26	29	37	40
Liberal Democrat	6	<b>7</b>	2	2	60	3	4	23	8	6	11	7	7	7	8	6	7	7	9	7	6
Other	5	<b>6</b>	4	1	0	6	2	3	7	5	8	4	6	8	4	9	5	5	8	7	7
None	16	<b>15</b>	12	7	3	17	12	15	14	16	11	16	16	15	15	16	17	13	15	15	19
Don't know	16	<b>18</b>	8	9	6	13	12	14	12	23	26	25	14	12	16	20	15	21	17	17	11

Fieldwork: 10th - 11th March 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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>1684</b>	411	511	134	542	413	331	818	866	204	429	576	475	960	724	216	547	360	414	147
Unweighted Sample	1684	413	482	112	557	391	342	790	894	115	441	665	463	1133	551	289	572	310	383	130
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Feb 24-25	Mar 10-11																			
<b>The economy in general</b>																						
	Conservative	27	<b>27</b>	84	3	17	62	5	14	30	25	14	24	29	33	33	20	27	34	27	19	26
	Labour	29	<b>25</b>	0	75	4	5	64	21	27	24	26	24	27	24	24	27	28	19	24	32	29
	Liberal Democrat	6	<b>7</b>	1	1	65	2	2	25	7	6	8	7	6	6	7	6	6	6	8	6	6
	Other	5	<b>6</b>	1	2	1	6	3	4	7	5	4	3	7	9	5	8	5	6	7	6	8
	None	16	<b>15</b>	8	10	3	14	12	16	15	16	18	16	15	14	15	16	15	12	16	20	16
	Don't know	17	<b>19</b>	6	9	10	12	14	20	14	25	29	25	16	14	17	23	19	23	19	17	15
<b>Europe</b>																						
	Conservative	24	<b>22</b>	68	6	19	47	8	13	23	22	15	22	23	26	26	18	22	27	24	19	14
	Labour	23	<b>22</b>	1	62	9	5	55	20	24	20	26	23	22	19	21	23	26	16	19	28	24
	Liberal Democrat	8	<b>8</b>	2	5	58	3	3	27	9	7	8	9	8	7	10	6	10	9	9	5	9
	Other	12	<b>15</b>	10	7	1	22	8	10	19	11	8	8	16	23	14	17	10	17	17	13	18
	None	14	<b>14</b>	10	8	3	14	10	11	13	14	15	14	14	12	13	15	15	11	13	16	19
	Don't know	19	<b>19</b>	8	13	10	10	16	19	12	26	27	25	17	13	17	22	18	20	18	19	16

		Feb 24-25	Mar 10-11																			
<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	23	<b>25</b>	50	15	24	40	16	26	29	21	19	19	24	35	27	23	24	26	31	18	26
	Charismatic	19	<b>17</b>	30	10	30	24	9	20	17	16	17	19	19	13	19	15	18	18	18	12	22
	Decisive	17	<b>16</b>	38	7	22	25	7	17	16	17	20	16	17	15	19	14	21	15	18	14	18
	Strong	16	<b>15</b>	34	7	18	25	9	12	14	15	11	13	16	17	17	12	15	14	19	12	16
	A natural leader	16	<b>13</b>	27	4	23	22	5	13	13	14	11	15	14	12	16	9	15	14	12	10	18
	Honest	14	<b>12</b>	29	4	15	24	5	9	12	11	6	9	11	18	15	7	13	15	10	8	10
	Good in a crisis	13	<b>11</b>	29	4	14	22	3	10	13	10	11	12	10	12	12	10	14	11	12	8	15
	In touch with the concerns of ordinary people	8	<b>4</b>	13	0	1	9	1	2	2	5	2	4	5	4	5	2	4	6	4	2	2
	None of these	44	<b>48</b>	15	68	36	29	69	49	48	48	47	44	50	48	46	50	46	43	44	60	45
	Don't know	7	<b>7</b>	3	2	4	6	3	2	5	9	11	12	5	2	4	10	5	8	10	4	6

Fieldwork: 10th - 11th March 2013

**Weighted Sample**  
Unweighted Sample

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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>1684</b>	411	511	134	542	413	331	818	866	204	429	576	475	960	724	216	547	360	414	147	
<b>1684</b>	413	482	112	557	391	342	790	894	115	441	665	463	1133	551	289	572	310	383	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb 24-25  
Mar 10-11

**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	<b>24</b>	5	55	20	5	53	31	23	24	18	17	26	30	21	27	20	20	21	31	32
Honest	18	<b>19</b>	4	46	25	6	39	27	21	18	23	16	18	21	17	21	19	15	20	25	18
Sticks to what he believes in	16	<b>15</b>	6	35	11	6	34	17	16	15	12	11	17	19	13	18	16	13	14	18	20
Decisive	9	<b>9</b>	2	25	5	3	21	10	11	7	10	9	8	10	7	11	10	6	5	13	13
Strong	8	<b>7</b>	2	16	6	3	13	8	7	6	10	5	6	7	6	8	7	4	5	10	10
Charismatic	5	<b>6</b>	2	15	5	2	13	7	7	5	9	5	6	5	3	9	6	4	4	10	8
A natural leader	5	<b>5</b>	1	14	1	1	12	5	6	4	6	5	6	4	3	7	5	4	5	7	4
Good in a crisis	5	<b>5</b>	1	13	1	2	12	5	5	5	2	4	5	7	4	6	6	3	3	7	7
None of these	49	<b>51</b>	75	17	47	75	22	46	55	47	41	47	53	55	54	46	49	57	51	44	46
Don't know	13	<b>12</b>	8	8	11	8	9	9	8	17	19	17	10	8	11	14	12	12	17	9	14

**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	11	<b>12</b>	14	8	48	12	6	28	10	13	12	9	13	12	13	10	13	10	15	8	16
Charismatic	9	<b>9</b>	10	6	32	8	6	17	10	8	9	11	9	8	9	9	8	10	10	8	11
Honest	12	<b>9</b>	14	5	31	11	4	20	9	10	4	9	11	11	13	5	15	11	6	7	10
Sticks to what he believes in	8	<b>8</b>	12	5	23	10	7	14	9	7	3	8	10	8	9	7	11	8	9	6	8
Decisive	4	<b>5</b>	6	4	19	3	3	10	5	4	8	6	3	4	4	5	7	4	4	5	7
Good in a crisis	3	<b>4</b>	3	4	15	3	4	8	4	4	6	4	3	4	5	2	5	3	4	4	5
A natural leader	4	<b>3</b>	3	2	18	3	1	10	3	4	2	3	4	3	4	3	6	4	3	2	2
Strong	3	<b>3</b>	4	2	14	3	1	7	4	2	2	5	3	2	4	2	6	4	3	2	2
None of these	60	<b>61</b>	55	73	15	61	77	45	64	59	57	50	63	72	63	60	56	61	56	69	63
Don't know	12	<b>12</b>	9	7	9	11	5	6	9	14	16	20	9	6	8	16	10	13	17	6	13

## 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	45	104
Male 25 to 39	193	216
Male 40 to 59	326	285
Male 60 +	226	214
Female 18 to 24	70	99
Female 25 to 39	248	214
Female 40 to 59	339	291
Female 60 +	237	261
<b>Region</b>		
North England	383	414
Midlands	223	276
East England	177	162
London	289	216
South England	395	386
Wales	87	84
Scotland	130	147
<b>Social Grade</b>		
AB	622	472
C1	511	488
C2	225	354
DE	326	370
<b>Newspaper Type</b>		
Express / Mail	347	269
Sun / Star	145	396
Mirror / Record	78	168
Guardian / Independent	93	76
FT / Times / Telegraph	128	160
Other Paper	231	194
No Paper	662	421
<b>Political Party Identification</b>		
Labour	507	547
Conservative	502	480
Liberal Democrat	144	202
SNP/Plaid Cymru	33	29
Others	89	22
None/ DK	409	404

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