

# YouGov / The Sun Survey Results

Sample Size: 1727 GB Adults

Fieldwork: 27th - 28th 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>1727</b>	<b>463</b>	<b>545</b>	<b>127</b>	<b>561</b>	<b>481</b>	<b>345</b>	<b>839</b>	<b>888</b>	<b>209</b>	<b>440</b>	<b>591</b>	<b>487</b>	<b>984</b>	<b>743</b>	<b>221</b>	<b>561</b>	<b>370</b>	<b>425</b>	<b>150</b>	
Unweighted Sample	1727	440	552	115	543	481	347	792	935	118	466	671	472	1102	625	375	516	340	366	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>35</b>	100	0	0	80	4	11	33	36	41	32	32	39	39	29	34	44	39	25	19
Lab	<b>41</b>	0	100	0	6	89	36	40	42	39	40	48	35	37	47	41	28	39	59	46
Lib Dem	<b>10</b>	0	0	100	1	2	38	11	8	8	14	8	9	10	9	15	11	9	7	5
Other	<b>14</b>	0	0	0	13	5	38	16	13	12	14	13	17	14	15	10	17	13	9	30

## Other Parties Voting Intention

UKIP	<b>9</b>	0	0	0	12	2	6	8	9	4	5	7	14	7	11	7	12	9	6	4
SNP / PCY	<b>3</b>	0	0	0	1	1	2	4	1	3	4	3	1	3	1	1	0	2	0	22
Green	<b>2</b>	0	0	0	0	0	5	2	2	2	5	1	1	2	1	1	3	1	2	2
BNP	<b>1</b>	0	0	0	0	0	1	1	1	0	1	1	0	1	1	1	1	1	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	<b>0</b>	0	0	0	0	0	0	1	0	2	0	0	1	1	0	0	1	0	0	1

## Non Voters

Would Not Vote	<b>6</b>	0	0	0	2	2	3	6	6	12	11	5	2	5	9	5	7	4	8	6
Don't know	<b>17</b>	0	0	0	15	10	23	12	21	22	18	16	13	16	18	17	19	14	14	21

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

		Jan 24-25	Jan 27-28																		
Approve	29	<b>28</b>	77	3	39	56	7	22	30	25	27	26	25	32	32	22	29	33	32	19	20
Disapprove	56	<b>56</b>	9	90	40	25	84	65	57	55	46	54	62	54	53	60	56	48	51	67	64
Don't know	15	<b>16</b>	14	7	20	19	9	13	12	20	27	20	12	13	15	18	15	19	17	13	17

## 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

		Jan 13-14	Jan 27-28																		
Conservative	23	<b>23</b>	74	0	11	57	2	9	25	22	17	18	21	32	27	18	27	29	24	17	12
Labour	37	<b>38</b>	5	87	20	8	78	38	39	36	37	31	42	38	36	41	40	26	38	49	46
Liberal Democrat	7	<b>8</b>	5	2	56	4	3	23	9	7	9	10	8	6	9	8	9	10	8	7	4
Other	4	<b>4</b>	1	0	0	4	1	3	4	4	2	4	3	5	4	4	2	5	5	2	5
None	12	<b>11</b>	7	4	4	13	6	10	10	12	9	11	13	9	9	13	11	11	10	10	14
Don't know	17	<b>16</b>	8	6	9	13	10	17	13	19	26	25	12	9	16	16	11	19	15	15	19

Fieldwork: 27th - 28th January 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>1727</b>	<b>463</b>	<b>545</b>	<b>127</b>	<b>561</b>	<b>481</b>	<b>345</b>	<b>839</b>	<b>888</b>	<b>209</b>	<b>440</b>	<b>591</b>	<b>487</b>	<b>984</b>	<b>743</b>	<b>221</b>	<b>561</b>	<b>370</b>	<b>425</b>	<b>150</b>	
Unweighted Sample	1727	440	552	115	543	481	347	792	935	118	466	671	472	1102	625	375	516	340	366	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Jan 13-14	Jan 27-28																			
<b>Asylum and immigration</b>																					
Conservative	30	31	77	12	21	61	12	22	32	31	33	30	30	34	37	25	34	34	37	25	25
Labour	18	18	1	51	7	2	44	15	19	17	16	16	21	17	17	20	19	12	18	24	23
Liberal Democrat	7	6	1	2	45	1	2	19	8	5	4	10	5	5	7	5	8	7	6	5	4
Other	11	13	9	7	10	14	9	11	14	11	12	11	12	15	12	14	11	15	11	13	9
None	17	16	8	16	7	13	18	15	16	16	16	13	19	15	13	20	13	15	14	17	23
Don't know	17	16	4	11	10	10	15	17	11	20	19	21	13	13	15	17	14	17	14	16	16
<b>Law and order</b>																					
Conservative	32	35	88	7	32	70	10	26	38	32	34	30	34	41	40	29	38	40	40	25	25
Labour	27	26	2	71	6	4	63	25	27	25	21	22	30	26	24	28	26	18	26	35	31
Liberal Democrat	5	6	1	2	47	1	2	17	7	4	5	10	4	4	5	6	9	6	5	4	6
Other	6	5	1	2	0	5	2	4	6	4	2	5	5	7	5	5	4	6	5	5	4
None	12	11	3	8	6	9	10	10	11	11	12	10	13	9	9	14	10	10	10	13	14
Don't know	18	17	4	11	8	11	14	19	11	23	26	23	14	13	17	18	14	19	14	18	20
<b>Education and schools</b>																					
Conservative	25	28	81	2	9	65	3	12	29	27	24	22	25	37	32	22	31	32	29	21	17
Labour	34	34	5	84	6	7	78	29	35	33	33	30	40	32	31	38	33	24	35	46	41
Liberal Democrat	8	9	5	3	67	4	3	27	11	8	11	11	7	9	10	8	12	11	9	6	7
Other	5	4	0	1	1	4	1	4	5	4	2	4	4	6	4	4	3	5	5	3	5
None	11	10	4	4	9	7	6	12	10	10	8	10	11	8	7	12	9	10	7	10	12
Don't know	17	15	5	6	7	12	8	16	11	19	22	23	13	9	15	15	12	18	14	14	17
<b>Taxation</b>																					
Conservative	26	27	79	2	12	63	4	13	29	25	22	21	27	34	32	21	31	30	31	20	16
Labour	30	31	2	80	8	6	71	28	32	30	28	28	34	31	28	35	31	22	30	40	39
Liberal Democrat	8	9	5	3	63	3	5	25	11	6	8	12	9	6	10	7	11	10	9	6	7
Other	5	4	2	0	0	5	0	4	5	4	3	4	5	5	4	5	2	5	5	4	6
None	14	13	6	7	7	11	10	11	12	14	14	12	13	13	11	16	11	13	11	16	14
Don't know	17	16	6	7	9	12	10	19	11	21	23	22	12	12	15	17	14	19	14	14	19
<b>Unemployment</b>																					
Conservative	23	27	79	4	10	62	6	14	29	26	24	24	27	32	32	20	29	33	31	20	14
Labour	33	33	5	78	12	6	70	32	35	31	27	28	36	34	30	35	33	23	31	43	38
Liberal Democrat	6	6	2	2	52	2	2	18	7	5	6	7	5	5	5	6	7	6	6	5	4
Other	5	5	1	1	0	4	1	4	5	5	5	4	5	5	5	4	3	5	5	4	7
None	15	13	6	8	11	13	9	12	12	15	15	13	13	14	11	17	13	14	11	13	18
Don't know	18	17	6	7	15	13	11	21	14	19	22	24	14	11	17	17	15	19	15	15	19

Fieldwork: 27th - 28th January 2013

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		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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Unweighted Sample	1727	440	552	115	543	481	347	792	935	118	466	671	472	1102	625	375	516	340	366	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Jan 13-14	Jan 27-28																			
<b>The economy in general</b>																					
Conservative	28	<b>29</b>	86	1	18	66	4	19	32	27	27	24	28	37	34	23	30	37	33	21	16
Labour	29	<b>29</b>	1	79	9	3	70	25	32	26	23	24	34	29	27	32	31	19	28	40	33
Liberal Democrat	5	<b>5</b>	0	1	52	1	3	17	6	5	6	7	5	4	5	6	9	5	5	3	8
Other	5	<b>4</b>	1	1	0	4	1	4	4	4	1	4	5	5	4	5	2	5	5	3	6
None	13	<b>14</b>	6	8	9	13	10	13	12	15	17	15	14	12	12	16	12	15	12	15	18
Don't know	20	<b>18</b>	6	10	13	13	12	22	14	22	25	25	15	13	18	18	16	19	17	18	20
<b>Europe</b>																					
Conservative	22	<b>26</b>	72	5	18	55	5	17	26	27	31	23	24	30	29	22	28	30	31	19	19
Labour	24	<b>22</b>	2	60	3	4	53	16	23	21	20	19	25	21	21	22	25	15	23	28	23
Liberal Democrat	8	<b>9</b>	3	6	55	2	6	24	12	6	9	12	8	7	11	7	13	10	8	6	9
Other	12	<b>12</b>	8	7	4	16	8	9	14	11	8	10	12	17	13	12	8	14	12	14	10
None	14	<b>11</b>	6	8	5	10	11	10	10	13	9	11	13	11	9	15	9	10	10	14	14
Don't know	20	<b>19</b>	8	14	14	14	17	24	15	23	23	25	19	13	18	21	18	21	16	19	25
	Jan 13-14	Jan 27-28																			
<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	25	<b>24</b>	51	12	19	41	12	17	24	24	18	22	22	29	26	21	23	25	32	18	16
Charismatic	20	<b>23</b>	38	15	33	32	14	28	24	21	24	23	23	22	24	21	27	24	31	15	16
Decisive	18	<b>17</b>	38	7	18	30	8	13	17	17	19	17	15	19	19	15	23	20	19	10	10
A natural leader	15	<b>16</b>	37	7	19	31	7	14	17	16	13	16	17	16	18	14	23	19	18	9	11
Strong	19	<b>16</b>	37	6	13	28	7	9	15	16	20	16	13	17	16	15	18	19	18	10	11
Good in a crisis	16	<b>15</b>	39	3	17	31	4	10	17	13	17	14	13	18	19	10	21	16	18	10	9
Honest	14	<b>15</b>	42	1	15	32	3	8	16	14	13	11	12	23	17	12	17	15	20	10	13
In touch with the concerns of ordinary people	6	<b>7</b>	19	1	5	15	1	2	6	7	8	7	4	10	7	7	9	8	9	3	4
None of these	43	<b>43</b>	10	66	26	21	65	43	43	42	33	38	49	43	40	46	35	38	36	56	50
Don't know	8	<b>8</b>	6	4	9	8	4	8	6	10	13	10	6	7	6	11	6	9	8	8	8

Fieldwork: 27th - 28th January 2013

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Unweighted Sample	1727	440	552	115	543	481	347	792	935	118	466	671	472	1102	625	375	516	340	366	130
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 23-24 Jan 27-28

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	26	8	60	14	8	54	24	26	25	21	17	29	31	25	27	28	20	27	31	28
Honest	17	18	4	44	12	5	38	18	18	18	14	10	20	25	18	19	20	15	17	22	18
Sticks to what he believes in	18	18	9	39	16	9	35	18	18	18	11	12	18	26	16	21	19	15	17	23	15
Decisive	8	10	3	25	10	3	24	6	10	10	8	8	10	12	8	12	13	7	11	11	12
Strong	7	9	5	20	7	4	20	5	9	9	11	6	9	11	6	13	8	5	9	12	13
A natural leader	4	6	1	16	4	2	15	3	6	5	5	4	6	7	4	8	7	3	6	8	6
Charismatic	5	6	2	13	4	2	12	5	6	6	11	3	6	7	5	8	5	5	8	7	4
Good in a crisis	5	6	1	17	4	1	16	4	6	6	6	3	7	8	4	8	7	4	6	8	6
None of these	47	49	73	16	53	73	22	47	51	47	48	49	49	50	50	48	46	54	50	43	48
Don't know	14	12	7	7	6	9	10	13	10	15	17	19	10	6	12	12	11	14	11	12	14

Jan 13-14 Jan 27-28

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

Honest	13	14	25	5	51	18	5	25	17	12	9	18	12	16	16	12	17	18	15	8	9
In touch with the concerns of ordinary people	11	13	19	5	53	14	6	23	14	11	14	15	10	12	13	12	16	16	15	7	5
Charismatic	10	12	17	8	28	13	8	19	12	11	12	13	11	11	12	11	13	13	16	7	9
Sticks to what he believes in	9	9	16	2	31	11	3	15	11	6	6	9	8	11	10	7	9	11	11	4	5
Decisive	4	5	7	2	23	5	3	8	5	4	5	6	5	4	5	5	9	5	5	2	3
A natural leader	5	4	6	2	19	4	1	9	6	3	3	6	4	3	4	4	6	4	6	2	3
Good in a crisis	4	4	5	1	16	4	3	4	4	4	5	5	3	3	4	3	5	4	4	1	5
Strong	4	4	7	1	22	4	2	8	4	4	6	4	4	5	4	5	8	6	3	1	3
None of these	57	58	43	77	12	54	75	45	58	57	51	47	62	64	54	62	53	50	55	69	64
Don't know	13	12	9	8	3	9	8	9	9	15	21	16	10	7	12	12	9	14	12	10	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	64	107
Male 25 to 39	192	221
Male 40 to 59	291	292
Male 60 +	245	219
Female 18 to 24	54	102
Female 25 to 39	274	219
Female 40 to 59	380	299
Female 60 +	227	268
<b>Region</b>		
North England	366	425
Midlands	282	283
East England	172	166
London	375	221
South England	344	395
Wales	58	86
Scotland	130	150
<b>Social Grade</b>		
AB	650	484
C1	452	501
C2	262	363
DE	363	380
<b>Newspaper Type</b>		
Express / Mail	318	276
Sun / Star	197	406
Mirror / Record	115	173
Guardian / Independent	86	78
FT / Times / Telegraph	121	164
Other Paper	224	199
No Paper	666	432
<b>Political Party Identification</b>		
Labour	561	561
Conservative	480	492
Liberal Democrat	159	207
SNP/Plaid Cymru	31	29
Others	91	22
None/ DK	405	414

YouGov is a member of the British Polling Council and abides by its rules.  
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