

YouGov / The Sun Survey Results

Sample Size: 1761 GB Adults
Fieldwork: 27th - 28th 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	1761	399	578	162	537	425	373	856	905	213	449	602	497	1004	757	225	572	377	433	153	
Unweighted Sample	1761	413	560	121	557	402	401	835	926	137	421	682	521	1201	560	222	628	367	409	135	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	29	100	0	0	69	3	7	29	30	29	25	26	36	30	28	30	35	28	28	16
Lab	42	0	100	0	8	91	38	39	46	41	55	45	30	39	48	39	33	44	50	54
Lib Dem	12	0	0	100	2	1	41	15	9	16	13	12	10	16	6	17	15	9	10	5
Other	17	0	0	0	20	5	14	18	16	14	8	17	24	15	18	14	17	19	12	25

Other Parties Voting Intention

UKIP	11	0	0	0	18	3	7	13	10	4	3	12	19	10	13	8	14	14	9	3
SNP / PCY	2	0	0	0	1	1	1	3	2	0	2	3	3	3	2	0	0	1	0	23
Green	2	0	0	0	1	0	5	1	3	7	2	2	1	2	2	3	3	2	2	0
BNP	1	0	0	0	0	0	0	1	1	3	0	1	0	0	1	1	0	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	2	0	0	0	0

Non Voters

Would Not Vote	9	0	0	0	3	2	3	8	10	15	13	7	5	7	11	10	8	9	10	11
Don't know	13	0	0	0	12	8	16	9	17	13	17	10	14	12	15	16	17	11	11	7

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

	Feb 26-27	Feb 27-28	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
Approve	25	25	71	5	42	47	5	25	28	21	22	23	23	29	28	20	26	29	20	25	15	
Disapprove	59	60	12	92	38	37	91	63	61	59	52	55	66	61	58	63	52	55	66	61	72	
Don't know	15	16	16	3	20	16	4	13	11	20	27	22	12	10	14	18	21	16	14	14	13	

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Feb 13-14	Feb 27-28																			
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	35	38	6	67	41	11	62	50	38	37	48	38	40	29	38	37	36	34	43	36	45
Applies most to Labour	26	28	61	3	39	53	5	27	32	25	18	21	27	40	31	25	29	32	24	29	23
Applies most to the Liberal Democrats	11	11	14	13	3	15	15	5	11	10	8	8	10	15	11	11	9	9	11	12	14
Applies to none of them	12	9	12	9	13	10	10	10	11	8	7	10	11	8	10	9	8	9	10	11	5
Don't know	16	14	8	7	5	11	8	8	8	20	19	22	12	8	11	19	19	15	13	12	13
Even if I don't always agree with it, at least its heart is in the right place																					
Applies most to the Conservatives	21	23	69	3	10	53	5	8	26	21	14	22	22	31	24	23	25	26	22	25	11
Applies most to Labour	29	31	4	72	13	8	70	31	31	31	30	33	35	25	31	32	24	25	36	35	42
Applies most to the Liberal Democrats	16	15	11	9	64	10	7	37	18	12	18	12	17	16	19	11	20	18	13	12	14
Applies to none of them	19	19	12	11	10	21	14	19	18	19	21	15	18	23	18	20	15	20	18	18	21
Don't know	14	11	5	5	3	8	4	6	6	16	17	19	8	6	9	15	16	12	10	10	12
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	16	15	42	5	9	31	6	8	17	13	10	14	14	20	17	13	20	15	12	16	11
Applies most to Labour	23	21	6	47	13	9	39	27	22	20	21	13	26	23	23	19	16	18	23	25	26
Applies most to the Liberal Democrats	8	6	3	6	28	3	6	11	7	5	3	11	5	4	7	5	6	6	7	7	2
Applies to none of them	37	41	39	34	38	45	38	40	42	39	39	37	43	42	39	42	32	44	43	36	46
Don't know	17	17	9	9	13	12	11	14	11	22	28	25	12	11	14	21	26	17	14	16	15
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	49	52	22	81	58	28	80	66	52	51	52	43	59	50	49	54	54	47	57	48	62
Applies most to Labour	21	21	50	5	25	40	4	17	23	19	17	19	21	24	25	15	20	25	19	23	7
Applies most to the Liberal Democrats	8	7	13	5	6	12	5	4	9	5	8	8	4	9	8	6	4	8	7	7	9
Applies to none of them	8	6	7	4	7	9	5	5	7	5	4	7	7	6	6	7	4	7	5	7	9
Don't know	14	14	8	5	4	12	6	8	9	19	19	23	9	10	11	18	18	14	12	15	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.
Age and Gender		
Male 18 to 24	63	179
Male 25 to 39	284	370
Male 40 to 59	572	489
Male 60 +	487	367
Female 18 to 24	96	171
Female 25 to 39	386	367
Female 40 to 59	592	500
Female 60 +	411	448
Region		
North England	690	711
Midlands	416	474
East England	284	278
London	389	370
South England	733	662
Wales	140	145
Scotland	239	252
Social Grade		
AB	1093	809
C1	857	838
C2	377	607
DE	564	636
Newspaper Type		
Express / Mail	550	463
Sun / Star	220	679
Mirror / Record	123	289
Guardian / Independent	230	130
FT / Times / Telegraph	238	275
Other Paper	394	332
No Paper	1136	723
Political Party Identification		
Labour	884	940
Conservative	852	824
Liberal Democrat	214	347
SNP/Plaid Cymru	57	49
Others	188	38
None/ DK	696	694

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