

## YouGov / The Sun Survey Results

Sample Size: 1704 GB Adults  
Fieldwork: 24th - 25th February 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>1704</b>	<b>407</b>	<b>559</b>	<b>130</b>	<b>515</b>	<b>436</b>	<b>367</b>	<b>828</b>	<b>876</b>	<b>206</b>	<b>435</b>	<b>583</b>	<b>481</b>	<b>971</b>	<b>733</b>	<b>218</b>	<b>554</b>	<b>365</b>	<b>419</b>	<b>148</b>
Unweighted Sample	1704	400	542	109	522	416	371	796	908	129	458	647	470	1041	663	318	521	317	401	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	76	3	13	31	33	24	31	30	37	35	27	29	40	31	28	21
Lab	<b>44</b>	0	100	0	6	93	39	44	43	48	48	45	36	42	46	53	32	43	55	41
Lib Dem	<b>10</b>	0	0	100	2	1	35	9	12	10	12	10	9	11	8	9	13	10	7	9
Other	<b>14</b>	0	0	0	15	3	12	16	12	18	9	14	18	12	18	9	14	16	11	29

### Other Parties Voting Intention

UKIP	<b>8</b>	0	0	0	14	2	4	10	7	5	5	9	12	6	11	5	10	13	6	2
SNP / PCY	<b>3</b>	0	0	0	0	0	2	3	2	5	1	3	3	2	4	0	0	1	1	24
Green	<b>2</b>	0	0	0	0	0	5	1	2	7	1	2	1	2	1	4	2	1	1	3
BNP	<b>1</b>	0	0	0	1	0	0	1	1	1	1	1	1	1	1	0	1	1	2	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	1	1	1	0	1	1	0	1	0	1	1	1	0	0	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	2	2	3	7	9	13	13	7	4	6	11	7	9	7	9	7
Don't know	<b>17</b>	0	0	0	14	9	24	13	20	18	19	14	18	17	16	18	18	17	15	12

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

	Feb 21-22	Feb 24-25																			
Approve	26	<b>24</b>	72	5	31	50	8	18	25	24	23	23	23	29	28	20	27	29	23	21	20
Disapprove	59	<b>60</b>	16	89	51	37	85	66	62	59	52	55	66	63	58	64	57	55	64	65	66
Don't know	15	<b>15</b>	11	6	17	13	7	16	13	17	25	22	12	8	14	16	16	16	13	15	14

### 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 10-11	Feb 24-25																			
Conservative	23	<b>23</b>	73	3	5	56	3	8	24	22	20	22	20	29	25	20	20	30	20	22	14
Labour	37	<b>38</b>	6	85	16	12	82	36	42	35	39	36	43	35	38	39	40	29	40	46	43
Liberal Democrat	7	<b>7</b>	2	2	62	1	1	24	7	8	7	9	7	7	9	6	10	7	7	4	13
Other	5	<b>4</b>	1	0	0	4	1	3	4	4	4	3	4	5	3	5	1	5	4	2	8
None	13	<b>13</b>	10	4	6	15	6	14	12	14	7	11	15	15	12	14	12	13	15	12	13
Don't know	15	<b>14</b>	8	6	10	11	6	14	11	17	23	20	12	9	13	16	17	15	15	13	10

Fieldwork: 24th - 25th February 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>1704</b>	407	559	130	515	436	367	828	876	206	435	583	481	971	733	218	554	365	419	148	
Unweighted Sample	1704	400	542	109	522	416	371	796	908	129	458	647	470	1041	663	318	521	317	401	147	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Feb 10-11	Feb 24-25																		
<b>Asylum and immigration</b>																					
Conservative	28	<b>29</b>	74	13	27	57	13	21	32	27	25	30	28	32	33	24	31	31	27	29	27
Labour	18	<b>18</b>	2	47	6	4	42	17	20	17	25	19	17	16	18	18	23	14	17	21	25
Liberal Democrat	8	<b>7</b>	2	4	45	0	3	21	6	7	7	8	7	5	8	5	6	8	7	5	10
Other	15	<b>12</b>	9	5	2	17	7	4	13	10	9	9	13	15	9	15	9	12	12	13	12
None	16	<b>18</b>	7	17	11	12	21	19	18	18	12	13	22	20	16	20	15	19	21	16	16
Don't know	14	<b>16</b>	7	13	10	9	13	17	12	20	22	22	14	12	15	17	18	16	16	17	11
<b>Law and order</b>																					
Conservative	32	<b>33</b>	84	11	27	66	11	23	35	31	26	31	31	40	38	26	31	36	34	28	32
Labour	26	<b>26</b>	2	66	6	4	64	20	27	25	34	24	26	24	24	28	27	20	27	31	29
Liberal Democrat	7	<b>6</b>	1	3	48	2	1	21	5	7	5	7	7	5	7	5	8	6	6	4	9
Other	7	<b>6</b>	3	1	1	8	2	2	6	6	6	5	6	7	4	8	5	6	6	5	9
None	12	<b>14</b>	3	9	6	11	11	16	15	12	7	12	16	15	12	16	12	14	13	15	12
Don't know	16	<b>16</b>	7	10	12	9	10	17	12	19	24	22	14	10	15	17	18	17	14	17	9
<b>Education and schools</b>																					
Conservative	26	<b>25</b>	75	3	6	61	4	10	26	24	17	21	23	34	28	20	24	31	23	21	17
Labour	33	<b>32</b>	5	78	7	7	73	28	35	30	36	29	36	30	31	34	31	24	34	40	40
Liberal Democrat	10	<b>10</b>	4	4	71	5	5	26	10	10	9	13	9	9	12	8	11	11	11	7	13
Other	5	<b>5</b>	1	2	0	4	2	4	5	4	6	5	4	4	4	6	4	5	3	3	9
None	11	<b>13</b>	6	6	5	12	8	15	13	13	9	11	15	13	12	14	12	13	13	13	11
Don't know	15	<b>15</b>	9	7	10	11	9	16	12	18	23	22	13	9	14	18	17	15	15	17	11
<b>Taxation</b>																					
Conservative	25	<b>24</b>	76	3	7	58	5	11	25	23	18	21	24	30	27	19	24	29	23	21	17
Labour	30	<b>30</b>	7	72	6	8	68	24	32	27	36	28	29	30	29	30	27	22	31	37	37
Liberal Democrat	10	<b>10</b>	3	5	66	3	4	30	10	10	7	12	10	8	11	8	12	10	9	7	13
Other	6	<b>5</b>	1	1	0	5	1	3	5	4	5	4	4	6	4	6	4	5	4	3	8
None	13	<b>16</b>	6	11	9	14	12	16	14	17	10	13	19	16	14	18	16	18	15	12	16
Don't know	16	<b>17</b>	8	9	11	13	10	15	13	20	24	22	15	10	15	19	18	16	17	19	10
<b>Unemployment</b>																					
Conservative	23	<b>24</b>	76	5	9	56	6	11	25	23	20	24	21	27	27	19	22	28	24	21	18
Labour	34	<b>32</b>	4	75	18	8	70	31	36	29	34	29	34	33	32	33	38	26	29	38	40
Liberal Democrat	7	<b>6</b>	2	2	51	2	2	20	6	7	9	7	5	5	7	5	7	5	9	5	8
Other	7	<b>5</b>	1	1	0	6	2	3	5	5	8	4	5	6	4	7	3	7	6	3	8
None	13	<b>16</b>	8	9	9	16	12	16	15	17	6	14	20	18	13	20	12	17	17	16	16
Don't know	17	<b>16</b>	9	8	13	12	8	19	12	20	23	23	14	10	16	16	19	17	16	16	10

Fieldwork: 24th - 25th February 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>1704</b>	<b>407</b>	<b>559</b>	<b>130</b>	<b>515</b>	<b>436</b>	<b>367</b>	<b>828</b>	<b>876</b>	<b>206</b>	<b>435</b>	<b>583</b>	<b>481</b>	<b>971</b>	<b>733</b>	<b>218</b>	<b>554</b>	<b>365</b>	<b>419</b>	<b>148</b>
Unweighted Sample	1704	400	542	109	522	416	371	796	908	129	458	647	470	1041	663	318	521	317	401	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Feb 10-11	Feb 24-25																			
<b>The economy in general</b>																					
Conservative	27	<b>27</b>	85	3	12	62	4	14	29	25	23	24	26	32	31	21	24	31	27	23	22
Labour	28	<b>29</b>	1	77	5	4	70	24	32	26	28	29	30	28	27	32	31	22	26	38	32
Liberal Democrat	7	<b>6</b>	1	1	61	2	1	22	6	7	5	8	6	5	8	5	7	6	8	4	9
Other	6	<b>5</b>	1	0	0	6	2	3	5	5	6	3	4	7	4	6	3	6	5	3	8
None	13	<b>16</b>	5	12	8	13	13	19	15	17	12	14	19	16	14	18	15	16	17	14	19
Don't know	19	<b>17</b>	7	7	14	13	10	18	14	21	27	23	14	12	16	19	18	18	17	18	11
<b>Europe</b>																					
Conservative	24	<b>24</b>	71	7	14	53	9	13	24	24	19	23	23	27	26	20	23	28	23	22	18
Labour	22	<b>23</b>	3	61	5	4	57	20	26	21	26	25	23	21	23	24	29	16	21	29	30
Liberal Democrat	10	<b>8</b>	3	4	57	2	3	26	8	9	5	9	9	8	10	6	8	10	8	5	12
Other	13	<b>12</b>	9	4	1	18	5	7	14	9	12	8	10	17	11	12	9	12	15	10	10
None	13	<b>14</b>	6	9	10	11	12	15	14	14	8	12	17	14	11	17	11	14	15	14	16
Don't know	19	<b>19</b>	9	14	14	12	14	18	14	24	29	24	16	13	18	21	19	20	19	20	14

	Feb 10-11	Feb 24-25																			
<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	26	<b>23</b>	50	12	25	39	13	19	26	20	24	17	22	28	24	21	18	25	24	20	26
Charismatic	17	<b>19</b>	35	11	21	30	12	15	19	19	19	16	19	20	20	16	19	22	16	18	17
Decisive	19	<b>17</b>	39	7	20	29	6	15	17	17	25	17	14	16	19	15	17	20	18	15	11
A natural leader	14	<b>16</b>	36	7	19	29	7	13	15	16	15	16	14	16	18	13	14	17	15	15	16
Strong	17	<b>16</b>	40	6	19	29	5	12	16	16	19	21	13	14	17	14	18	17	17	15	10
Honest	15	<b>14</b>	39	5	20	29	5	10	16	13	15	8	11	23	17	11	14	17	11	14	13
Good in a crisis	15	<b>13</b>	37	4	13	27	4	8	14	12	15	12	11	15	15	10	16	15	12	11	12
In touch with the concerns of ordinary people	7	<b>8</b>	23	2	5	17	2	3	8	7	13	8	6	7	8	7	6	10	8	7	4
None of these	42	<b>44</b>	9	64	32	23	66	48	44	44	28	41	52	45	41	49	41	41	47	48	46
Don't know	7	<b>7</b>	3	2	7	5	2	6	6	9	15	12	4	4	5	10	10	8	6	6	7

Fieldwork: 24th - 25th 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
<b>Weighted Sample</b>	<b>1704</b>	<b>407</b>	<b>559</b>	<b>130</b>	<b>515</b>	<b>436</b>	<b>367</b>	<b>828</b>	<b>876</b>	<b>206</b>	<b>435</b>	<b>583</b>	<b>481</b>	<b>971</b>	<b>733</b>	<b>218</b>	<b>554</b>	<b>365</b>	<b>419</b>	<b>148</b>
Unweighted Sample	1704	400	542	109	522	416	371	796	908	129	458	647	470	1041	663	318	521	317	401	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.**

Feb 10-11

Feb 24-25

In touch with the concerns of ordinary people	23	<b>25</b>	9	54	20	9	49	29	27	24	22	21	26	30	25	25	28	22	23	29	31
Honest	20	<b>18</b>	4	41	16	6	38	18	23	14	14	14	20	21	19	17	19	14	17	24	22
Sticks to what he believes in	18	<b>16</b>	8	34	11	9	31	14	18	14	10	11	19	20	15	17	16	13	14	21	19
Decisive	8	<b>9</b>	2	19	9	3	16	8	9	8	11	9	8	8	9	9	11	8	6	10	13
Strong	7	<b>8</b>	3	18	5	4	16	6	10	7	9	10	8	7	7	9	9	8	7	9	8
A natural leader	6	<b>5</b>	2	12	3	2	10	4	6	4	7	5	4	6	5	5	4	4	5	6	5
Charismatic	6	<b>5</b>	3	9	3	2	9	3	6	3	4	6	4	5	4	5	4	4	4	7	5
Good in a crisis	5	<b>5</b>	1	12	1	2	10	4	8	3	6	6	5	4	4	6	4	4	5	7	6
None of these	47	<b>49</b>	72	21	51	71	26	48	49	48	36	46	51	54	50	48	42	53	53	44	44
Don't know	13	<b>13</b>	9	6	13	11	9	13	10	17	20	19	12	7	13	14	14	15	13	11	14

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

Dec 6-7 2012

Feb 24-25 2013

Honest	12	<b>12</b>	15	6	54	11	5	22	12	11	12	12	10	13	13	10	13	11	12	11	12
In touch with the concerns of ordinary people	13	<b>11</b>	13	6	52	10	4	27	12	10	7	12	11	12	14	8	13	11	11	10	9
Charismatic	9	<b>9</b>	16	5	22	11	6	15	10	8	7	12	9	8	12	5	7	9	12	9	8
Sticks to what he believes in	9	<b>8</b>	15	2	29	11	1	12	9	7	5	7	8	10	9	6	7	10	8	7	4
A natural leader	5	<b>4</b>	5	2	20	3	2	9	4	3	4	5	3	3	5	3	3	4	4	3	6
Decisive	5	<b>4</b>	5	2	17	4	1	5	4	3	3	5	4	3	4	3	5	5	3	2	4
Good in a crisis	4	<b>3</b>	3	1	18	3	0	6	3	3	5	3	3	3	3	2	2	5	3	2	1
Strong	5	<b>3</b>	3	2	16	3	2	6	5	2	2	5	3	4	4	3	6	4	3	1	5
None of these	57	<b>60</b>	53	76	12	60	79	45	62	59	49	52	66	66	58	63	58	57	62	64	66
Don't know	12	<b>12</b>	9	5	11	10	6	10	9	15	19	18	9	7	10	15	13	14	12	10	11

**Who would you trust more to run the economy?**

David Cameron and George Osborne	37	<b>35</b>	91	7	36	73	7	25	36	34	32	31	33	41	40	28	36	40	33	31	28
Ed Miliband and Ed Balls	26	<b>29</b>	1	69	16	5	64	30	31	26	24	27	31	29	27	31	32	20	26	39	33
Not sure	37	<b>37</b>	8	24	48	22	29	45	33	40	44	42	36	30	33	41	31	40	40	31	39

## 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	<b>53</b>	<b>106</b>
	Male 25 to 39	<b>197</b>	<b>218</b>
	Male 40 to 59	<b>309</b>	<b>288</b>
	Male 60 +	<b>237</b>	<b>216</b>
	Female 18 to 24	<b>76</b>	<b>101</b>
	Female 25 to 39	<b>261</b>	<b>216</b>
	Female 40 to 59	<b>338</b>	<b>295</b>
	Female 60 +	<b>233</b>	<b>264</b>
<b>Region</b>			
	North England	<b>401</b>	<b>419</b>
	Midlands	<b>249</b>	<b>279</b>
	East England	<b>158</b>	<b>164</b>
	London	<b>318</b>	<b>218</b>
	South England	<b>363</b>	<b>390</b>
	Wales	<b>68</b>	<b>85</b>
	Scotland	<b>147</b>	<b>148</b>
<b>Social Grade</b>			
	AB	<b>563</b>	<b>477</b>
	C1	<b>478</b>	<b>494</b>
	C2	<b>301</b>	<b>358</b>
	DE	<b>362</b>	<b>375</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>327</b>	<b>273</b>
	Sun / Star	<b>213</b>	<b>400</b>
	Mirror / Record	<b>97</b>	<b>170</b>
	Guardian / Independent	<b>82</b>	<b>77</b>
	FT / Times / Telegraph	<b>124</b>	<b>162</b>
	Other Paper	<b>219</b>	<b>196</b>
	No Paper	<b>642</b>	<b>426</b>
<b>Political Party Identification</b>			
	Labour	<b>540</b>	<b>554</b>
	Conservative	<b>475</b>	<b>486</b>
	Liberal Democrat	<b>164</b>	<b>204</b>
	SNP/Plaid Cymru	<b>27</b>	<b>29</b>
	Others	<b>98</b>	<b>22</b>
	None/ DK	<b>400</b>	<b>409</b>

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