

YouGov / The Sun Survey Results

Sample Size: 1851 GB Adults

Fieldwork: 1st - 2nd May 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	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	1851	466	633	137	146	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	
Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	78	4	9	33	31	29	31	31	34	37	24	39	38	31	24	20
Lab	43	0	100	0	0	4	90	40	43	43	42	52	43	37	40	47	40	33	43	58	43
Lib Dem	9	0	0	100	0	2	0	36	10	8	15	8	7	10	8	11	7	16	8	5	5
Other	16	0	0	0	100	16	6	15	14	18	14	8	19	19	15	18	14	13	18	13	32

Other Parties Voting Intention

UKIP	10	0	0	0	100	15	3	7	10	10	3	4	11	15	8	13	8	10	14	9	5
SNP / PCY	3	0	0	0	0	1	1	3	2	4	6	2	3	2	3	3	1	0	1	0	26
Green	1	0	0	0	0	0	1	3	0	3	2	2	2	0	2	1	4	1	0	1	0
BNP	0	0	0	0	0	0	0	0	0	1	1	0	1	0	0	1	0	0	1	0	0
Respect	0	0	0	0	0	0	0	1	1	0	3	0	0	0	1	0	0	0	0	2	0
Other	1	0	0	0	0	0	0	1	1	1	0	1	1	0	1	1	1	1	1	0	1

Non Voters

Would Not Vote	9	0	0	0	0	4	2	3	9	8	22	16	4	3	6	12	4	9	12	10	3
Don't know	12	0	0	0	0	12	6	15	7	16	3	11	15	12	11	13	15	9	13	11	16

April 30 - May 1
May 1-2

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

Approve	28	27	77	5	27	14	56	8	17	31	23	22	27	25	31	32	19	31	32	27	21	15
Disapprove	58	59	10	91	56	77	26	86	72	58	59	57	55	61	60	55	63	55	51	59	65	72
Don't know	13	15	13	5	16	9	17	6	11	11	18	21	19	14	9	13	18	13	17	15	14	12

Fieldwork: 1st - 2nd May 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	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	1851	466	633	137	146	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	
Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 17 - 18
May 1-2

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

Applies most to the Conservatives	29	27	84	3	5	23	66	8	10	29	26	17	26	26	35	32	21	27	32	28	24	19
Applies most to Labour	28	30	2	73	7	7	4	69	28	31	29	29	33	30	28	29	31	29	22	30	38	37
Applies most to the Liberal Democrats	12	12	3	5	82	4	4	3	34	12	11	17	13	9	11	12	11	16	16	7	8	9
Applies to none of them	20	20	5	13	2	60	19	13	21	19	20	18	15	22	22	18	22	16	16	23	21	28
Don't know	10	11	5	5	4	6	7	7	7	8	14	19	14	12	5	8	15	12	14	12	8	7

It is led by people of real ability

Applies most to the Conservatives	20	20	66	2	5	9	49	5	10	21	19	16	18	20	23	23	16	23	24	17	17	16
Applies most to Labour	14	17	1	45	5	2	2	44	15	18	16	15	20	17	16	18	16	18	15	15	20	24
Applies most to the Liberal Democrats	5	3	1	1	29	1	1	0	10	3	3	1	4	2	4	3	3	2	5	3	2	1
Applies to none of them	47	43	25	40	30	78	39	38	46	42	45	34	40	45	48	43	44	41	35	51	45	51
Don't know	14	17	8	13	31	9	9	13	19	16	17	34	17	15	10	13	21	16	21	14	16	8

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	50	47	84	32	47	38	71	33	46	50	45	47	41	50	50	50	44	46	48	49	49	38
Applies most to Labour	10	12	0	30	5	1	1	31	10	12	11	9	14	12	10	11	12	12	8	11	14	17
Applies most to the Liberal Democrats	4	4	2	2	28	3	2	3	11	6	3	7	5	3	5	5	4	6	6	4	2	4
Applies to none of them	25	24	11	23	13	50	21	22	23	22	25	16	24	23	28	24	23	22	22	26	23	30
Don't know	12	13	4	12	7	7	6	11	11	10	16	21	17	12	8	10	18	14	16	10	12	10

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

Applies most to the Conservatives	23	23	12	37	21	33	13	39	27	23	24	25	19	22	29	24	22	21	22	24	27	21
Applies most to Labour	24	26	49	9	58	24	45	10	30	30	23	27	20	27	31	29	23	29	30	29	17	23
Applies most to the Liberal Democrats	31	29	31	39	7	23	26	37	25	29	28	19	32	32	26	29	28	30	24	27	33	35
Applies to none of them	9	8	2	6	6	12	6	5	6	8	7	9	10	7	6	7	8	6	8	8	8	6
Don't know	14	14	6	9	8	8	10	9	12	10	18	20	19	13	8	11	19	15	15	12	14	15

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	14	115
Male 25 to 39	200	237
Male 40 to 59	366	313
Male 60 +	285	235
Female 18 to 24	53	109
Female 25 to 39	261	235
Female 40 to 59	382	320
Female 60 +	290	287
Region		
North England	448	455
Midlands	260	304
East England	197	178
London	266	237
South England	434	424
Wales	91	93
Scotland	155	161
Social Grade		
AB	706	518
C1	529	537
C2	275	389
DE	341	407
Newspaper Type		
Express / Mail	374	296
Sun / Star	169	435
Mirror / Record	90	185
Guardian / Independent	124	83
FT / Times / Telegraph	127	176
Other Paper	243	213
No Paper	724	463
Political Party Identification		
Labour	618	602
Conservative	529	528
Liberal Democrat	136	222
SNP/Plaid Cymru	42	31
Others	100	24
None/ DK	426	444

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