

YouGov / The Sun Survey Results

Sample Size: 1387 GB Adults

Fieldwork: 3rd June 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	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	1387	341	418	114	173	446	344	307	674	713	168	354	474	391	791	596	178	451	297	341	121	
Unweighted Sample	1387	339	391	96	208	468	332	293	668	719	70	341	559	417	883	504	182	466	277	340	122	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	71	2	10	29	32	31	30	29	33	33	28	28	39	31	25	18
Lab	38	0	100	0	0	5	88	32	35	40	27	41	40	37	38	37	42	23	43	52	34
Lib Dem	10	0	0	100	0	1	2	41	11	10	19	12	8	8	13	6	12	14	7	6	15
Other	21	0	0	0	100	23	8	18	25	18	24	16	23	22	16	28	19	23	20	17	34

Other Parties Voting Intention

UKIP	16	0	0	0	100	22	6	10	18	13	17	10	17	18	11	22	16	21	15	13	4
SNP / PCY	3	0	0	0	0	0	2	4	3	3	2	3	3	3	2	5	0	0	3	0	29
Green	2	0	0	0	0	0	1	4	2	2	4	1	2	1	2	1	3	2	2	2	1
BNP	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0
Respect	0	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	1	0	1	0	0	0	1	0	0	1	0	1	0	1	0

Non Voters

Would Not Vote	5	0	0	0	0	4	2	3	6	5	4	10	4	4	6	5	8	5	5	5	5
Don't know	14	0	0	0	0	12	10	22	12	17	18	18	14	10	13	16	21	12	16	13	14

May 30-31

June 3

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

Approve	25	25	72	2	36	8	47	3	23	27	23	26	26	24	25	26	23	27	30	23	19	22
Disapprove	61	60	16	91	37	82	38	88	62	61	59	48	55	62	67	58	64	55	56	60	66	67
Don't know	14	15	11	7	27	10	15	9	15	12	18	26	19	14	8	16	13	18	14	17	15	11

Fieldwork: 3rd June 2013

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	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	
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Unweighted Sample	1387	339	391	96	208	468	332	293	668	719	70	341	559	417	883	504	182	466	277	340	122	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 28-29 June 3

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

Conservative	22	23	70	1	6	23	54	2	7	24	21	21	17	23	27	24	21	22	29	23	15	17
Labour	36	38	6	87	33	14	8	82	41	41	35	47	32	38	39	41	34	37	30	38	50	35
Liberal Democrat	7	6	4	1	37	4	2	2	20	7	5	3	8	5	6	7	5	7	7	4	5	9
Other	6	6	1	1	1	34	6	3	5	6	7	5	7	6	7	4	10	3	7	7	5	13
None	11	13	10	5	11	14	14	5	15	12	13	8	15	13	11	11	14	19	13	11	10	14
Don't know	17	15	11	6	12	11	15	6	12	10	19	15	21	13	10	13	17	12	14	17	16	11

April 28-29 June 3

Asylum and immigration

Conservative	27	27	74	12	18	4	49	12	22	30	25	31	27	27	27	31	22	29	28	30	26	19
Labour	16	16	1	45	5	0	3	42	10	17	15	15	15	16	18	16	17	13	11	19	22	19
Liberal Democrat	9	7	1	5	51	1	1	4	19	7	7	10	7	7	7	9	5	6	8	4	5	17
Other	18	21	11	9	7	81	25	14	14	23	18	25	16	22	21	18	24	19	25	17	21	17
None	14	15	7	17	10	12	15	15	20	15	16	5	16	17	17	14	18	22	13	14	15	18
Don't know	16	14	6	13	9	1	8	12	15	9	18	14	19	12	11	13	14	11	15	17	12	10

Law and order

Conservative	30	33	83	9	29	20	62	11	26	36	31	28	31	34	37	36	29	37	39	31	29	25
Labour	24	24	2	68	6	3	2	60	18	26	21	25	21	25	25	24	24	19	16	25	36	21
Liberal Democrat	7	6	2	1	47	1	2	3	19	6	6	11	7	4	4	7	4	7	6	4	3	16
Other	10	10	2	1	0	57	11	6	6	11	9	13	8	10	11	7	15	5	12	9	9	12
None	11	12	5	9	6	15	13	10	14	11	13	4	13	14	12	10	14	17	11	15	8	14
Don't know	19	15	6	11	12	4	10	10	18	9	20	19	21	13	11	16	14	15	16	16	15	12

Education and schools

Conservative	25	26	75	2	7	33	60	3	11	28	25	24	22	25	32	27	25	33	32	22	22	19
Labour	32	31	3	84	11	7	5	76	25	32	30	24	28	34	33	32	30	26	23	29	46	31
Liberal Democrat	9	10	7	1	59	5	5	2	30	11	9	17	9	9	9	11	9	10	10	13	6	14
Other	6	7	0	1	6	32	5	4	5	7	6	11	6	6	7	5	9	3	9	6	4	11
None	10	11	7	6	5	12	12	8	13	11	11	6	14	12	10	10	12	16	11	12	6	15
Don't know	18	15	8	7	12	11	13	7	15	11	18	18	21	14	10	15	14	12	15	17	15	10

Fieldwork: 3rd June 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	1387	341	418	114	173	446	344	307	674	713	168	354	474	391	791	596	178	451	297	341	121	
Unweighted Sample	1387	339	391	96	208	468	332	293	668	719	70	341	559	417	883	504	182	466	277	340	122	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		April 28-29	June 3																				
Taxation																							
	Conservative	26	25	76	3	8	22	57	4	11	30	22	21	20	27	30	28	22	26	31	24	22	15
	Labour	26	28	4	73	13	11	6	66	25	29	28	29	25	29	31	29	27	26	22	32	37	25
	Liberal Democrat	10	9	2	2	66	2	2	4	30	10	9	16	9	7	9	11	7	10	10	7	7	17
	Other	7	9	3	2	1	43	10	5	6	10	8	15	7	8	8	6	12	4	12	7	6	14
	None	12	13	9	11	5	14	13	13	15	12	14	5	17	15	12	11	17	21	10	11	14	17
	Don't know	19	15	6	8	8	9	12	8	13	9	20	16	21	14	10	14	15	12	14	20	14	12
Unemployment																							
	Conservative	22	23	70	2	3	24	54	3	11	26	21	29	19	23	25	24	23	21	29	24	20	15
	Labour	31	30	6	75	19	7	5	70	27	33	28	29	27	30	33	33	27	32	22	32	41	27
	Liberal Democrat	7	6	3	1	48	1	3	2	20	7	6	12	6	5	6	7	5	5	8	5	4	10
	Other	8	8	1	2	1	42	7	4	5	8	8	5	8	8	9	6	11	5	11	6	5	14
	None	13	15	10	10	15	16	15	12	21	15	16	9	15	19	14	14	18	20	14	14	14	22
	Don't know	19	17	10	10	13	10	15	9	17	11	22	16	24	14	13	17	17	17	17	19	15	11
The economy in general																							
	Conservative	28	30	85	3	14	25	63	4	18	33	26	31	25	31	32	31	28	33	34	32	25	16
	Labour	26	26	1	73	11	4	2	65	22	28	23	25	22	27	28	27	24	21	20	26	38	21
	Liberal Democrat	7	5	1	0	46	2	2	1	17	5	4	8	4	4	5	6	3	3	6	4	3	11
	Other	8	7	1	1	1	39	7	5	4	7	8	6	7	8	8	5	11	3	9	7	5	17
	None	13	14	6	11	11	15	13	15	16	14	15	12	17	15	13	13	16	22	11	12	14	22
	Don't know	19	18	6	11	18	14	13	11	22	12	24	18	24	16	15	18	18	17	19	20	17	14
Europe																							
	Conservative	22	19	58	6	6	3	38	6	12	18	20	25	16	20	19	19	19	18	24	19	16	15
	Labour	20	22	4	59	8	0	4	55	16	25	18	22	22	23	19	23	20	17	15	24	32	21
	Liberal Democrat	8	7	2	3	56	0	2	3	24	9	6	8	8	7	8	10	4	10	9	5	5	12
	Other	18	19	13	5	1	83	28	10	11	23	15	15	16	21	22	16	23	17	22	18	17	19
	None	12	14	10	11	13	10	14	12	18	13	15	9	15	14	14	13	15	20	11	12	13	19
	Don't know	19	19	13	16	16	2	14	14	19	11	26	21	23	14	19	18	19	18	19	22	17	15

Fieldwork: 3rd June 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
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Unweighted Sample	1387	339	391	96	208	468	332	293	668	719	70	341	559	417	883	504	182	466	277	340	122
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

	April 28-29	June 3	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
Sticks to what he believes in	25	21	43	11	21	13	33	11	18	22	20	18	22	21	20	24	16	17	23	20	22	12
Charismatic	18	18	38	9	20	15	27	7	17	18	18	27	20	17	13	19	16	22	25	12	15	10
Decisive	15	15	34	8	19	7	26	6	13	14	16	17	20	14	12	16	15	12	17	13	17	11
Honest	14	14	40	2	16	8	29	3	10	15	13	10	12	13	19	16	11	14	17	13	13	7
A natural leader	14	13	33	5	10	6	23	4	12	14	13	17	15	13	10	13	13	14	16	13	11	8
Good in a crisis	13	13	35	4	18	6	23	3	12	13	13	15	11	11	15	15	10	11	18	12	10	5
Strong	15	13	36	5	10	6	24	5	9	13	14	13	17	12	12	15	11	14	15	14	12	8
In touch with the concerns of ordinary people	7	5	14	0	14	2	11	1	4	4	6	8	4	4	6	6	4	3	7	6	2	9
None of these	45	46	12	66	35	62	29	69	46	48	44	29	38	51	55	44	49	46	39	50	48	57
Don't know	7	7	3	6	4	2	5	6	5	5	9	9	12	6	3	6	8	5	6	8	8	8

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

	April 28-29	June 3	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
In touch with the concerns of ordinary people	26	22	8	50	12	9	6	47	23	20	24	24	17	21	27	22	21	22	18	19	30	22
Honest	19	18	5	38	23	3	5	35	24	19	17	16	14	18	22	21	14	16	14	15	25	19
Sticks to what he believes in	19	16	7	38	9	6	5	36	16	14	18	12	13	18	20	18	15	17	10	20	21	18
Decisive	10	8	3	18	6	3	2	18	10	9	8	13	5	8	8	8	8	4	7	9	11	7
Strong	6	7	3	17	2	2	2	16	6	6	8	10	6	7	7	7	7	5	5	9	10	6
Charismatic	6	6	2	13	11	1	1	12	8	7	5	14	4	4	6	6	7	5	6	8	6	2
Good in a crisis	4	5	2	14	0	0	2	13	2	5	5	9	5	4	5	5	5	6	1	8	8	3
A natural leader	6	4	1	10	3	1	0	11	2	3	4	8	2	3	4	3	4	2	1	4	6	6
None of these	46	51	69	23	47	81	74	28	46	54	48	37	52	54	53	51	52	54	57	50	44	48
Don't know	13	13	11	10	11	5	12	10	12	11	15	15	19	12	8	11	15	12	13	15	13	12

Fieldwork: 3rd June 2013

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	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	
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Unweighted Sample	1387	339	391	96	208	468	332	293	668	719	70	341	559	417	883	504	182	466	277	340	122	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 28-29
June 3

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

Charismatic	10	12	17	7	24	10	13	7	16	14	9	30	14	8	7	13	11	14	16	11	8	5
Honest	13	12	19	4	46	7	13	4	23	14	10	16	13	11	10	13	10	11	15	11	10	13
In touch with the concerns of ordinary people	11	11	8	7	46	7	8	6	26	12	11	16	12	10	9	12	10	12	11	12	10	12
Sticks to what he believes in	8	9	12	3	33	5	9	3	17	10	7	7	8	8	11	8	9	8	8	11	8	12
A natural leader	4	5	6	1	23	2	5	1	11	6	4	16	5	4	3	5	5	3	7	9	2	1
Decisive	4	4	6	2	19	2	4	1	10	5	3	10	3	4	3	5	3	3	7	3	2	7
Strong	4	3	5	1	12	2	3	1	9	4	2	12	3	2	2	4	3	4	5	4	1	4
Good in a crisis	5	2	2	1	12	1	2	0	6	2	2	1	2	3	2	3	2	3	3	1	2	2
None of these	59	58	48	73	17	78	58	75	46	59	58	37	49	64	69	57	61	60	54	58	63	61
Don't know	13	11	9	9	7	2	9	7	7	8	14	13	18	9	5	10	12	6	10	13	12	11

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	30	86
	Male 25 to 39	140	178
	Male 40 to 59	280	234
	Male 60 +	218	176
	Female 18 to 24	40	82
	Female 25 to 39	201	176
	Female 40 to 59	279	240
	Female 60 +	199	215
Region			
	North England	340	341
	Midlands	218	227
	East England	130	133
	London	182	178
	South England	336	318
	Wales	59	69
	Scotland	122	121
Social Grade			
	AB	505	388
	C1	378	402
	C2	230	291
	DE	274	305
Newspaper Type			
	Express / Mail	275	222
	Sun / Star	157	326
	Mirror / Record	88	139
	Guardian / Independent	94	62
	FT / Times / Telegraph	110	132
	Other Paper	160	160
	No Paper	503	347
Political Party Identification			
	Labour	412	451
	Conservative	407	395
	Liberal Democrat	126	166
	SNP/Plaid Cymru	30	24
	Others	83	18
	None/ DK	329	333

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