

YouGov / The Sun Survey Results

Sample Size: 2013 GB Adults
Fieldwork: 3rd - 4th April 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 2013	462	651	177	180	631	533	435	978	1035	244	513	688	568	1147	866	258	654	431	495	175	
Unweighted Sample 2013	446	700	144	188	596	563	441	945	1068	168	520	807	518	1350	663	287	664	384	468	210	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	30	100	0	0	0	71	3	11	29	31	21	28	30	32	32	25	33	38	29	22	18
Lab	42	0	100	0	0	6	88	34	41	42	50	47	42	34	37	48	46	33	41	51	43
Lib Dem	11	0	0	100	0	1	2	40	11	12	14	12	11	10	15	7	11	14	11	8	12
Other	18	0	0	0	100	22	6	15	19	16	16	13	16	23	16	20	10	16	19	19	27

Other Parties Voting Intention

UKIP	12	0	0	0	100	21	4	6	13	10	7	7	10	18	10	14	5	13	14	14	2
SNP / PCY	2	0	0	0	0	0	0	1	3	2	1	2	2	3	2	3	1	0	1	0	22
Green	2	0	0	0	0	0	1	5	2	2	6	3	2	1	3	2	3	2	2	3	2
BNP	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0	1	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	1	0	0	0	0	0	1	2	1	1	3	0	1	0	1	1	1	1	2	0	1

Non Voters

Would Not Vote	7	0	0	0	0	3	2	2	5	9	18	10	5	2	7	7	7	8	7	7	2
Don't know	15	0	0	0	0	16	7	17	12	19	20	18	13	13	13	18	18	15	13	17	13

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

	April 2 - 3	April 3 - 4																				
Approve	26	26	74	8	37	11	50	10	23	28	24	21	26	25	28	30	20	25	30	23	25	20
Disapprove	59	59	13	85	43	81	34	84	60	59	58	52	53	64	61	54	65	59	55	60	59	69
Don't know	15	16	13	7	20	8	16	7	16	13	18	27	21	11	11	15	16	16	15	17	16	11

Fieldwork: 3rd - 4th April 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	2013	462	651	177	180	631	533	435	978	1035	244	513	688	568	1147	866	258	654	431	495	175	
Unweighted Sample	2013	446	700	144	188	596	563	441	945	1068	168	520	807	518	1350	663	287	664	384	468	210	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 20-21	April 3-4																				
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	26	27	86	3	7	24	63	6	11	29	25	18	23	27	34	30	22	25	34	26	21	19
Applies most to Labour	29	29	1	75	7	5	5	66	26	30	27	33	28	31	26	27	31	31	22	29	34	39
Applies most to the Liberal Democrats	12	11	2	4	72	3	3	4	35	12	10	7	12	12	11	15	6	13	11	12	8	13
Applies to none of them	22	22	6	14	9	63	21	18	20	21	23	21	18	23	24	17	28	17	18	25	27	20
Don't know	12	12	5	5	6	4	8	6	9	8	15	20	20	8	5	10	14	14	15	8	10	10
It is led by people of real ability																						
Applies most to the Conservatives	20	18	59	2	6	11	40	5	7	19	16	15	14	20	20	21	13	16	21	17	16	11
Applies most to Labour	17	17	1	45	6	2	2	41	14	19	15	17	19	18	15	15	20	19	13	16	20	23
Applies most to the Liberal Democrats	5	5	2	2	40	0	1	3	14	5	5	5	5	5	4	7	2	5	5	5	4	5
Applies to none of them	43	46	27	41	35	80	44	41	52	46	46	43	42	46	51	44	49	42	44	48	48	47
Don't know	15	15	10	9	14	6	12	10	13	11	19	20	21	11	11	14	16	19	18	13	11	13
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	46	48	87	37	29	45	73	38	38	47	48	33	43	50	55	50	44	50	52	48	42	44
Applies most to Labour	12	11	2	26	8	1	2	26	9	13	9	12	11	11	9	10	11	9	8	9	13	17
Applies most to the Liberal Democrats	6	4	1	3	29	1	1	4	11	5	4	3	5	4	5	5	3	5	5	4	4	3
Applies to none of them	24	24	8	22	25	47	17	21	32	25	23	27	22	25	24	23	26	19	22	28	26	24
Don't know	12	13	2	11	9	5	6	11	10	10	16	25	20	9	7	11	16	16	13	11	14	12
It seems to chop and change all the time: you can never be quite sure what it stands for																						
Applies most to the Conservatives	26	25	8	41	27	29	16	40	28	25	26	22	23	25	30	22	29	26	24	26	26	28
Applies most to Labour	24	22	46	7	45	20	38	8	26	27	18	11	20	24	27	27	16	24	23	22	22	18
Applies most to the Liberal Democrats	28	28	33	37	6	33	28	38	24	28	29	30	26	30	29	30	27	27	25	28	32	34
Applies to none of them	8	10	5	7	10	9	7	6	12	10	10	11	11	11	7	8	12	8	11	11	9	7
Don't know	14	14	8	8	12	8	11	9	11	10	18	26	20	10	7	13	15	15	16	13	12	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	67	125
	Male 25 to 39	219	258
	Male 40 to 59	404	340
	Male 60 +	255	256
	Female 18 to 24	101	119
	Female 25 to 39	301	256
	Female 40 to 59	403	348
	Female 60 +	263	312
Region			
	North England	468	495
	Midlands	287	330
	East England	189	193
	London	287	258
	South England	475	461
	Wales	97	101
	Scotland	210	175
Social Grade			
	AB	760	564
	C1	590	584
	C2	272	423
	DE	391	443
Newspaper Type			
	Express / Mail	364	322
	Sun / Star	182	473
	Mirror / Record	108	201
	Guardian / Independent	131	91
	FT / Times / Telegraph	147	191
	Other Paper	272	231
	No Paper	809	503
Political Party Identification			
	Labour	716	654
	Conservative	530	574
	Liberal Democrat	192	242
	SNP/Plaid Cymru	47	34
	Others	99	26
	None/ DK	429	483

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