

YouGov / The Sun Survey Results

Sample Size: 1905 GB Adults

Fieldwork: 5th - 6th 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	1905	482	586	148	192	596	459	418	926	979	231	486	652	537	1086	819	244	619	408	469	166	
Unweighted Sample	1905	443	603	129	218	567	478	443	906	999	156	465	744	540	1260	645	277	657	370	462	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	74	5	11	33	32	40	33	26	36	40	21	33	40	30	28	20
Lab	39	0	100	0	0	4	87	35	38	40	36	41	43	34	34	47	41	27	44	47	44
Lib Dem	10	0	0	100	0	2	2	35	10	10	8	10	10	10	11	8	6	11	9	10	15
Other	19	0	0	0	100	20	6	19	20	18	16	16	21	20	15	24	20	21	18	16	21

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	3	10	13	12	8	8	14	17	10	17	11	17	12	11	5
Green	3	0	0	0	0	1	2	6	2	3	3	4	3	1	3	2	4	3	2	3	0
SNP / PCY	2	0	0	0	0	1	0	1	3	2	1	3	3	1	1	3	3	0	2	0	15
BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	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	1	0	1	1	1	2	1	0	1	2

Non Voters

Would Not Vote	7	0	0	0	0	3	2	5	6	7	10	9	5	4	6	7	5	7	8	6	8
Don't know	15	0	0	0	0	13	8	17	12	18	21	15	13	13	14	16	17	17	9	15	17

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

	June 4-5	June 5-6																				
Approve	24	25	76	2	34	6	52	8	19	28	23	26	25	22	29	31	17	28	29	24	23	18
Disapprove	61	59	12	90	47	81	34	85	67	59	58	40	55	64	62	53	66	53	54	61	61	69
Don't know	15	16	12	7	19	13	14	7	14	13	19	34	19	13	9	15	17	19	17	14	16	13

Fieldwork: 5th - 6th 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	1905	482	586	148	192	596	459	418	926	979	231	486	652	537	1086	819	244	619	408	469	166
Unweighted Sample	1905	443	603	129	218	567	478	443	906	999	156	465	744	540	1260	645	277	657	370	462	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

May 22-23

June 5-6

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	36	35	5	66	41	21	11	58	47	35	35	26	40	36	32	33	37	35	31	33	38	44
Applies most to Labour	23	30	57	5	43	43	53	10	31	33	28	21	27	30	38	33	26	36	34	31	25	22
Applies most to the Liberal Democrats	12	11	16	10	2	19	16	13	3	12	11	10	9	11	15	11	12	4	12	15	13	5
Applies to none of them	12	10	14	10	10	6	12	9	10	10	10	13	7	11	10	10	9	12	9	8	10	13
Don't know	16	14	7	9	5	11	8	10	9	10	17	31	17	13	5	12	15	13	14	13	14	15

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	20	21	60	3	9	16	49	5	10	24	19	18	19	20	26	24	17	19	26	23	19	13
Applies most to Labour	31	30	6	72	18	9	7	69	25	31	29	24	28	36	28	27	35	30	26	32	31	41
Applies most to the Liberal Democrats	17	16	13	7	61	10	11	7	35	15	16	16	15	16	15	18	12	13	17	13	18	14
Applies to none of them	20	21	17	10	4	55	26	12	20	20	23	16	19	20	27	21	22	27	19	23	20	19
Don't know	13	12	4	7	8	10	7	7	10	9	14	26	18	8	4	10	13	12	13	9	12	12

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	12	15	44	2	11	6	30	5	8	17	12	16	16	13	16	16	12	14	17	13	16	10
Applies most to Labour	20	20	6	47	13	6	6	40	19	21	19	18	18	22	18	16	24	19	18	19	22	22
Applies most to the Liberal Democrats	7	7	5	4	29	1	5	5	13	7	7	4	7	8	6	8	5	5	10	7	4	7
Applies to none of them	45	44	38	36	38	76	48	40	49	44	45	31	38	46	53	47	41	47	42	51	40	46
Don't know	17	15	8	11	10	10	10	11	10	12	17	31	20	11	7	12	17	16	14	10	18	15

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	50	48	18	78	59	40	23	73	63	48	48	25	46	55	51	45	52	48	41	52	50	59
Applies most to Labour	20	20	46	7	15	26	40	6	13	22	19	21	18	21	22	24	16	20	26	17	20	10
Applies most to the Liberal Democrats	8	9	15	5	12	10	14	8	6	11	8	12	9	7	11	9	10	10	9	11	7	10
Applies to none of them	8	8	10	4	6	11	10	5	7	8	7	7	7	6	10	8	7	7	8	7	7	6
Don't know	15	15	12	6	9	12	13	7	10	11	18	34	20	10	7	15	14	14	15	13	16	14

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	62	118
	Male 25 to 39	206	244
	Male 40 to 59	380	322
	Male 60 +	258	242
	Female 18 to 24	94	112
	Female 25 to 39	259	242
	Female 40 to 59	364	330
	Female 60 +	282	295
Region			
	North England	462	469
	Midlands	278	312
	East England	187	183
	London	277	244
	South England	470	436
	Wales	92	95
	Scotland	139	166
Social Grade			
	AB	694	533
	C1	566	552
	C2	271	400
	DE	374	419
Newspaper Type			
	Express / Mail	337	305
	Sun / Star	184	448
	Mirror / Record	95	191
	Guardian / Independent	145	86
	FT / Times / Telegraph	134	181
	Other Paper	233	219
	No Paper	777	476
Political Party Identification			
	Labour	656	619
	Conservative	501	543
	Liberal Democrat	193	229
	SNP/Plaid Cymru	25	32
	Others	127	25
	None/ DK	403	457

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