

## YouGov / The Sun Survey Results

Sample Size: 1876 GB Adults  
Fieldwork: 8th - 9th 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
<b>Weighted Sample</b>	<b>1876</b>	468	599	157	219	572	474	399	914	962	230	476	642	528	1069	807	240	610	401	461	163
Unweighted Sample	1876	432	614	129	247	563	503	414	915	961	154	451	756	515	1260	616	267	643	367	454	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>30</b>	100	0	0	0	72	4	11	30	31	23	31	28	36	33	27	36	35	30	27	19
Lab	<b>39</b>	0	100	0	0	4	86	33	40	38	41	46	42	30	35	44	42	29	40	49	41
Lib Dem	<b>10</b>	0	0	100	0	2	2	35	11	9	20	10	9	8	14	6	9	13	9	8	12
Other	<b>20</b>	0	0	0	100	21	8	21	19	21	16	13	21	26	19	23	13	23	21	17	28

### Other Parties Voting Intention

UKIP	<b>14</b>	0	0	0	100	20	5	12	14	15	4	9	14	23	12	17	10	18	16	12	8
SNP / PCY	<b>2</b>	0	0	0	0	1	2	1	3	2	5	2	3	1	3	2	0	0	2	1	19
Green	<b>2</b>	0	0	0	0	0	1	7	2	3	5	2	2	2	3	2	3	3	2	2	0
BNP	<b>0</b>	0	0	0	0	0	0	0	0	1	2	0	1	0	0	1	0	0	1	1	0
Respect	<b>0</b>	0	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	0	0	1	1	1	1	0	1	0	1	1	0	1	1	1	0

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	3	2	3	6	6	10	9	5	3	5	7	6	6	6	6	7
Don't know	<b>12</b>	0	0	0	0	9	6	17	8	16	16	15	10	10	11	13	15	12	11	12	10

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

	May 7-8	May 8-9																				
Approve	24	<b>27</b>	79	6	28	9	56	8	20	31	24	19	28	26	31	30	23	33	31	22	26	22
Disapprove	62	<b>57</b>	8	86	50	77	29	84	64	57	57	49	53	61	59	54	61	49	49	64	61	68
Don't know	14	<b>16</b>	12	8	22	14	15	7	17	12	20	32	19	13	9	16	16	18	20	14	13	10

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	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	1876	432	614	129	247	563	503	414	915	961	154	451	756	515	1260	616	267	643	367	454	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 24-25

May 8-9

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	35	<b>33</b>	6	58	41	29	11	52	47	37	30	30	35	37	29	31	36	32	31	33	36	34
Applies most to Labour	31	<b>29</b>	60	4	29	39	54	7	23	32	25	20	24	26	39	31	26	29	30	29	25	34
Applies most to the Liberal Democrats	9	<b>12</b>	10	15	6	16	14	17	6	9	14	5	8	12	17	12	11	9	11	14	11	15
Applies to none of them	11	<b>11</b>	13	10	15	8	11	11	13	11	11	11	12	12	9	14	8	13	12	11	11	7
Don't know	14	<b>16</b>	10	13	10	7	10	13	10	11	19	34	21	13	6	12	20	18	17	13	17	10

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

Applies most to the Conservatives	23	<b>23</b>	66	2	7	18	54	4	8	24	22	13	17	23	31	23	23	23	24	23	21	22
Applies most to Labour	29	<b>29</b>	4	69	16	12	6	64	28	32	26	26	28	32	26	27	31	26	20	34	34	34
Applies most to the Liberal Democrats	16	<b>16</b>	13	9	58	12	11	8	37	18	15	18	17	17	15	21	11	16	22	11	14	16
Applies to none of them	20	<b>19</b>	11	10	9	44	22	13	19	17	21	15	16	18	24	20	18	21	17	20	17	23
Don't know	12	<b>13</b>	6	10	10	13	6	11	9	10	17	28	21	10	5	10	18	13	17	12	13	5

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

Applies most to the Conservatives	16	<b>17</b>	49	3	12	8	36	4	9	17	16	13	17	16	19	17	16	13	19	16	16	15
Applies most to Labour	20	<b>20</b>	3	45	15	11	8	42	20	22	17	13	19	23	19	18	22	19	17	17	25	21
Applies most to the Liberal Democrats	8	<b>7</b>	4	6	25	5	5	6	13	8	6	12	6	7	6	9	5	12	6	8	7	5
Applies to none of them	40	<b>40</b>	32	33	37	63	41	34	47	39	40	31	33	42	47	43	35	41	40	44	33	48
Don't know	16	<b>17</b>	11	12	11	12	11	14	11	13	20	31	25	12	10	14	21	16	18	15	19	12

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

Applies most to the Conservatives	49	<b>48</b>	17	77	47	48	23	75	63	50	46	40	44	53	48	46	50	45	44	51	49	55
Applies most to Labour	24	<b>22</b>	50	6	23	25	45	6	17	24	21	16	19	22	30	25	19	23	23	19	24	24
Applies most to the Liberal Democrats	7	<b>6</b>	9	4	10	7	10	5	3	6	6	6	7	5	7	7	5	7	7	8	6	4
Applies to none of them	7	<b>9</b>	11	4	9	12	11	6	9	9	9	12	8	9	7	9	8	9	9	10	7	11
Don't know	13	<b>15</b>	12	8	10	9	11	9	8	11	18	27	22	11	7	12	18	17	17	13	14	7

## 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	56	116
Male 25 to 39	219	240
Male 40 to 59	364	317
Male 60 +	275	238
Female 18 to 24	96	111
Female 25 to 39	233	238
Female 40 to 59	392	325
Female 60 +	241	291
<b>Region</b>		
North England	454	461
Midlands	277	308
East England	189	180
London	267	240
South England	454	430
Wales	90	94
Scotland	145	163
<b>Social Grade</b>		
AB	649	525
C1	611	544
C2	272	394
DE	344	413
<b>Newspaper Type</b>		
Express / Mail	344	300
Sun / Star	178	441
Mirror / Record	99	188
Guardian / Independent	126	84
FT / Times / Telegraph	150	178
Other Paper	258	216
No Paper	721	469
<b>Political Party Identification</b>		
Labour	653	610
Conservative	503	535
Liberal Democrat	170	225
SNP/Plaid Cymru	38	32
Others	109	24
None/ DK	403	450

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