

## YouGov / The Sun Survey Results

Sample Size: 1861 GB Adults  
Fieldwork: 12th - 13th 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		
<b>Weighted Sample</b>	<b>1861</b>	463	569	150	181	592	466	381	904	957	225	475	636	525	1061	800	238	605	398	458	162	
Unweighted Sample	1861	413	614	130	197	536	509	388	898	963	186	480	739	456	1184	677	259	599	377	456	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	72	5	10	34	29	30	35	30	32	35	27	30	44	29	22	24
Lab	<b>39</b>	0	100	0	0	5	87	30	36	42	32	39	43	37	36	44	40	23	43	54	44
Lib Dem	<b>10</b>	0	0	100	0	2	1	41	12	9	10	12	10	10	12	8	12	13	9	8	8
Other	<b>19</b>	0	0	0	100	22	7	18	18	20	27	15	17	21	17	22	18	20	19	16	24

### Other Parties Voting Intention

UKIP	<b>12</b>	0	0	0	100	20	4	9	13	12	14	9	12	14	10	16	11	15	14	12	4
SNP / PCY	<b>3</b>	0	0	0	0	0	1	1	2	3	4	2	3	2	3	2	1	0	3	1	18
Green	<b>2</b>	0	0	0	0	0	1	5	1	3	3	2	2	2	2	2	2	4	1	1	0
BNP	<b>1</b>	0	0	0	0	0	0	0	0	1	2	0	0	0	0	1	1	0	0	1	1
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	1	1	2	2	1	3	1	0	2	2	1	3	0	1	2	1

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	0	5	3	3	7	7	10	10	7	3	6	8	5	8	7	8	6
Don't know	<b>15</b>	0	0	0	0	12	7	19	10	19	17	19	14	10	13	17	14	17	13	13	15

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

	June 11-12	June 12-13	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
Approve	25	<b>26</b>	75	1	33	11	53	4	19	31	20	23	27	24	29	31	19	26	32	24	20	21
Disapprove	58	<b>60</b>	12	93	51	82	33	88	67	58	61	53	54	63	64	56	64	59	50	63	67	68
Don't know	17	<b>15</b>	13	6	15	7	15	8	14	10	19	25	20	13	8	13	17	14	18	14	13	11

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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	
<b>Weighted Sample</b>	<b>1861</b>	463	569	150	181	592	466	381	904	957	225	475	636	525	1061	800	238	605	398	458	162	
Unweighted Sample	1861	413	614	130	197	536	509	388	898	963	186	480	739	456	1184	677	259	599	377	456	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

May 29-30  
June 12-13

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	81	3	1	28	63	5	8	29	24	25	23	26	32	29	23	25	34	25	22	17
Applies most to Labour	27	27	3	76	6	6	4	66	21	27	27	24	25	31	27	27	27	31	16	29	37	31
Applies most to the Liberal Democrats	12	11	4	4	78	3	2	4	36	13	9	10	13	11	9	13	8	16	14	7	9	8
Applies to none of them	22	22	7	10	8	58	21	16	23	21	22	16	21	20	27	19	24	21	20	24	20	26
Don't know	13	14	4	7	6	5	10	9	12	9	18	26	19	12	6	11	17	8	15	15	12	19

It is led by people of real ability

Applies most to the Conservatives	17	19	61	2	7	10	44	4	7	23	16	16	16	18	25	21	17	17	25	18	15	16
Applies most to Labour	15	15	1	43	6	2	2	37	11	14	15	15	12	16	15	13	17	19	9	16	19	13
Applies most to the Liberal Democrats	4	4	2	1	32	1	1	2	12	6	3	4	5	4	4	5	3	11	4	2	4	3
Applies to none of them	48	45	26	41	48	80	40	45	57	46	44	35	45	48	46	47	43	42	45	47	46	44
Don't know	15	16	10	12	7	5	13	12	13	11	22	29	22	14	10	14	20	11	17	17	16	24

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	44	43	80	30	35	35	66	27	36	46	41	37	42	41	49	47	38	43	47	42	41	35
Applies most to Labour	10	11	1	31	3	2	1	30	8	11	11	7	8	13	12	10	11	11	7	12	15	11
Applies most to the Liberal Democrats	4	5	2	2	29	2	1	2	12	6	3	7	5	3	5	6	3	10	5	2	4	4
Applies to none of them	28	25	11	22	24	52	21	25	30	25	26	21	24	28	25	26	25	25	25	27	23	29
Don't know	14	16	6	14	9	10	11	15	13	13	20	29	22	14	9	12	22	11	16	17	17	22

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

Applies most to the Conservatives	27	24	9	37	22	36	15	34	26	23	25	15	18	25	33	21	28	25	23	26	24	24
Applies most to Labour	23	27	56	5	54	22	44	8	31	32	23	25	23	31	27	30	24	29	33	25	22	21
Applies most to the Liberal Democrats	25	27	25	42	8	25	24	39	24	27	26	28	29	24	27	30	22	30	22	26	29	31
Applies to none of them	10	7	2	7	8	11	5	9	8	7	7	6	10	7	6	7	7	7	6	7	11	4
Don't know	15	15	8	9	7	7	12	10	11	11	19	27	20	13	7	12	19	9	15	16	15	20

## 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	<b>77</b>	<b>115</b>
	Male 25 to 39	<b>224</b>	<b>238</b>
	Male 40 to 59	<b>377</b>	<b>315</b>
	Male 60 +	<b>220</b>	<b>236</b>
	Female 18 to 24	<b>109</b>	<b>110</b>
	Female 25 to 39	<b>256</b>	<b>236</b>
	Female 40 to 59	<b>362</b>	<b>322</b>
	Female 60 +	<b>236</b>	<b>288</b>
<b>Region</b>			
	North England	<b>456</b>	<b>458</b>
	Midlands	<b>284</b>	<b>305</b>
	East England	<b>176</b>	<b>179</b>
	London	<b>259</b>	<b>238</b>
	South England	<b>423</b>	<b>426</b>
	Wales	<b>93</b>	<b>93</b>
	Scotland	<b>170</b>	<b>162</b>
<b>Social Grade</b>			
	AB	<b>651</b>	<b>521</b>
	C1	<b>533</b>	<b>540</b>
	C2	<b>276</b>	<b>391</b>
	DE	<b>401</b>	<b>409</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>304</b>	<b>298</b>
	Sun / Star	<b>230</b>	<b>437</b>
	Mirror / Record	<b>128</b>	<b>186</b>
	Guardian / Independent	<b>131</b>	<b>84</b>
	FT / Times / Telegraph	<b>121</b>	<b>177</b>
	Other Paper	<b>243</b>	<b>214</b>
	No Paper	<b>704</b>	<b>465</b>
<b>Political Party Identification</b>			
	Labour	<b>653</b>	<b>605</b>
	Conservative	<b>480</b>	<b>530</b>
	Liberal Democrat	<b>186</b>	<b>223</b>
	SNP/Plaid Cymru	<b>43</b>	<b>32</b>
	Others	<b>96</b>	<b>24</b>
	None/ DK	<b>403</b>	<b>447</b>

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