

YouGov / The Sun Survey Results

Sample Size: 1836 GB Adults
Fieldwork: 24th - 25th 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	1836	476	589	155	170	561	469	396	892	944	222	468	628	518	1047	789	235	597	393	451	160	
Unweighted Sample	1836	451	615	108	211	558	477	404	859	977	143	422	722	549	1214	622	243	647	404	418	124	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	2	11	32	33	27	29	32	36	38	25	37	38	28	27	29
Lab	40	0	100	0	0	4	91	30	38	41	40	48	43	30	36	45	45	33	41	48	30
Lib Dem	11	0	0	100	0	1	0	42	11	9	18	12	8	9	11	10	8	11	12	10	7
Other	17	0	0	0	100	20	6	17	18	16	15	11	17	24	16	20	10	18	18	15	34

Other Parties Voting Intention

UKIP	12	0	0	0	100	19	4	8	13	10	6	6	11	18	10	14	7	14	13	12	2
SNP / PCY	3	0	0	0	0	1	1	3	3	3	2	2	3	3	3	3	0	0	2	0	28
Green	2	0	0	0	0	0	0	5	1	2	6	2	1	1	2	2	2	2	2	2	3
BNP	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1	1	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	1	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0	0

Non Voters

Would Not Vote	7	0	0	0	0	2	3	3	7	6	12	10	6	2	6	7	5	8	8	6	2
Don't know	13	0	0	0	0	12	7	14	7	19	14	16	13	9	14	12	19	11	12	9	24

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

	April 23-24	April 24-25																				
Approve	25	28	80	3	38	10	56	5	24	31	25	33	25	27	31	33	21	29	32	27	28	19
Disapprove	59	58	10	93	37	74	30	91	60	57	59	44	57	63	59	53	65	55	53	62	59	68
Don't know	16	14	10	4	25	16	14	5	16	12	16	23	18	11	11	14	14	16	16	11	13	14

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	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 10 - 11
April 24-25

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	34	35	4	64	38	24	10	60	42	38	32	33	40	37	28	34	37	32	30	35	36	52
Applies most to Labour	29	31	64	5	43	45	55	7	33	34	27	29	23	31	38	35	25	33	34	30	30	21
Applies most to the Liberal Democrats	13	9	11	10	0	14	13	9	5	8	10	7	5	9	13	9	9	7	9	12	7	7
Applies to none of them	9	11	14	10	12	6	12	11	11	10	12	10	13	12	10	11	12	13	11	11	11	9
Don't know	16	14	6	12	7	10	9	13	9	10	19	21	18	12	11	12	17	15	15	12	16	11

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

Applies most to the Conservatives	23	23	65	4	11	29	54	4	11	26	21	19	21	22	29	27	19	27	27	25	19	17
Applies most to Labour	31	29	2	70	15	11	5	67	28	30	28	29	28	34	25	28	31	26	24	33	33	33
Applies most to the Liberal Democrats	15	16	11	9	66	10	12	8	37	17	14	15	16	16	16	17	14	14	17	17	13	15
Applies to none of them	19	20	16	9	3	39	21	12	18	18	21	18	19	20	20	18	22	18	19	18	21	26
Don't know	12	12	6	8	5	11	9	8	6	8	15	20	16	8	9	10	14	15	12	8	13	10

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

Applies most to the Conservatives	18	16	44	3	12	12	32	6	10	19	14	17	18	15	16	19	13	14	18	17	14	19
Applies most to Labour	21	20	4	46	15	11	5	43	21	21	19	21	17	23	18	18	23	19	17	24	21	17
Applies most to the Liberal Democrats	8	8	7	5	17	5	8	5	9	8	8	5	10	8	8	9	6	10	9	6	6	12
Applies to none of them	39	40	37	31	41	60	43	32	47	40	40	36	35	42	43	41	38	40	39	40	41	34
Don't know	15	16	8	14	16	12	11	14	12	12	20	21	20	12	15	14	19	17	16	13	17	18

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

Applies most to the Conservatives	52	49	15	80	51	42	22	77	61	48	50	47	48	53	46	49	49	48	44	52	51	55
Applies most to Labour	22	24	53	5	33	26	46	7	22	27	21	26	20	23	27	25	22	21	25	26	23	23
Applies most to the Liberal Democrats	7	7	11	5	5	13	11	6	3	8	6	5	6	6	10	7	7	6	9	6	7	2
Applies to none of them	6	7	11	4	5	8	9	4	6	7	7	6	9	7	6	7	7	8	9	5	7	5
Don't know	13	13	10	7	7	11	12	7	8	9	16	16	17	10	11	11	15	17	13	11	12	15

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	53	114
	Male 25 to 39	161	235
	Male 40 to 59	349	310
	Male 60 +	296	233
	Female 18 to 24	90	108
	Female 25 to 39	261	233
	Female 40 to 59	373	318
	Female 60 +	253	285
Region			
	North England	418	451
	Midlands	301	301
	East England	183	176
	London	243	235
	South England	464	420
	Wales	103	92
	Scotland	124	160
Social Grade			
	AB	652	514
	C1	562	532
	C2	289	386
	DE	333	404
Newspaper Type			
	Express / Mail	304	294
	Sun / Star	160	431
	Mirror / Record	82	184
	Guardian / Independent	138	83
	FT / Times / Telegraph	142	174
	Other Paper	262	211
	No Paper	748	459
Political Party Identification			
	Labour	627	597
	Conservative	501	523
	Liberal Democrat	137	220
	SNP/Plaid Cymru	35	31
	Others	111	24
	None/ DK	425	441

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