

## YouGov / The Sun Survey Results

Sample Size: 1632 GB Adults  
Fieldwork: 28th - 29th 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	
<b>Weighted Sample</b>	<b>1632</b>	389	504	144	186	512	381	336	793	839	197	416	558	460	930	702	209	530	349	401	142	
Unweighted Sample	1632	409	497	121	200	542	397	345	749	883	86	398	670	478	1080	552	284	523	342	343	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>30</b>	100	0	0	0	71	3	9	27	32	21	29	31	32	34	23	33	37	31	23	17
Lab	<b>39</b>	0	100	0	0	4	89	33	40	37	54	37	40	33	35	43	47	24	40	49	43
Lib Dem	<b>11</b>	0	0	100	0	2	3	40	12	10	11	15	9	10	14	6	12	14	12	6	10
Other	<b>21</b>	0	0	0	100	23	6	19	21	21	14	19	20	25	16	28	8	25	17	23	31

### Other Parties Voting Intention

UKIP	<b>14</b>	0	0	0	100	22	5	9	14	14	11	10	13	20	10	20	7	20	14	16	3
SNP / PCY	<b>3</b>	0	0	0	0	0	0	3	3	3	1	3	3	3	2	4	0	1	1	2	23
Green	<b>3</b>	0	0	0	0	0	0	6	2	3	1	5	3	2	3	2	1	3	1	4	3
BNP	<b>0</b>	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	0	0	0	2
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	0	1	1	0	0	1	1	0	0	1	0	1	1	0	0

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	2	1	4	3	8	12	7	5	1	4	7	7	6	5	5	3
Don't know	<b>14</b>	0	0	0	0	16	9	15	10	18	12	14	17	12	13	16	13	16	14	12	15

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

	April 25-26	April 28-29																				
Approve	26	<b>26</b>	77	3	38	10	50	4	21	28	24	19	27	25	29	30	20	30	29	25	21	19
Disapprove	58	<b>61</b>	10	92	53	82	33	90	66	63	59	62	56	63	62	57	65	58	52	62	69	72
Don't know	16	<b>14</b>	13	5	9	9	17	5	12	10	18	19	18	12	10	13	15	12	18	13	11	9

Fieldwork: 28th - 29th 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	
<b>Weighted Sample</b>	<b>1632</b>	389	504	144	186	512	381	336	793	839	197	416	558	460	930	702	209	530	349	401	142	
Unweighted Sample	1632	409	497	121	200	542	397	345	749	883	86	398	670	478	1080	552	284	523	342	343	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 14 - 15  
April 28-29

Here is a list of problems facing the country.  
Could you say for each of them which political party you think would handle the problem best?

**National Health Service**

Conservative	24	<b>22</b>	73	1	6	15	53	1	7	24	21	15	18	24	27	25	18	23	28	20	20	13
Labour	35	<b>36</b>	4	86	21	10	6	81	34	40	31	46	31	37	34	36	35	40	24	37	44	47
Liberal Democrat	8	<b>7</b>	2	1	54	2	4	2	24	8	6	6	9	7	7	9	5	8	8	7	5	8
Other	5	<b>6</b>	0	1	1	34	6	2	7	6	6	3	6	6	8	5	8	2	7	7	6	8
None	12	<b>11</b>	10	4	4	16	14	6	11	10	12	5	10	13	13	10	13	10	13	11	9	16
Don't know	16	<b>17</b>	11	7	14	24	17	8	16	12	23	25	26	14	11	15	20	16	21	18	16	8

**Asylum and immigration**

Conservative	28	<b>27</b>	71	12	23	4	47	14	18	29	25	26	25	27	28	33	19	34	29	27	24	18
Labour	16	<b>16</b>	1	44	4	0	3	36	14	16	15	22	12	17	15	16	16	22	10	18	18	19
Liberal Democrat	9	<b>9</b>	3	5	53	4	2	4	23	11	7	15	11	7	6	9	8	10	9	7	7	13
Other	16	<b>18</b>	8	9	5	78	24	12	14	20	17	10	16	20	22	16	22	11	21	18	19	17
None	15	<b>14</b>	10	15	5	13	15	18	14	13	16	2	14	16	18	13	15	11	14	16	14	17
Don't know	16	<b>16</b>	7	15	10	2	9	16	16	11	21	24	22	13	11	13	20	13	17	14	18	15

**Law and order**

Conservative	31	<b>30</b>	83	6	21	20	61	8	16	32	28	19	26	32	36	34	24	36	34	30	24	19
Labour	22	<b>24</b>	1	68	5	5	4	62	18	28	21	32	20	23	26	24	25	27	15	27	30	33
Liberal Democrat	8	<b>7</b>	0	2	55	0	1	3	27	8	6	5	11	7	5	9	5	6	7	7	6	13
Other	8	<b>10</b>	2	3	3	54	12	4	9	11	8	6	9	10	12	8	12	5	10	8	12	10
None	13	<b>11</b>	7	7	4	13	10	9	12	10	11	5	11	12	11	10	11	9	12	9	9	14
Don't know	16	<b>19</b>	8	14	11	8	13	14	18	12	25	33	23	16	11	15	23	16	22	18	19	10

Fieldwork: 28th - 29th April 2013

	Total	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>1632</b>	389	504	144	186	512	381	336	793	839	197	416	558	460	930	702	209	530	349	401	142	
Unweighted Sample	1632	409	497	121	200	542	397	345	749	883	86	398	670	478	1080	552	284	523	342	343	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	April 14 - 15	April 28-29																				
<b>Education and schools</b>																						
Conservative	26	<b>25</b>	77	1	7	22	58	3	9	26	24	19	19	25	32	27	21	25	31	23	22	14
Labour	29	<b>32</b>	3	78	14	12	6	75	26	36	27	35	31	30	32	31	32	36	21	34	38	41
Liberal Democrat	12	<b>9</b>	5	2	64	3	4	2	32	11	8	9	11	10	7	13	5	11	10	9	8	10
Other	6	<b>6</b>	0	1	1	31	5	2	7	6	6	3	6	7	6	5	7	4	7	5	5	9
None	11	<b>10</b>	7	5	3	12	11	7	9	9	11	4	9	12	10	9	11	10	10	10	7	13
Don't know	17	<b>18</b>	8	12	11	20	17	10	17	12	24	29	22	16	12	14	23	14	20	19	20	12
<b>Taxation</b>																						
Conservative	27	<b>26</b>	78	2	13	20	59	5	9	27	25	21	19	29	31	29	22	28	32	25	22	13
Labour	27	<b>26</b>	2	70	8	4	3	64	22	29	23	25	24	28	26	26	26	32	15	27	32	37
Liberal Democrat	10	<b>10</b>	3	5	60	4	3	4	32	13	8	11	13	9	8	12	7	12	12	8	7	12
Other	7	<b>7</b>	0	2	1	38	7	3	8	7	7	5	8	7	8	6	8	3	8	7	8	11
None	12	<b>12</b>	8	8	3	14	14	10	11	12	12	5	13	12	14	12	12	10	12	13	10	18
Don't know	17	<b>19</b>	8	13	15	21	15	13	19	13	25	34	23	15	14	15	25	15	21	20	21	10
<b>Unemployment</b>																						
Conservative	24	<b>22</b>	72	2	3	14	53	2	6	22	23	20	18	24	25	24	19	21	27	22	19	11
Labour	29	<b>31</b>	5	74	23	6	8	72	32	36	26	26	28	34	32	32	29	35	21	30	39	41
Liberal Democrat	6	<b>7</b>	4	2	52	0	2	2	22	8	6	7	12	5	4	10	3	9	8	6	3	12
Other	6	<b>8</b>	1	1	1	41	7	3	7	7	8	9	7	7	8	6	10	4	10	6	6	9
None	15	<b>13</b>	10	8	6	19	15	10	14	12	14	4	12	15	16	12	14	11	13	13	13	16
Don't know	19	<b>19</b>	10	13	16	19	16	12	19	14	25	33	24	15	15	15	25	19	20	22	20	11

Fieldwork: 28th - 29th 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	
<b>Weighted Sample</b>	<b>1632</b>	389	504	144	186	512	381	336	793	839	197	416	558	460	930	702	209	530	349	401	142	
Unweighted Sample	1632	409	497	121	200	542	397	345	749	883	86	398	670	478	1080	552	284	523	342	343	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 14 - 15	April 28-29																				
<b>The economy in general</b>																						
Conservative	29	<b>28</b>	84	3	10	23	62	4	10	30	26	27	22	28	33	32	23	28	36	28	21	15
Labour	25	<b>26</b>	1	70	16	3	3	68	24	29	23	21	24	28	27	26	26	30	14	28	33	35
Liberal Democrat	7	<b>7</b>	1	2	54	1	1	1	25	9	5	5	9	7	6	9	4	8	8	7	6	7
Other	7	<b>8</b>	0	1	2	40	7	3	8	7	8	6	8	8	8	6	10	4	8	8	7	11
None	14	<b>13</b>	8	8	6	19	13	10	14	12	13	5	14	14	12	12	13	13	13	11	12	16
Don't know	19	<b>19</b>	6	15	12	15	13	15	19	13	25	34	24	15	14	15	25	16	21	19	20	15
<b>Europe</b>																						
Conservative	23	<b>22</b>	70	5	8	3	47	7	11	23	21	20	18	24	25	26	17	26	25	22	20	15
Labour	20	<b>20</b>	1	56	11	0	2	51	20	24	17	24	21	21	18	21	20	25	10	23	27	27
Liberal Democrat	10	<b>8</b>	2	3	61	0	2	4	26	11	6	11	9	8	7	11	5	11	10	7	4	12
Other	16	<b>18</b>	9	7	4	80	23	11	14	21	15	9	16	18	22	16	20	13	21	17	17	18
None	13	<b>12</b>	9	10	5	12	14	11	12	12	13	2	13	14	14	11	14	10	14	12	11	16
Don't know	18	<b>19</b>	9	18	11	5	12	16	17	10	27	34	23	15	14	15	24	15	20	19	22	13
	April 14 - 15	April 28-29																				
<b>Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.</b>																						
Sticks to what he believes in	24	<b>25</b>	54	11	25	17	40	14	21	26	23	16	23	24	29	28	20	22	25	27	25	18
Charismatic	16	<b>18</b>	35	12	19	14	30	10	15	20	16	20	23	17	15	21	15	23	23	18	15	5
Decisive	15	<b>15</b>	35	6	16	10	28	9	12	15	16	8	19	16	15	18	12	15	18	15	14	12
Strong	14	<b>15</b>	38	7	10	7	26	6	9	15	14	19	18	16	10	16	14	14	16	15	17	6
A natural leader	12	<b>14</b>	34	4	19	10	25	5	14	14	14	10	15	14	13	16	11	17	14	17	10	10
Honest	14	<b>14</b>	40	2	20	7	30	2	12	14	14	7	8	16	20	17	11	17	18	12	12	8
Good in a crisis	12	<b>13</b>	37	5	12	4	27	4	8	14	12	8	12	15	13	15	10	14	16	13	10	8
In touch with the concerns of ordinary people	5	<b>7</b>	22	0	5	1	13	1	6	6	7	4	5	8	7	6	7	5	9	5	6	5
None of these	46	<b>45</b>	7	65	39	63	24	67	52	44	46	36	36	51	50	41	51	38	39	46	48	64
Don't know	7	<b>7</b>	4	5	6	1	5	4	5	5	10	18	10	6	3	5	10	6	9	8	7	2

Fieldwork: 28th - 29th 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	
<b>Weighted Sample</b>	<b>1632</b>	389	504	144	186	512	381	336	793	839	197	416	558	460	930	702	209	530	349	401	142	
Unweighted Sample	1632	409	497	121	200	542	397	345	749	883	86	398	670	478	1080	552	284	523	342	343	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 14 - 15      April 28-29

**Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.**

In touch with the concerns of ordinary people	24	26	9	58	19	9	7	53	29	26	26	25	21	25	31	24	28	29	19	30	28	32
Honest	16	19	6	42	19	4	6	38	27	21	17	11	14	22	22	19	18	19	14	19	24	21
Sticks to what he believes in	16	19	9	38	13	11	9	34	22	19	19	22	12	19	24	16	23	18	14	20	23	22
Decisive	9	10	1	26	4	3	1	22	9	12	8	22	6	9	11	8	13	14	6	10	14	13
A natural leader	5	6	1	14	5	3	0	12	7	7	4	15	3	6	4	5	7	7	2	5	9	9
Charismatic	6	6	1	13	3	2	1	11	8	7	5	14	3	6	5	4	9	6	2	6	11	5
Strong	6	6	2	13	6	1	0	11	10	8	5	8	5	6	5	5	8	7	2	6	10	8
Good in a crisis	4	4	1	12	4	1	0	12	2	5	4	6	3	5	4	4	5	7	1	6	5	7
None of these	51	46	70	15	49	74	72	21	44	48	44	35	43	49	51	51	40	42	54	43	40	50
Don't know	12	13	9	7	11	6	10	9	10	7	18	18	20	11	7	11	15	12	15	16	10	7

**Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.**

Honest	11	13	20	4	51	4	16	3	26	13	13	6	14	13	16	15	10	10	16	15	10	10
In touch with the concerns of ordinary people	12	11	13	4	47	2	10	5	25	11	11	5	14	11	10	13	8	12	12	12	9	9
Charismatic	8	10	14	5	28	5	10	5	17	10	9	7	13	9	9	12	7	8	8	14	10	8
Sticks to what he believes in	8	8	13	3	23	3	10	3	16	9	7	6	6	10	8	9	6	9	10	8	6	4
Good in a crisis	4	5	4	3	19	4	3	1	10	7	2	10	4	4	3	4	5	4	4	4	7	2
A natural leader	3	4	5	3	13	0	3	3	10	5	3	0	5	5	3	4	3	4	3	5	4	5
Decisive	4	4	3	2	16	1	2	2	9	3	4	2	4	3	4	4	3	6	4	4	2	1
Strong	5	4	5	2	19	0	3	1	10	6	2	10	4	3	2	5	3	8	3	3	4	3
None of these	60	59	49	74	16	82	59	78	46	62	57	46	50	62	70	58	61	60	53	60	62	74
Don't know	12	13	11	8	4	5	11	8	8	7	18	22	18	10	7	10	16	11	16	12	12	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	36	101
	Male 25 to 39	159	209
	Male 40 to 59	318	276
	Male 60 +	236	207
	Female 18 to 24	50	96
	Female 25 to 39	239	207
	Female 40 to 59	352	282
	Female 60 +	242	253
<b>Region</b>			
	North England	343	401
	Midlands	262	268
	East England	145	157
	London	284	209
	South England	378	374
	Wales	80	82
	Scotland	140	142
<b>Social Grade</b>			
	AB	596	457
	C1	484	473
	C2	233	343
	DE	319	359
<b>Newspaper Type</b>			
	Express / Mail	352	261
	Sun / Star	151	384
	Mirror / Record	94	163
	Guardian / Independent	99	73
	FT / Times / Telegraph	109	155
	Other Paper	204	188
	No Paper	623	408
<b>Political Party Identification</b>			
	Labour	529	530
	Conservative	490	465
	Liberal Democrat	141	196
	SNP/Plaid Cymru	37	28
	Others	82	21
	None/ DK	353	392

YouGov is a member of the British Polling Council and abides by its rules.

[yougov.co.uk](http://yougov.co.uk)

© 2013 YouGov Plc. All Rights Reserved