

YouGov / The Sun Survey Results

Sample Size: 1928 GB Adults
Fieldwork: 29th - 30th 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	
Weighted Sample	1928	437	563	157	210	562	441	395	937	991	233	492	659	544	1099	829	247	627	413	474	168	
Unweighted Sample	1928	427	597	134	246	557	469	420	911	1017	161	457	771	539	1321	607	295	646	381	455	151	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	30	100	0	0	0	71	3	9	32	28	27	29	30	31	34	24	30	37	26	25	27
Lab	38	0	100	0	0	5	87	36	35	42	44	43	40	32	35	43	44	29	40	49	36
Lib Dem	11	0	0	100	0	2	1	38	10	12	11	13	9	10	13	8	11	13	12	9	4
Other	21	0	0	0	100	23	9	18	23	19	17	14	22	27	18	25	15	21	23	18	33

Other Parties Voting Intention

UKIP	14	0	0	0	100	22	7	11	16	12	4	7	16	22	11	19	10	15	18	16	4
SNP / PCY	3	0	0	0	0	0	2	1	4	2	6	4	3	3	4	2	2	2	1	0	27
Green	3	0	0	0	0	1	1	6	2	4	7	3	2	1	3	2	3	3	2	2	1
BNP	1	0	0	0	0	0	0	0	1	0	0	1	0	1	0	1	0	1	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

Non Voters

Would Not Vote	9	0	0	0	0	5	4	3	9	9	14	12	7	6	7	10	7	8	7	12	9
Don't know	15	0	0	0	0	14	9	17	11	20	24	15	15	13	16	15	16	16	18	13	12

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

	May 28 - 29	May 29-30																				
Approve	25	26	78	3	38	7	52	4	21	30	22	23	24	27	27	29	22	28	31	24	22	21
Disapprove	61	60	12	90	48	87	37	88	65	59	61	47	55	63	65	55	66	54	54	62	66	67
Don't know	14	14	9	7	15	6	11	7	14	11	17	29	21	10	8	16	12	18	16	14	12	12

Fieldwork: 29th - 30th May 2013

Weighted Sample
Unweighted Sample

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
1928	437	563	157	210	562	441	395	937	991	233	492	659	544	1099	829	247	627	413	474	168
1928	427	597	134	246	557	469	420	911	1017	161	457	771	539	1321	607	295	646	381	455	151
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

May 15-16
May 29-30

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	27	26	84	3	5	19	61	7	9	30	22	20	22	29	29	30	21	22	31	26	25	19
Applies most to Labour	25	27	2	75	8	8	4	67	26	27	27	28	28	29	23	24	30	29	20	28	32	33
Applies most to the Liberal Democrats	11	12	2	5	76	5	2	3	39	11	13	13	15	11	10	15	8	14	15	10	8	13
Applies to none of them	24	22	8	9	6	65	25	16	18	23	21	12	17	21	32	18	27	19	23	20	23	26
Don't know	13	13	4	9	6	4	8	8	9	9	17	27	18	10	7	13	14	16	11	17	12	9

It is led by people of real ability

Applies most to the Conservatives	18	17	58	2	5	11	41	2	8	18	16	13	14	19	20	18	16	18	18	19	16	14
Applies most to Labour	15	15	1	42	9	3	2	37	12	16	14	18	15	15	14	12	19	16	11	16	15	24
Applies most to the Liberal Democrats	4	4	2	2	30	0	1	2	12	5	4	4	5	4	5	5	4	7	5	2	4	5
Applies to none of them	47	48	31	42	43	82	47	48	54	51	46	35	45	52	52	50	47	40	52	45	51	46
Don't know	16	15	8	12	14	4	9	11	13	11	19	30	21	11	10	16	15	19	15	17	13	11

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	41	44	81	35	41	42	67	32	39	48	41	35	43	46	47	46	42	44	49	40	45	36
Applies most to Labour	11	10	1	26	12	2	2	24	9	10	11	10	11	10	10	8	13	12	7	13	9	15
Applies most to the Liberal Democrats	5	4	2	2	21	0	1	2	10	4	3	6	3	4	2	4	3	3	4	3	3	6
Applies to none of them	29	28	14	23	17	51	25	29	30	29	28	19	26	30	32	28	28	22	27	31	29	32
Don't know	14	14	3	14	8	5	6	13	12	10	18	31	17	9	9	14	14	18	13	14	14	11

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	27	6	44	29	43	17	44	31	26	28	16	23	28	35	26	29	24	24	29	31	26
Applies most to Labour	22	23	50	5	41	18	38	6	23	26	19	21	23	25	20	25	20	21	27	22	21	17
Applies most to the Liberal Democrats	28	25	26	36	11	22	23	36	22	25	24	23	23	26	26	25	24	29	21	26	25	31
Applies to none of them	9	10	8	5	7	12	12	7	10	11	9	11	11	10	9	9	11	7	13	8	9	13
Don't know	15	15	9	10	12	5	10	7	15	11	19	30	21	11	10	15	16	19	15	15	14	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	64	120
	Male 25 to 39	207	247
	Male 40 to 59	360	326
	Male 60 +	280	245
	Female 18 to 24	97	114
	Female 25 to 39	250	245
	Female 40 to 59	411	334
	Female 60 +	259	299
Region			
	North England	455	474
	Midlands	288	316
	East England	178	185
	London	295	247
	South England	468	442
	Wales	93	96
	Scotland	151	168
Social Grade			
	AB	743	540
	C1	578	559
	C2	241	405
	DE	366	424
Newspaper Type			
	Express / Mail	345	308
	Sun / Star	189	453
	Mirror / Record	116	193
	Guardian / Independent	158	87
	FT / Times / Telegraph	137	183
	Other Paper	252	222
	No Paper	731	482
Political Party Identification			
	Labour	654	627
	Conservative	526	549
	Liberal Democrat	176	231
	SNP/Plaid Cymru	35	33
	Others	131	25
	None/ DK	406	463

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