

YouGov / The Sun Survey Results

Sample Size: 1918 GB Adults
Fieldwork: 27th - 28th March 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	1918	432	623	161	199	575	468	411	932	986	232	489	656	541	1093	825	246	623	410	472	167
Unweighted Sample	1918	412	630	140	221	563	466	447	934	984	176	472	766	504	1280	638	262	657	370	472	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	29	100	0	0	0	71	2	11	28	30	23	27	28	34	33	24	28	38	30	22	18
Lab	42	0	100	0	0	6	90	33	41	42	44	47	43	36	38	47	46	29	44	53	43
Lib Dem	11	0	0	100	0	1	2	39	10	12	14	13	9	10	14	7	10	13	9	10	10
Other	18	0	0	0	100	22	6	16	20	16	19	12	20	20	16	22	16	20	17	15	29

Other Parties Voting Intention

UKIP	13	0	0	0	100	22	5	9	15	12	9	7	16	18	12	16	12	17	14	13	4
SNP / PCY	2	0	0	0	0	0	1	2	2	3	2	3	2	2	2	3	0	0	1	0	21
Green	2	0	0	0	0	0	1	4	2	1	4	2	2	1	2	2	2	2	1	1	2
BNP	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	0	0	1	1	0	2	0	1	0	0	1	1	0	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	3	2	3	7	7	12	11	5	3	5	10	2	9	7	7	7
Don't know	15	0	0	0	0	13	5	23	13	18	17	16	14	16	15	16	12	20	11	14	15

Mar 26-27 Mar 27-28

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

Approve	23	24	72	7	23	8	45	7	21	27	22	23	25	25	24	29	18	32	27	19	23	19
Disapprove	61	59	12	86	55	81	36	88	62	59	59	50	54	63	63	56	63	57	51	66	65	61
Don't know	16	17	16	7	22	12	18	6	16	14	19	27	21	13	13	15	19	11	22	16	12	19

Fieldwork: 27th - 28th March 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		
Weighted Sample	1918	432	623	161	199	575	468	411	932	986	232	489	656	541	1093	825	246	623	410	472	167	
Unweighted Sample	1918	412	630	140	221	563	466	447	934	984	176	472	766	504	1280	638	262	657	370	472	157	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 13-14	Mar 27-28																				
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	39	34	4	64	41	23	9	58	44	35	34	38	36	37	28	34	36	31	28	33	42	45
Applies most to Labour	28	29	56	6	43	44	53	7	25	31	26	21	26	28	35	31	25	36	32	29	23	21
Applies most to the Liberal Democrats	9	11	11	14	3	14	12	18	4	11	10	9	8	11	13	10	11	11	8	14	11	10
Applies to none of them	12	10	17	7	9	9	14	7	12	9	11	6	9	11	12	11	10	9	11	10	11	7
Don't know	13	16	12	9	5	10	12	10	13	14	18	25	21	13	12	14	19	12	21	14	13	17
Even if I don't always agree with it, at least its heart is in the right place																						
Applies most to the Conservatives	21	20	58	3	5	27	51	3	7	21	20	15	15	19	30	22	19	27	24	21	14	12
Applies most to Labour	30	31	4	70	15	16	6	66	30	31	30	25	32	33	29	30	32	38	22	33	36	32
Applies most to the Liberal Democrats	18	17	15	11	66	10	13	8	36	18	17	19	19	16	15	19	15	18	20	13	18	12
Applies to none of them	20	19	13	8	9	41	21	13	18	19	18	14	15	22	20	18	19	9	19	20	21	24
Don't know	11	13	10	8	4	6	9	10	9	11	15	26	18	10	7	11	16	8	16	14	10	20
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	14	13	39	3	11	10	28	3	11	15	12	11	15	13	14	15	11	16	15	13	12	10
Applies most to Labour	21	24	7	55	11	10	7	51	23	27	20	23	22	26	23	22	25	26	18	26	29	24
Applies most to the Liberal Democrats	8	8	8	3	35	5	8	3	16	7	10	7	8	7	11	9	8	7	10	5	9	10
Applies to none of them	42	39	34	29	37	65	46	31	39	37	40	36	33	42	41	40	37	40	38	38	39	39
Don't know	15	16	12	9	7	9	12	12	12	14	18	23	23	12	10	14	18	11	20	18	11	17
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	51	49	21	75	60	42	22	73	64	48	49	44	46	52	51	48	50	50	43	50	52	59
Applies most to Labour	21	19	41	7	17	29	38	7	14	21	18	18	17	20	22	24	14	23	24	18	16	13
Applies most to the Liberal Democrats	9	8	15	6	6	14	16	6	4	10	7	9	6	8	11	8	9	7	7	11	11	2
Applies to none of them	8	9	12	5	8	8	13	7	6	9	10	5	10	10	9	8	12	11	9	8	10	11
Don't know	11	14	11	7	8	7	11	7	12	12	15	24	21	11	7	12	16	9	18	13	11	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	70	119
	Male 25 to 39	221	246
	Male 40 to 59	372	324
	Male 60 +	271	244
	Female 18 to 24	106	113
	Female 25 to 39	251	244
	Female 40 to 59	394	332
	Female 60 +	233	297
Region			
	North England	472	472
	Midlands	282	315
	East England	188	184
	London	262	246
	South England	469	439
	Wales	88	96
	Scotland	157	167
Social Grade			
	AB	701	537
	C1	579	556
	C2	268	403
	DE	370	422
Newspaper Type			
	Express / Mail	352	307
	Sun / Star	191	451
	Mirror / Record	96	192
	Guardian / Independent	128	86
	FT / Times / Telegraph	139	182
	Other Paper	245	221
	No Paper	767	480
Political Party Identification			
	Labour	660	623
	Conservative	514	547
	Liberal Democrat	184	230
	SNP/Plaid Cymru	40	33
	Others	114	25
	None/ DK	406	460

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