

YouGov / The Sun Survey Results

Sample Size: 1774 GB Adults
Fieldwork: 15th - 16th 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	1774	411	521	121	197	539	438	360	862	912	215	452	607	500	1011	763	226	577	380	438	154	
Unweighted Sample	1774	374	572	102	244	519	465	382	839	935	131	448	696	499	1160	614	200	623	333	471	147	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	70	6	10	29	32	36	30	25	36	37	23	35	38	33	23	16
Lab	39	0	100	0	0	4	85	39	39	39	40	47	38	32	33	47	44	30	37	49	41
Lib Dem	9	0	0	100	0	2	1	33	11	7	6	9	10	8	9	9	10	12	10	5	8
Other	21	0	0	0	100	24	8	18	21	22	18	13	27	23	21	22	11	21	19	23	35

Other Parties Voting Intention

UKIP	15	0	0	0	100	22	6	11	15	14	5	7	19	19	14	16	8	17	14	18	5
SNP / PCY	3	0	0	0	0	0	1	1	2	3	4	2	3	3	3	3	0	0	2	1	28
Green	2	0	0	0	0	0	1	6	1	3	3	3	2	1	2	1	2	2	1	2	1
BNP	0	0	0	0	0	1	1	0	1	0	0	1	1	0	0	1	0	0	0	2	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	1	0	0	1	1	6	1	0	0	1	1	0	1	2	1	1

Non Voters

Would Not Vote	8	0	0	0	0	2	3	4	6	9	19	9	7	2	7	9	6	6	10	6	14
Don't know	17	0	0	0	0	17	11	21	13	21	21	16	17	17	16	18	23	18	19	14	11

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

	May 14-15	May 15-16	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
Approve	25	24	73	3	38	11	49	7	18	27	21	20	26	21	28	27	20	29	29	24	20	13	
Disapprove	60	62	15	91	54	79	36	86	71	63	61	51	58	67	63	57	68	60	58	60	67	68	
Don't know	16	14	11	6	9	9	15	7	10	10	18	29	15	12	9	16	11	11	13	16	13	19	

Fieldwork: 15th - 16th 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	1774	411	521	121	197	539	438	360	862	912	215	452	607	500	1011	763	226	577	380	438	154	
Unweighted Sample	1774	374	572	102	244	519	465	382	839	935	131	448	696	499	1160	614	200	623	333	471	147	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

May 1-2
May 15-16

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	27	80	2	7	20	64	4	8	27	27	28	24	24	32	31	22	25	29	32	25	15
Applies most to Labour	30	25	1	73	3	6	3	63	24	28	23	12	30	26	25	24	27	28	21	23	30	29
Applies most to the Liberal Democrats	12	11	2	4	83	4	3	3	35	13	9	13	9	12	9	13	8	13	12	10	7	16
Applies to none of them	20	24	10	16	3	62	21	19	23	22	26	22	21	26	26	22	26	19	22	23	29	27
Don't know	11	13	7	5	5	8	9	10	10	10	16	24	16	12	7	11	16	16	16	12	9	12

It is led by people of real ability

Applies most to the Conservatives	20	18	56	2	11	9	41	4	7	17	18	19	16	15	22	20	15	17	18	21	18	8
Applies most to Labour	17	15	1	45	8	1	2	39	11	17	14	12	18	14	15	11	21	15	11	13	20	23
Applies most to the Liberal Democrats	3	4	0	2	32	0	1	2	8	5	3	10	3	4	2	5	3	6	4	4	2	6
Applies to none of them	43	47	30	44	38	80	41	43	59	48	46	32	43	53	49	49	44	44	46	45	48	52
Don't know	17	16	13	8	12	9	14	12	14	13	20	28	20	14	12	16	18	18	21	16	12	11

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	47	41	73	27	37	38	64	27	35	41	41	29	40	44	43	43	39	40	43	42	39	39
Applies most to Labour	12	11	1	32	6	1	1	28	7	13	9	12	12	10	10	8	15	8	8	12	14	16
Applies most to the Liberal Democrats	4	5	2	2	25	3	2	2	11	5	5	10	3	4	5	6	3	3	4	6	5	9
Applies to none of them	24	29	17	30	22	52	24	31	35	30	28	23	27	30	32	30	27	31	29	24	32	29
Don't know	13	14	7	9	10	7	9	12	12	11	17	26	17	11	10	13	16	19	16	15	10	8

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

Applies most to the Conservatives	23	27	12	43	31	33	16	41	34	27	27	13	21	28	37	25	30	27	28	25	28	27
Applies most to Labour	26	22	42	5	49	25	39	4	24	25	18	15	22	24	21	24	18	21	22	23	21	17
Applies most to the Liberal Democrats	29	28	29	40	5	24	27	36	24	29	27	32	28	27	28	31	25	25	25	29	30	37
Applies to none of them	8	9	7	5	3	10	7	9	6	8	10	13	9	9	6	8	9	11	7	9	10	5
Don't know	14	15	11	7	11	8	9	11	13	11	18	28	21	12	7	12	18	16	18	14	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	50	110
Male 25 to 39	177	227
Male 40 to 59	355	300
Male 60 +	257	225
Female 18 to 24	81	105
Female 25 to 39	271	225
Female 40 to 59	341	307
Female 60 +	242	275
Region		
North England	471	438
Midlands	248	291
East England	178	170
London	200	226
South England	445	406
Wales	85	89
Scotland	147	154
Social Grade		
AB	668	497
C1	492	514
C2	239	373
DE	375	390
Newspaper Type		
Express / Mail	332	284
Sun / Star	188	417
Mirror / Record	122	177
Guardian / Independent	131	80
FT / Times / Telegraph	136	169
Other Paper	240	204
No Paper	625	444
Political Party Identification		
Labour	633	577
Conservative	454	506
Liberal Democrat	140	213
SNP/Plaid Cymru	32	30
Others	101	23
None/ DK	414	426

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