

## YouGov / The Sun Survey Results

Sample Size: 1912 GB Adults  
Fieldwork: 17th - 18th 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>1885</b>	<b>492</b>	<b>594</b>	<b>153</b>	<b>169</b>	<b>586</b>	<b>457</b>	<b>433</b>	<b>907</b>	<b>978</b>	<b>209</b>	<b>472</b>	<b>673</b>	<b>531</b>	<b>1167</b>	<b>718</b>	<b>259</b>	<b>619</b>	<b>396</b>	<b>456</b>	<b>155</b>	
Unweighted Sample	1912	467	589	118	235	607	453	424	921	991	141	467	734	570	1284	628	268	636	387	448	173	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	74	4	13	33	33	42	28	28	40	34	31	32	41	34	26	19
Lab	<b>40</b>	0	100	0	0	4	88	38	39	40	31	44	46	30	40	38	40	33	38	50	39
Lib Dem	<b>10</b>	0	0	100	0	2	2	35	10	10	15	14	9	6	11	9	10	11	9	12	7
Other	<b>18</b>	0	0	0	100	20	7	14	18	17	12	13	16	24	15	22	17	16	19	13	35

### Other Parties Voting Intention

UKIP	<b>11</b>	0	0	0	100	18	4	8	12	11	2	4	11	19	10	13	12	13	13	10	4
SNP / PCY	<b>3</b>	0	0	0	0	0	2	1	4	2	2	5	2	2	2	4	1	0	1	0	29
Green	<b>2</b>	0	0	0	0	1	1	4	1	3	3	3	2	1	2	2	4	2	1	2	1
BNP	<b>1</b>	0	0	0	0	0	0	0	0	1	3	1	0	0	0	1	0	0	2	1	0
Respect	<b>0</b>	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	1	1	1	0	0	1	1	1	0	1	0	0	2	0	2

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	3	2	3	5	7	12	7	5	3	6	6	8	6	5	6	3
Don't know	<b>14</b>	0	0	0	0	12	6	19	11	17	21	18	12	11	14	15	13	13	17	14	11

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

	April 16 - 17	April 17 - 18																				
Approve	26	<b>29</b>	80	2	34	14	57	6	22	32	25	35	25	26	33	30	26	31	34	26	25	21
Disapprove	57	<b>57</b>	9	91	47	79	30	85	65	56	57	34	57	64	56	54	61	51	50	59	64	68
Don't know	17	<b>15</b>	11	6	19	7	13	9	13	12	18	32	19	10	11	16	13	18	17	15	12	11

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<b>Weighted Sample</b>	<b>1885</b>	492	594	153	169	586	457	433	907	978	209	472	673	531	1167	718	259	619	396	456	155	
Unweighted Sample	1912	467	589	118	235	607	453	424	921	991	141	467	734	570	1284	628	268	636	387	448	173	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 3 - 4  
April 17 - 18

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

It is led by people of real ability

Its leaders are prepared to take tough and unpopular decisions

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	29	85	2	10	27	67	6	11	32	27	34	23	24	39	30	27	29	34	31	23	20
Applies most to Labour	29	28	2	78	9	7	5	71	26	31	26	16	29	34	26	29	28	30	24	25	36	31
Applies most to the Liberal Democrats	11	12	4	4	74	4	3	2	37	13	11	18	15	12	8	14	9	11	13	12	12	13
Applies to none of them	22	20	7	11	5	57	19	14	18	18	23	11	20	22	22	18	25	19	19	24	19	23
Don't know	12	10	3	5	1	5	6	7	8	7	13	21	13	8	6	10	11	11	11	8	10	12
Applies most to the Conservatives	18	20	62	1	11	12	44	4	12	22	19	22	15	18	27	22	18	23	23	20	18	12
Applies most to Labour	17	14	1	40	3	1	1	39	9	16	12	13	13	16	13	16	13	13	11	16	22	
Applies most to the Liberal Democrats	5	5	0	2	36	1	1	1	13	6	4	7	8	4	2	5	4	7	4	5	4	2
Applies to none of them	46	47	27	46	40	82	43	45	53	47	47	37	47	50	46	46	48	40	43	50	51	52
Don't know	15	14	9	11	9	4	11	10	14	10	19	22	18	12	11	15	14	17	16	15	11	12
Applies most to the Conservatives	48	50	84	34	49	43	71	36	48	50	49	38	47	49	56	50	49	49	52	49	48	46
Applies most to Labour	11	10	2	26	4	0	1	24	8	12	8	12	7	11	9	10	10	8	10	8	11	11
Applies most to the Liberal Democrats	4	4	0	2	26	2	1	2	9	5	3	7	6	3	2	4	3	7	2	5	3	3
Applies to none of them	24	25	12	27	12	50	23	28	23	24	26	21	26	25	26	24	27	23	24	25	26	29
Don't know	13	12	2	11	9	5	4	11	12	9	15	22	14	11	7	12	12	13	12	12	12	12
Applies most to the Conservatives	25	23	6	36	27	32	14	31	27	25	21	16	21	23	27	21	25	17	22	23	25	26
Applies most to Labour	22	24	49	7	42	27	40	8	28	28	21	12	24	24	30	27	20	25	28	22	22	18
Applies most to the Liberal Democrats	28	31	31	44	11	24	28	44	25	32	29	36	29	34	26	30	31	32	30	32	30	31
Applies to none of them	10	9	6	6	6	10	8	9	5	6	11	11	8	8	8	8	9	11	6	9	11	9
Don't know	14	14	8	7	13	7	10	8	14	10	18	26	18	12	9	13	15	15	14	14	13	16

## 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	61	108
Male 25 to 39	199	225
Male 40 to 59	360	325
Male 60 +	301	249
Female 18 to 24	80	101
Female 25 to 39	268	247
Female 40 to 59	374	348
Female 60 +	269	282
<b>Region</b>		
North England	448	456
Midlands	289	302
East England	199	183
London	268	259
South England	437	436
Wales	98	94
Scotland	173	155
<b>Social Grade</b>		
AB	738	623
C1	546	544
C2	274	341
DE	354	377
<b>Newspaper Type</b>		
Express / Mail	375	329
Sun / Star	199	341
Mirror / Record	99	119
Guardian / Independent	158	128
FT / Times / Telegraph	168	178
Other Paper	251	236
No Paper	662	554
<b>Political Party Identification</b>		
Labour	603	603
Conservative	528	536
Liberal Democrat	147	229
SNP/Plaid Cymru	54	33
Others	121	25
None/ DK	459	459

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