

## YouGov / The Sun Survey Results

Sample Size: 1962 GB Adults  
Fieldwork: 13th - 14th 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	
<b>Weighted Sample</b>	<b>1962</b>	460	642	166	162	596	501	438	954	1008	237	500	671	553	1118	844	251	638	420	483	171	
Unweighted Sample	1962	441	633	159	200	602	479	462	977	985	159	483	777	543	1323	639	298	685	400	445	134	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	30	100	0	0	0	72	1	10	28	32	31	28	29	32	33	25	27	40	31	23	16
Lab	42	0	100	0	0	7	88	34	40	43	35	47	43	38	38	46	42	32	43	52	45
Lib Dem	11	0	0	100	0	3	1	39	12	10	9	15	10	9	12	9	14	12	9	11	6
Other	18	0	0	0	100	17	9	17	20	15	25	9	18	21	16	19	17	16	16	15	34

### Other Parties Voting Intention

UKIP	11	0	0	0	100	15	5	9	11	10	3	3	13	17	10	12	11	12	10	10	5
SNP / PCY	3	0	0	0	0	2	2	2	4	2	12	3	3	1	3	4	2	1	1	1	25
Green	2	0	0	0	0	0	0	6	2	2	5	2	2	2	3	1	2	2	3	2	2
BNP	1	0	0	0	0	0	1	0	1	1	2	1	1	1	0	2	2	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	0	3	0	0	1	1	1	1	0	0	1	1

### Non Voters

Would Not Vote	7	0	0	0	0	2	2	4	7	6	15	11	4	2	6	8	7	7	8	5	7
Don't know	15	0	0	0	0	15	5	22	10	20	15	17	13	15	16	14	17	17	13	13	13

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

	Mar 12-13	Mar 13-14																				
Approve	23	24	67	5	37	8	46	7	21	25	23	22	25	26	22	26	22	28	27	25	20	13
Disapprove	63	59	13	88	43	84	35	85	65	62	57	47	54	61	67	57	62	53	58	60	64	60
Don't know	14	17	20	6	20	9	19	7	14	13	20	30	21	13	11	17	16	19	15	15	15	26

Fieldwork: 13th - 14th 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
<b>Weighted Sample</b>	<b>1962</b>	460	642	166	162	596	501	438	954	1008	237	500	671	553	1118	844	251	638	420	483	171
Unweighted Sample	1962	441	633	159	200	602	479	462	977	985	159	483	777	543	1323	639	298	685	400	445	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb 27-28  
Mar 13-14

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	38	<b>39</b>	7	67	49	33	15	63	48	42	36	45	39	39	37	38	40	35	33	42	46	42
Applies most to Labour	28	<b>28</b>	57	6	28	40	50	8	27	28	27	22	23	28	34	30	24	27	37	24	22	20
Applies most to the Liberal Democrats	11	<b>9</b>	11	10	4	13	12	10	5	9	9	5	8	9	12	9	9	9	8	9	10	8
Applies to none of them	9	<b>12</b>	18	8	12	7	15	9	10	11	12	13	12	13	9	11	12	9	13	12	11	13
Don't know	14	<b>13</b>	7	9	8	7	9	10	10	9	16	15	18	11	8	11	15	19	9	13	12	17

**Even if I don't always agree with it, at least its heart is in the right place**

Applies most to the Conservatives	23	<b>21</b>	65	2	7	21	51	3	8	21	21	16	16	22	27	23	18	18	28	21	16	12
Applies most to Labour	31	<b>30</b>	5	68	14	9	9	64	28	32	29	25	30	31	32	28	33	24	22	34	39	32
Applies most to the Liberal Democrats	15	<b>18</b>	14	12	65	14	11	8	41	18	18	25	20	16	15	20	15	23	20	16	16	11
Applies to none of them	19	<b>20</b>	10	11	7	50	20	16	17	21	19	20	18	21	20	20	20	17	21	19	18	30
Don't know	11	<b>11</b>	6	7	7	5	9	9	6	8	14	14	16	10	6	9	14	19	8	10	10	14

**It seems to have succeeded in moving on and left its past behind it**

Applies most to the Conservatives	15	<b>14</b>	42	3	6	7	29	4	9	14	13	15	13	15	13	15	12	17	15	12	14	9
Applies most to Labour	21	<b>21</b>	7	48	7	6	8	43	18	25	17	21	19	20	24	20	23	18	18	24	23	26
Applies most to the Liberal Democrats	6	<b>8</b>	7	6	31	1	7	5	13	7	9	9	9	8	7	9	7	11	7	10	7	6
Applies to none of them	41	<b>42</b>	35	32	42	79	45	35	47	43	42	37	39	44	46	45	39	34	45	42	43	41
Don't know	17	<b>15</b>	9	11	14	8	11	14	12	11	19	19	20	13	10	12	19	21	14	13	13	17

**It seems to appeal to one section of society rather than to the whole country**

Applies most to the Conservatives	52	<b>51</b>	23	76	61	46	28	71	69	53	50	50	46	53	55	54	48	42	51	52	54	59
Applies most to Labour	21	<b>21</b>	49	7	15	27	42	8	12	22	19	16	19	23	22	21	20	24	24	20	19	13
Applies most to the Liberal Democrats	7	<b>9</b>	9	9	8	8	10	10	7	9	9	13	10	7	9	9	9	11	8	9	10	8
Applies to none of them	6	<b>8</b>	12	2	6	12	11	4	5	8	8	6	8	8	8	7	10	5	7	11	9	8
Don't know	14	<b>11</b>	8	5	9	6	9	7	7	8	14	15	18	9	5	10	12	18	11	8	9	12

## 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	<b>72</b>	<b>122</b>
	Male 25 to 39	<b>225</b>	<b>251</b>
	Male 40 to 59	<b>389</b>	<b>332</b>
	Male 60 +	<b>291</b>	<b>249</b>
	Female 18 to 24	<b>87</b>	<b>116</b>
	Female 25 to 39	<b>258</b>	<b>249</b>
	Female 40 to 59	<b>388</b>	<b>339</b>
	Female 60 +	<b>252</b>	<b>304</b>
<b>Region</b>			
	North England	<b>445</b>	<b>483</b>
	Midlands	<b>307</b>	<b>322</b>
	East England	<b>203</b>	<b>188</b>
	London	<b>298</b>	<b>251</b>
	South England	<b>482</b>	<b>449</b>
	Wales	<b>93</b>	<b>98</b>
	Scotland	<b>134</b>	<b>171</b>
<b>Social Grade</b>			
	AB	<b>725</b>	<b>549</b>
	C1	<b>598</b>	<b>569</b>
	C2	<b>286</b>	<b>412</b>
	DE	<b>353</b>	<b>432</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>382</b>	<b>314</b>
	Sun / Star	<b>215</b>	<b>461</b>
	Mirror / Record	<b>93</b>	<b>196</b>
	Guardian / Independent	<b>134</b>	<b>88</b>
	FT / Times / Telegraph	<b>135</b>	<b>186</b>
	Other Paper	<b>246</b>	<b>226</b>
	No Paper	<b>757</b>	<b>491</b>
<b>Political Party Identification</b>			
	Labour	<b>637</b>	<b>638</b>
	Conservative	<b>552</b>	<b>559</b>
	Liberal Democrat	<b>192</b>	<b>235</b>
	SNP/Plaid Cymru	<b>26</b>	<b>33</b>
	Others	<b>99</b>	<b>26</b>
	None/ DK	<b>456</b>	<b>471</b>

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