

YouGov / The Sun Survey Results

Sample Size: 1671 GB Adults
Fieldwork: 22nd - 23rd 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	1671	375	542	138	172	481	401	362	812	859	202	426	571	471	952	719	214	543	358	411	145	
Unweighted Sample	1671	382	461	112	248	545	378	356	812	859	65	364	684	558	1107	564	189	582	342	400	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	29	100	0	0	0	71	2	7	29	29	31	29	29	28	36	18	28	36	31	22	21
Lab	42	0	100	0	0	6	91	37	42	42	43	51	40	37	35	52	47	29	42	51	49
Lib Dem	11	0	0	100	0	1	1	40	8	13	12	10	9	13	12	9	10	15	11	8	4
Other	19	0	0	0	100	22	6	17	21	16	14	11	23	22	17	21	15	20	15	19	26

Other Parties Voting Intention

UKIP	13	0	0	0	100	20	4	8	14	13	12	5	15	18	13	14	10	17	12	15	3
SNP / PCY	3	0	0	0	0	0	1	4	4	1	1	3	3	3	2	4	2	0	1	0	23
Green	2	0	0	0	0	0	1	3	2	2	1	2	2	1	2	1	2	2	1	2	0
BNP	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0	0	1	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	1	0	0	0	0	1	0	0	0	0	0	0	1	1

Non Voters

Would Not Vote	7	0	0	0	0	4	2	4	7	7	5	11	8	4	5	9	7	8	7	7	3
Don't know	15	0	0	0	0	12	7	21	14	16	20	18	15	11	13	18	12	18	16	15	10

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

	May 21-22	May 22-23																				
Approve	23	25	77	7	32	10	51	7	18	26	24	26	26	25	24	31	17	31	30	24	19	17
Disapprove	60	59	9	87	39	80	34	87	63	61	56	41	56	60	67	54	65	56	49	59	69	72
Don't know	18	16	14	6	29	10	16	6	19	13	20	33	18	15	9	15	18	12	22	17	12	11

Fieldwork: 22nd - 23rd May 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

May 8-9
May 22-23

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	33	36	5	63	41	21	11	62	50	39	34	28	44	34	36	34	39	38	31	35	42	40
Applies most to Labour	29	23	48	4	30	34	48	4	21	25	21	4	17	30	29	27	19	27	23	25	21	20
Applies most to the Liberal Democrats	12	12	20	13	1	17	16	16	5	13	11	15	10	10	14	12	12	6	12	11	14	19
Applies to none of them	11	12	16	11	20	13	14	9	11	11	14	21	9	12	12	14	9	17	12	11	10	13
Don't know	16	16	11	9	7	16	12	9	14	13	20	32	19	14	9	13	21	12	22	17	13	8

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

Applies most to the Conservatives	23	20	58	1	11	24	50	3	6	19	21	17	14	23	22	24	15	17	24	22	16	13
Applies most to Labour	29	31	5	70	12	12	7	70	29	31	30	22	33	32	32	27	35	31	21	32	40	39
Applies most to the Liberal Democrats	16	17	13	11	68	8	12	8	39	17	17	12	17	16	20	19	15	21	18	14	16	15
Applies to none of them	19	20	15	11	4	43	22	12	14	21	18	19	21	20	19	20	19	22	19	19	19	22
Don't know	13	13	8	6	5	13	8	7	11	12	14	30	15	10	7	10	16	10	17	13	9	11

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

Applies most to the Conservatives	17	12	39	2	3	9	26	3	3	12	11	16	11	12	10	15	7	14	14	10	9	11
Applies most to Labour	20	20	6	44	20	7	7	41	22	21	19	12	24	18	22	17	24	19	18	18	23	28
Applies most to the Liberal Democrats	7	7	5	7	23	4	6	5	13	7	7	6	5	10	5	7	7	8	8	7	6	5
Applies to none of them	40	45	37	37	48	66	49	40	48	47	43	32	41	46	51	47	42	45	41	47	48	42
Don't know	17	17	13	10	8	14	12	11	15	13	20	35	19	13	11	14	21	14	20	19	13	14

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

Applies most to the Conservatives	48	50	21	78	50	36	26	78	64	52	49	41	50	51	54	49	51	53	42	47	58	58
Applies most to Labour	22	20	47	4	23	27	40	4	13	20	19	16	18	20	22	23	16	18	21	20	21	13
Applies most to the Liberal Democrats	6	8	8	8	8	13	11	6	6	10	6	3	7	10	8	7	9	9	8	6	6	14
Applies to none of them	9	8	12	3	9	11	11	4	4	6	10	9	8	9	6	8	7	6	10	9	7	5
Don't know	15	15	12	7	10	13	12	8	12	12	17	31	17	10	10	12	18	14	19	18	9	10

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	20	104
	Male 25 to 39	165	214
	Male 40 to 59	355	282
	Male 60 +	272	212
	Female 18 to 24	45	99
	Female 25 to 39	199	212
	Female 40 to 59	329	289
	Female 60 +	286	259
Region			
	North England	400	411
	Midlands	258	274
	East England	155	160
	London	189	214
	South England	427	383
	Wales	84	84
	Scotland	158	145
Social Grade			
	AB	642	468
	C1	465	485
	C2	227	351
	DE	337	368
Newspaper Type			
	Express / Mail	381	267
	Sun / Star	133	393
	Mirror / Record	81	167
	Guardian / Independent	120	75
	FT / Times / Telegraph	132	159
	Other Paper	212	192
	No Paper	612	418
Political Party Identification			
	Labour	472	543
	Conservative	505	476
	Liberal Democrat	138	201
	SNP/Plaid Cymru	42	28
	Others	140	22
	None/ DK	374	401

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