

YouGov / The Sun Survey Results

Sample Size: 1792 GB Adults
Fieldwork: 3rd - 4th July 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	
Weight Sample	1792	436	549	150	169	551	450	388	871	921	217	457	613	505	1021	771	229	582	383	441	156	
Unweighted Sample	1792	424	517	109	222	588	437	383	799	993	94	424	725	549	1153	639	266	598	362	418	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	75	2	10	31	31	33	30	28	35	37	23	34	41	28	25	21
Lab	39	0	100	0	0	6	82	35	37	42	37	40	42	35	32	48	43	29	40	50	37
Lib Dem	11	0	0	100	0	0	4	39	11	10	9	15	10	8	13	8	11	14	8	9	11
Other	19	0	0	0	100	18	12	16	21	17	20	16	19	22	17	21	12	16	25	16	31

Other Parties Voting Intention

UKIP	12	0	0	0	100	18	5	7	14	10	13	8	12	16	10	15	7	12	20	11	6
SNP / PCY	3	0	0	0	0	0	2	1	3	2	1	3	4	2	3	3	0	0	2	0	22
Green	2	0	0	0	0	0	2	7	1	4	5	2	2	2	3	1	3	3	2	2	2
BNP	1	0	0	0	0	0	1	1	1	0	0	1	1	0	0	1	0	1	1	1	0
Other	1	0	0	0	0	0	2	0	1	1	0	1	1	1	1	1	1	1	0	2	1
Respect	0	0	0	0	0	0	1	0	0	1	2	0	0	0	0	0	1	0	0	0	0

Non Voters

Would Not Vote	8	0	0	0	0	4	2	3	9	7	17	10	7	3	7	9	9	10	6	8	4
Don't know	14	0	0	0	0	13	9	20	9	19	7	14	15	16	14	13	12	18	12	13	9

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

	July 2-3	July 3-4																				
Approve	26	28	80	5	32	11	55	7	20	32	24	37	25	25	30	32	22	33	32	20	26	27
Disapprove	57	59	8	89	47	83	30	89	67	59	59	48	58	62	61	54	66	51	52	68	63	67
Don't know	16	13	12	6	21	7	15	4	12	9	17	15	18	13	9	14	12	16	16	12	12	6

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	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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

June 19-20

July 3-4

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	34	34	7	60	36	32	12	55	44	36	32	33	37	38	28	31	38	32	30	35	38	39
Applies most to Labour	29	26	52	6	36	37	44	11	26	30	23	18	23	26	33	28	23	27	33	21	21	28
Applies most to the Liberal Democrats	9	13	17	17	4	14	18	14	9	11	15	6	11	13	18	13	13	9	10	17	14	19
Applies to none of them	12	11	14	8	10	10	14	9	10	11	11	8	8	12	12	12	9	11	11	11	11	9
Don't know	15	16	11	10	13	7	12	10	11	13	19	35	21	11	9	15	17	21	16	17	16	5

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

Applies most to the Conservatives	24	20	59	4	4	18	50	4	8	21	20	12	16	23	26	23	17	22	23	19	18	19
Applies most to Labour	28	31	5	71	20	16	7	64	31	32	29	32	27	33	30	28	34	27	23	32	39	37
Applies most to the Liberal Democrats	17	15	14	10	59	7	9	8	36	18	13	15	17	14	14	17	12	18	19	9	15	12
Applies to none of them	19	21	13	11	7	56	24	17	19	20	23	15	22	20	25	21	22	17	20	27	18	29
Don't know	11	12	9	5	11	3	10	7	7	9	15	26	18	9	5	11	14	15	14	14	11	3

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

Applies most to the Conservatives	16	16	50	2	8	8	35	4	10	16	16	20	15	15	17	18	13	19	21	11	16	8
Applies most to Labour	20	22	6	51	16	9	7	43	22	24	19	20	16	24	24	20	24	24	18	19	24	30
Applies most to the Liberal Democrats	8	7	7	5	23	6	6	7	11	8	6	3	11	6	6	7	7	8	7	5	7	7
Applies to none of them	41	40	27	31	41	70	41	34	48	41	39	26	38	44	44	42	39	33	36	48	39	51
Don't know	16	15	10	11	12	6	10	12	9	11	19	31	20	11	8	13	17	17	17	16	14	5

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

Applies most to the Conservatives	49	50	21	77	41	47	26	76	65	51	49	44	43	54	54	48	53	46	45	50	52	69
Applies most to Labour	23	21	47	6	30	26	42	8	15	23	19	14	22	21	24	24	18	23	26	17	20	17
Applies most to the Liberal Democrats	9	8	12	6	10	12	11	4	6	8	8	9	10	7	7	8	7	7	6	10	10	4
Applies to none of them	8	7	8	5	5	8	9	5	5	7	8	3	7	8	8	7	7	8	6	8	7	7
Don't know	12	14	13	6	13	6	12	7	8	11	17	30	18	9	8	13	15	16	17	15	12	5

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	29	111
	Male 25 to 39	146	229
	Male 40 to 59	345	303
	Male 60 +	279	228
	Female 18 to 24	65	106
	Female 25 to 39	278	228
	Female 40 to 59	380	310
	Female 60 +	270	278
Region			
	North England	418	441
	Midlands	249	294
	East England	170	172
	London	266	229
	South England	428	410
	Wales	113	90
	Scotland	148	156
Social Grade			
	AB	652	502
	C1	501	520
	C2	268	376
	DE	371	394
Newspaper Type			
	Express / Mail	383	287
	Sun / Star	150	421
	Mirror / Record	102	179
	Guardian / Independent	136	81
	FT / Times / Telegraph	138	170
	Other Paper	202	206
	No Paper	681	448
Political Party Identification			
	Labour	555	582
	Conservative	530	511
	Liberal Democrat	138	215
	SNP/Plaid Cymru	29	30
	Others	130	23
	None/ DK	410	430

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