

YouGov / The Sun Survey Results

Sample Size: 1884 GB Adults
Fieldwork: 6th - 7th August 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	1884	458	561	161	164	554	487	393	916	968	228	480	644	531	1074	810	241	612	403	463	164
Unweighted Sample	1884	434	581	139	201	552	490	414	906	978	147	440	777	520	1292	592	276	713	341	394	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	75	4	10	31	32	40	30	28	34	39	21	34	42	24	28	19
Lab	39	0	100	0	0	7	86	32	39	38	35	44	40	33	33	46	29	29	51	46	35
Lib Dem	11	0	0	100	0	1	1	42	10	12	9	12	10	11	12	9	16	13	8	11	7
Other	19	0	0	0	100	18	10	16	20	18	16	14	21	22	15	24	22	16	17	15	40

Other Parties Voting Intention

UKIP	11	0	0	0	100	16	5	9	11	12	2	5	14	16	9	15	12	13	10	12	5
Green	4	0	0	0	0	1	2	5	4	4	12	3	2	3	3	5	7	2	6	2	3
SNP / PCY	3	0	0	0	0	1	3	2	4	3	2	4	4	3	3	3	1	0	1	0	30
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	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	0	1	0	0	1	0	0	1	0	1	0	0	0	2

Non Voters

Would Not Vote	7	0	0	0	0	3	3	3	7	7	11	14	5	2	8	6	9	8	5	7	8
Don't know	16	0	0	0	0	11	10	20	10	20	21	16	13	16	13	19	19	15	15	17	11

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

	Aug 5-6	Aug 6-7																				
Approve	28	27	79	3	42	9	58	6	23	32	23	25	26	25	32	34	19	30	35	20	25	22
Disapprove	57	57	9	90	44	84	28	86	63	57	57	44	53	62	60	52	63	54	48	63	63	65
Don't know	15	16	12	7	15	7	14	8	14	11	20	31	20	13	8	14	17	16	17	17	12	13

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

	July 29-30	Aug 6-7																				
Strongly support	3	3	7	0	5	1	4	2	4	3	2	0	4	3	3	3	2	4	2	3	2	3
Tend to support	27	27	51	9	63	16	41	6	38	30	24	27	29	25	28	31	22	31	34	22	23	19
TOTAL SUPPORT	30	30	58	9	68	17	45	8	42	33	26	27	33	28	31	34	24	35	36	25	25	22
Tend to oppose	30	33	28	36	17	43	31	36	28	31	35	33	31	32	35	34	32	33	30	37	31	38
Strongly oppose	29	27	9	49	7	38	16	50	22	31	24	16	20	34	32	24	32	20	22	31	35	31
TOTAL OPPOSE	59	60	37	85	24	81	47	86	50	62	59	49	51	66	67	58	64	53	52	68	66	69
Don't know	12	10	5	5	8	3	7	6	8	6	14	24	16	7	2	8	13	13	12	7	9	10

Fieldwork: 6th - 7th August 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	
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Unweighted Sample	1884	434	581	139	201	552	490	414	906	978	147	440	777	520	1292	592	276	713	341	394	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 4-5	Aug 6-7																				
Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...																						
Good or bad for the economy?																						
Good for the economy	41	38	85	13	42	37	74	12	35	41	34	36	29	36	49	45	28	37	45	30	38	32
Bad for the economy	41	46	6	77	40	51	16	75	49	48	44	43	46	50	43	40	54	47	37	53	51	50
Don't know	18	16	9	10	18	12	10	13	16	11	21	21	26	14	8	15	18	16	19	17	12	19
Being done fairly or unfairly?																						
Fairly	30	26	71	6	30	20	56	7	22	30	23	25	25	25	31	32	19	27	34	22	23	20
Unfairly	54	58	14	87	53	73	31	84	64	58	58	53	51	62	62	52	66	57	49	64	63	62
Don't know	16	16	15	7	17	8	13	9	13	12	19	22	24	13	8	16	15	16	17	14	14	18
Necessary or unnecessary?																						
Necessary	58	55	95	32	65	61	87	29	55	56	54	46	54	54	61	62	46	55	62	51	52	48
Unnecessary	28	29	0	56	17	30	9	53	31	31	28	24	27	33	28	26	34	30	21	29	38	35
Don't know	15	16	5	13	18	9	4	17	14	13	18	30	18	12	11	12	20	15	17	19	10	17
Too deep, too shallow or at about the right level?																						
Too deep	39	40	6	72	36	48	16	68	47	44	37	27	35	47	44	37	45	40	33	44	45	46
Too shallow	16	14	20	8	10	23	21	8	10	14	13	20	13	13	12	14	13	17	15	16	8	14
About the right level	27	26	63	6	39	17	50	7	27	29	24	28	23	24	32	32	19	24	32	22	27	21
Don't know	19	20	11	14	15	12	13	17	17	13	26	24	29	17	12	17	23	19	21	18	20	19
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	39	45	7	75	42	51	17	71	51	47	42	40	38	48	48	38	53	42	36	52	49	49
Too slowly	15	13	22	6	8	26	23	6	9	13	13	13	14	14	12	15	12	13	13	16	11	16
About the right pace	30	27	62	8	38	13	51	9	25	29	24	23	25	24	32	32	19	29	35	18	25	20
Don't know	16	16	8	11	12	10	9	14	15	10	20	24	23	14	7	15	16	16	17	14	15	16
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	57	57	42	69	56	79	52	69	58	59	56	40	52	68	56	54	62	60	55	57	61	52
Not having an impact on my life	31	31	51	24	41	17	39	23	33	31	31	38	30	22	39	36	24	28	32	31	30	33
Don't know	12	12	7	7	4	4	9	8	9	11	13	22	18	9	5	10	15	12	13	12	9	15
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	24	24	2	54	15	23	6	51	25	26	22	13	20	30	27	20	30	22	18	29	29	27
The last Labour government	36	34	82	4	42	39	72	4	29	37	32	35	29	31	42	41	24	35	40	28	33	31
Both	27	28	10	31	28	35	17	33	31	25	31	26	33	28	26	25	33	32	28	28	28	28
Neither	4	4	3	6	7	2	2	5	6	5	3	5	4	4	5	4	4	4	3	6	3	4
Don't know	9	9	3	5	8	1	3	6	9	6	12	22	15	7	1	9	9	7	11	10	7	10

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

Weighted Sample
Unweighted Sample

Local councils in many parts of Britain are cutting some of their services. Thinking about the area where you live, which of these statements comes closest to your view?

Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live

My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without

Neither - I am not aware of significant cuts to services in my area

Don't know

July 23 - 24

Aug 6-7

39	40	15	62	43	41	22	61	46	41	38	29	35	47	40	38	42	38	35	40	48	35
29	31	48	20	29	43	46	19	29	32	30	26	27	28	39	32	30	27	33	32	31	26
21	19	30	11	18	12	25	11	15	20	17	22	21	16	18	21	16	25	21	17	12	21
11	11	7	7	10	4	7	9	10	7	14	23	16	9	3	10	12	9	11	11	9	18

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	68	117
Male 25 to 39	188	241
Male 40 to 59	380	318
Male 60 +	270	239
Female 18 to 24	79	111
Female 25 to 39	252	239
Female 40 to 59	397	326
Female 60 +	250	292
Region		
North England	394	463
Midlands	242	309
East England	198	181
London	276	241
South England	515	431
Wales	99	94
Scotland	160	164
Social Grade		
AB	739	528
C1	553	546
C2	248	396
DE	344	414
Newspaper Type		
Express / Mail	318	301
Sun / Star	211	443
Mirror / Record	102	188
Guardian / Independent	139	85
FT / Times / Telegraph	141	179
Other Paper	277	217
No Paper	696	471
Political Party Identification		
Labour	655	612
Conservative	495	537
Liberal Democrat	167	226
SNP/Plaid Cymru	41	32
Others	114	24
None/ DK	412	452

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