

## YouGov / The Sun Survey Results

Sample Size: 1721 GB Adults  
Fieldwork: 10th - 11th 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	
<b>Weighted Sample</b>	<b>1721</b>	<b>419</b>	<b>529</b>	<b>130</b>	<b>178</b>	<b>531</b>	<b>424</b>	<b>331</b>	<b>836</b>	<b>885</b>	<b>203</b>	<b>439</b>	<b>589</b>	<b>491</b>	<b>981</b>	<b>740</b>	<b>220</b>	<b>559</b>	<b>368</b>	<b>423</b>	<b>150</b>	
Unweighted Sample	1721	424	519	90	220	551	430	317	834	887	149	403	681	488	1138	583	272	594	312	421	122	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	76	2	8	32	31	35	35	27	33	35	27	36	41	30	23	21
Lab	<b>40</b>	0	100	0	0	4	89	33	39	41	34	40	44	36	37	43	38	30	40	49	49
Lib Dem	<b>10</b>	0	0	100	0	0	2	42	10	10	13	11	9	8	12	7	11	10	11	11	1
Other	<b>19</b>	0	0	0	100	20	7	17	19	19	18	13	20	22	16	23	16	19	19	16	29

### Other Parties Voting Intention

UKIP	<b>13</b>	0	0	0	100	20	4	9	13	14	9	5	16	19	11	17	13	16	13	13	4
SNP / PCY	<b>2</b>	0	0	0	0	0	1	1	2	2	2	3	1	2	2	3	0	0	0	0	23
Green	<b>2</b>	0	0	0	0	0	1	5	2	3	4	3	1	1	3	2	1	2	5	1	1
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	0	2	1	1	0	1	0	1	1	0	0	1

### Non Voters

Would Not Vote	<b>9</b>	0	0	0	0	2	2	5	8	10	13	14	7	4	8	10	10	9	10	9	2
Don't know	<b>14</b>	0	0	0	0	13	8	22	8	20	15	12	14	16	13	15	13	14	12	13	21

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

	July 9-10	July 10-11																				
Approve	27	<b>27</b>	81	4	34	11	59	6	18	31	22	28	25	25	30	30	22	28	32	25	24	18
Disapprove	58	<b>58</b>	9	89	50	77	27	88	66	59	57	48	58	62	57	55	62	54	51	58	63	76
Don't know	15	<b>15</b>	11	7	16	12	14	6	16	9	21	25	17	13	12	14	16	18	17	17	13	6

Fieldwork: 10th - 11th July 2013

Weighted Sample  
Unweighted Sample

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
	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
1721	419	529	130	178	531	424	331	836	885	203	439	589	491	981	740	220	559	368	423	150
1721	424	519	90	220	551	430	317	834	887	149	403	681	488	1138	583	272	594	312	421	122
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

June 26-27  
July 10-11

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

Applies most to the Conservatives	26	26	83	4	3	28	67	4	6	28	25	25	24	23	33	29	23	24	32	26	23	19
Applies most to Labour	25	28	3	74	7	6	3	70	25	30	26	22	27	31	27	27	29	29	22	28	34	31
Applies most to the Liberal Democrats	11	12	3	5	83	4	2	3	43	13	10	12	14	11	11	14	8	12	13	11	12	8
Applies to none of them	24	22	5	12	5	56	19	17	19	20	23	21	18	25	22	19	26	23	19	21	22	32
Don't know	14	12	6	5	3	6	9	6	8	9	16	20	17	11	7	11	15	12	15	13	9	10

It is led by people of real ability

Applies most to the Conservatives	20	20	66	4	12	12	46	5	10	22	19	20	19	20	24	21	19	22	23	22	18	14
Applies most to Labour	13	15	2	43	7	3	1	41	14	16	15	13	13	18	14	14	17	19	11	15	20	13
Applies most to the Liberal Democrats	4	4	1	2	29	1	0	1	12	3	4	3	5	4	2	5	1	4	5	3	3	1
Applies to none of them	47	45	21	41	37	79	41	44	47	45	44	38	45	45	47	45	43	38	44	43	43	61
Don't know	16	16	10	10	16	5	11	9	18	14	19	27	18	14	13	14	19	17	17	18	15	11

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	45	44	82	27	42	45	69	28	41	46	42	45	40	47	44	43	46	44	46	38	45	49
Applies most to Labour	9	12	1	34	2	3	1	32	9	13	11	8	13	12	13	11	13	11	9	14	15	10
Applies most to the Liberal Democrats	4	4	2	2	33	2	1	2	14	4	4	3	4	5	3	6	2	6	6	4	1	1
Applies to none of them	26	27	9	28	18	48	21	29	27	27	27	23	25	28	30	29	25	28	24	30	26	32
Don't know	15	13	7	9	5	2	7	9	10	9	17	21	18	10	10	12	14	11	15	14	13	8

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	22	23	8	43	18	21	10	39	23	21	25	19	17	22	31	21	25	20	22	22	28	21
Applies most to Labour	25	25	51	7	46	32	45	10	27	27	23	17	27	24	28	28	21	25	28	29	21	14
Applies most to the Liberal Democrats	28	27	27	37	10	28	25	36	24	30	24	25	25	31	24	28	25	27	25	26	25	43
Applies to none of them	9	9	4	6	11	14	8	7	11	9	9	11	9	10	7	8	10	10	8	9	9	12
Don't know	17	16	10	7	14	6	12	8	14	13	19	27	22	12	11	14	19	18	18	15	16	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.
<b>Age and Gender</b>			
	Male 18 to 24	<b>62</b>	<b>107</b>
	Male 25 to 39	<b>193</b>	<b>220</b>
	Male 40 to 59	<b>338</b>	<b>291</b>
	Male 60 +	<b>241</b>	<b>219</b>
	Female 18 to 24	<b>88</b>	<b>102</b>
	Female 25 to 39	<b>210</b>	<b>219</b>
	Female 40 to 59	<b>343</b>	<b>298</b>
	Female 60 +	<b>246</b>	<b>267</b>
<b>Region</b>			
	North England	<b>421</b>	<b>423</b>
	Midlands	<b>233</b>	<b>282</b>
	East England	<b>142</b>	<b>165</b>
	London	<b>272</b>	<b>220</b>
	South England	<b>452</b>	<b>394</b>
	Wales	<b>79</b>	<b>86</b>
	Scotland	<b>122</b>	<b>150</b>
<b>Social Grade</b>			
	AB	<b>610</b>	<b>482</b>
	C1	<b>528</b>	<b>499</b>
	C2	<b>234</b>	<b>361</b>
	DE	<b>349</b>	<b>379</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>351</b>	<b>275</b>
	Sun / Star	<b>165</b>	<b>404</b>
	Mirror / Record	<b>94</b>	<b>172</b>
	Guardian / Independent	<b>124</b>	<b>77</b>
	FT / Times / Telegraph	<b>126</b>	<b>163</b>
	Other Paper	<b>218</b>	<b>198</b>
	No Paper	<b>643</b>	<b>430</b>
<b>Political Party Identification</b>			
	Labour	<b>564</b>	<b>559</b>
	Conservative	<b>507</b>	<b>490</b>
	Liberal Democrat	<b>115</b>	<b>207</b>
	SNP/Plaid Cymru	<b>19</b>	<b>29</b>
	Others	<b>122</b>	<b>22</b>
	None/ DK	<b>394</b>	<b>413</b>

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