

# YouGov / The Sun Survey Results

Sample Size: 1858 GB Adults  
Fieldwork: 20th - 21st 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	
<b>Weighted Sample</b>	<b>1858</b>	491	540	130	183	512	490	383	901	957	221	470	635	531	1059	799	238	604	398	457	162
<b>Unweighted Sample</b>	<b>1858</b>	450	550	131	214	510	480	418	884	974	154	427	741	536	1259	599	252	643	352	420	191
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>34</b>	100	0	0	0	78	5	13	37	31	39	32	35	33	37	30	31	42	41	27	15
Lab	<b>37</b>	0	100	0	0	1	84	35	33	42	33	46	38	32	33	43	42	29	35	46	43
Lib Dem	<b>9</b>	0	0	100	0	1	2	34	9	9	7	10	9	9	11	6	12	10	8	6	8
Other	<b>20</b>	0	0	0	100	21	10	18	21	18	22	13	18	26	19	21	15	19	17	20	33

## Other Parties Voting Intention

UKIP	<b>13</b>	0	0	0	100	20	6	7	16	10	12	4	13	18	12	14	8	14	12	17	3
SNP / PCY	<b>3</b>	0	0	0	0	0	2	4	3	3	3	4	2	4	3	4	2	0	1	0	28
Green	<b>3</b>	0	0	0	0	0	2	6	2	5	7	4	3	2	4	2	4	4	2	3	2
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1	1	0	1	0	0

## Non Voters

Would Not Vote	7	0	0	0	0	2	1	2	7	8	9	11	8	2	5	10	8	8	7	7	4
Don't know	15	0	0	0	0	9	11	21	12	18	21	17	15	11	14	16	15	13	18	16	14

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

	Aug 19-20	Aug 20-21	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
Approve	29	<b>30</b>	82	6	37	13	62	10	23	35	25	31	30	29	31	35	23	31	34	36	23	15
Disapprove	58	<b>55</b>	7	85	46	80	25	83	60	52	58	45	49	59	60	52	59	53	49	48	66	65
Don't know	13	<b>15</b>	11	8	17	7	13	7	17	13	17	24	21	13	9	13	17	15	16	16	11	20

Fieldwork: 20th - 21st August 2013

	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	
<b>Weighted Sample</b>	<b>1858</b>	491	540	130	183	512	490	383	901	957	221	470	635	531	1059	799	238	604	398	457	162	
Unweighted Sample	1858	450	550	131	214	510	480	418	884	974	154	427	741	536	1259	599	252	643	352	420	191	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 12-13	Aug 20-21																				
<b>Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?</b>																						
Strongly support	3	4	9	1	12	1	7	1	5	6	2	1	5	5	3	4	3	3	4	6	4	1
Tend to support	27	25	50	7	55	17	42	8	34	28	23	23	26	24	27	31	18	25	31	28	17	24
<b>TOTAL SUPPORT</b>	<b>30</b>	<b>29</b>	<b>59</b>	<b>8</b>	<b>67</b>	<b>18</b>	<b>49</b>	<b>9</b>	<b>39</b>	<b>34</b>	<b>25</b>	<b>24</b>	<b>31</b>	<b>29</b>	<b>30</b>	<b>35</b>	<b>21</b>	<b>28</b>	<b>35</b>	<b>34</b>	<b>21</b>	<b>25</b>
Tend to oppose	33	32	30	33	25	40	30	32	29	28	34	40	32	30	30	34	29	34	33	32	27	32
Strongly oppose	26	28	6	56	7	39	15	54	21	30	27	16	21	33	35	22	37	25	22	22	41	37
<b>TOTAL OPPOSE</b>	<b>59</b>	<b>60</b>	<b>36</b>	<b>89</b>	<b>32</b>	<b>79</b>	<b>45</b>	<b>86</b>	<b>50</b>	<b>58</b>	<b>61</b>	<b>56</b>	<b>53</b>	<b>63</b>	<b>65</b>	<b>56</b>	<b>66</b>	<b>59</b>	<b>55</b>	<b>54</b>	<b>68</b>	<b>69</b>
Don't know	11	11	5	3	1	3	6	5	9	7	14	19	16	8	5	9	13	13	10	12	11	6

	Aug 18-19	Aug 20-21																				
<b>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?</b>																						
Good for the economy	40	40	83	12	49	43	74	14	38	45	35	37	36	38	46	46	32	37	44	46	34	28
Bad for the economy	48	42	4	77	35	45	12	75	46	42	43	36	41	44	44	40	46	42	35	38	51	58
Don't know	12	18	13	11	16	12	14	11	17	13	22	28	22	18	11	15	22	21	21	16	15	15
<b>Being done fairly or unfairly?</b>																						
Fairly	29	29	72	6	34	24	61	8	24	34	24	26	30	27	31	34	22	24	33	33	26	17
Unfairly	59	56	13	87	53	68	25	84	63	54	57	46	51	60	59	52	61	56	49	51	64	67
Don't know	12	16	15	7	12	8	14	8	12	12	19	28	19	14	10	14	17	20	18	16	10	16
<b>Necessary or unnecessary?</b>																						
Necessary	56	56	93	30	69	64	90	29	58	59	52	55	55	54	59	64	45	48	62	62	48	49
Unnecessary	31	29	3	54	21	27	4	54	27	28	29	23	28	31	29	25	34	31	21	25	37	38
Don't know	13	16	3	16	10	9	6	17	15	12	19	22	18	15	12	12	21	21	17	13	15	14
<b>Too deep, too shallow or at about the right level?</b>																						
Too deep	41	38	8	68	26	46	16	66	43	38	38	22	31	45	43	35	43	36	32	35	47	47
Too shallow	13	13	17	11	16	19	18	10	11	14	12	13	19	10	12	15	12	16	12	15	11	16
About the right level	29	29	64	7	42	21	53	10	28	33	24	31	26	28	30	34	22	25	34	33	24	18
Don't know	16	20	11	15	16	15	13	14	19	14	26	34	24	17	14	17	24	23	22	17	19	19

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

	Aug 18-19	Aug 20-21																				
<b>Being done too quickly, too slowly, or at about the right pace?</b>																						
Too quickly	45	43	10	73	32	48	17	70	47	43	42	32	35	50	45	39	47	43	35	35	54	55
Too slowly	13	13	17	8	21	21	18	8	11	14	12	11	18	10	13	14	12	15	12	16	10	13
About the right pace	29	29	66	8	36	22	55	12	29	33	25	28	28	27	31	34	22	25	35	33	22	20
Don't know	14	16	7	11	11	10	9	10	12	10	21	29	19	13	11	14	19	17	18	16	13	11
<b>Having an impact on your own life, or not having an impact on your own life?</b>																						
Having an impact on my life	61	57	46	69	52	64	49	69	56	57	58	43	50	66	60	53	63	54	54	55	64	62
Not having an impact on my life	29	30	44	23	38	26	41	23	34	34	27	34	36	23	31	36	22	34	29	34	27	27
Don't know	11	13	10	8	10	10	10	9	10	9	16	22	15	11	9	11	15	11	17	11	9	11
<b>And who do you think is most to blame for the current spending cuts?</b>																						
The Conservative-Liberal Democrat coalition	25	25	2	57	18	19	4	50	31	25	26	18	25	27	27	22	30	26	20	22	31	35
The last Labour government	35	36	84	2	47	54	80	7	30	44	29	37	31	35	42	42	28	30	42	42	31	22
Both	29	26	8	29	22	23	13	30	29	20	31	16	26	30	24	25	26	28	24	26	25	30
Neither	5	4	2	5	9	2	2	5	5	4	4	6	4	4	4	4	4	5	4	4	4	4
Don't know	7	9	4	7	3	1	2	8	5	7	10	24	13	4	3	6	13	11	10	5	9	10

	Aug 6-7	Aug 20-21																				
<b>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?</b>																						
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	40	39	17	63	41	36	18	60	46	40	38	40	33	42	41	37	41	34	36	37	48	36
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	31	32	53	17	35	37	53	22	26	34	30	19	32	33	35	33	30	23	31	36	32	33
Neither - I am not aware of significant cuts to services in my area	19	18	21	11	17	22	24	9	19	17	19	23	17	14	21	19	16	21	22	16	10	24
Don't know	11	11	9	9	7	5	5	9	9	10	13	18	18	11	3	10	13	22	10	11	10	6

## 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>57</b>	<b>111</b>
	Male 25 to 39	<b>186</b>	<b>234</b>
	Male 40 to 59	<b>348</b>	<b>314</b>
	Male 60 +	<b>293</b>	<b>242</b>
	Female 18 to 24	<b>97</b>	<b>110</b>
	Female 25 to 39	<b>241</b>	<b>236</b>
	Female 40 to 59	<b>393</b>	<b>321</b>
	Female 60 +	<b>243</b>	<b>290</b>
<b>Region</b>			
	North England	<b>420</b>	<b>457</b>
	Midlands	<b>261</b>	<b>305</b>
	East England	<b>212</b>	<b>178</b>
	London	<b>252</b>	<b>238</b>
	South England	<b>431</b>	<b>425</b>
	Wales	<b>91</b>	<b>93</b>
	Scotland	<b>191</b>	<b>162</b>
<b>Social Grade</b>			
	AB	<b>750</b>	<b>520</b>
	C1	<b>509</b>	<b>539</b>
	C2	<b>257</b>	<b>390</b>
	DE	<b>342</b>	<b>409</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>369</b>	<b>297</b>
	Sun / Star	<b>174</b>	<b>437</b>
	Mirror / Record	<b>102</b>	<b>186</b>
	Guardian / Independent	<b>123</b>	<b>84</b>
	FT / Times / Telegraph	<b>145</b>	<b>177</b>
	Other Paper	<b>224</b>	<b>214</b>
	No Paper	<b>721</b>	<b>465</b>
<b>Political Party Identification</b>			
	Labour	<b>624</b>	<b>595</b>
	Conservative	<b>486</b>	<b>520</b>
	Liberal Democrat	<b>183</b>	<b>204</b>
	SNP/Plaid Cymru	<b>46</b>	<b>32</b>
	Others	<b>130</b>	<b>43</b>
	None/ DK	<b>389</b>	<b>465</b>

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