

YouGov / The Sun Survey Results

Sample Size: 1735 GB Adults
Fieldwork: 7th - 8th 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	1735	448	499	122	154	517	399	366	843	892	210	442	593	489	989	746	222	564	371	427	151	
Unweighted Sample	1735	435	510	107	190	522	421	371	802	933	131	434	678	492	1176	559	245	603	343	396	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	34	100	0	0	0	82	5	12	32	37	31	34	31	38	37	30	31	48	28	28	18
Lab	38	0	100	0	0	3	84	37	35	41	38	42	41	31	36	41	42	25	42	50	38
Lib Dem	9	0	0	100	0	1	3	33	10	9	6	10	11	8	11	7	11	11	10	6	7
Other	19	0	0	0	100	14	8	18	24	14	25	14	17	23	17	21	15	17	20	16	37

Other Parties Voting Intention

UKIP	12	0	0	0	100	13	6	9	14	9	5	7	11	19	10	14	11	11	15	13	3
SNP / PCY	4	0	0	0	0	1	1	5	5	2	6	3	4	3	4	3	0	0	2	1	34
Green	2	0	0	0	0	0	0	3	3	2	9	2	1	1	2	3	2	4	2	1	0
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	1	0	0	0	0	0	0	0	1	1	4	1	0	1	1	1	2	2	0	1	0

Non Voters

Would Not Vote	9	0	0	0	0	2	3	3	8	9	12	12	9	3	7	10	14	8	9	6	7
Don't know	16	0	0	0	0	16	7	20	11	20	16	14	17	15	13	19	17	15	14	17	14

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

Aug 6-7 Aug 7-8

Approve	27	30	82	5	37	10	62	9	23	34	27	32	31	26	34	34	25	29	38	27	27	21
Disapprove	57	55	7	87	46	83	24	83	63	55	54	38	53	59	57	51	59	56	45	56	60	68
Don't know	16	15	12	8	17	6	14	8	14	11	19	30	17	14	8	14	16	14	17	17	13	11

Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...

Aug 6-7 Aug 7-8

Good or bad for the economy?

Good for the economy	38	40	87	16	45	29	75	22	33	41	40	43	38	37	45	45	34	39	49	41	33	29
Bad for the economy	46	45	7	75	46	58	15	70	53	46	43	29	44	49	47	41	50	47	36	46	50	57
Don't know	16	15	6	9	9	13	10	8	15	12	17	28	18	14	8	14	16	14	14	14	17	14

Being done fairly or unfairly?

Fairly	26	29	74	6	31	18	61	11	20	30	27	27	28	24	36	33	23	26	37	26	24	25
Unfairly	58	58	16	89	58	76	27	83	66	59	56	50	54	62	58	54	62	62	47	61	62	68
Don't know	16	14	10	5	11	5	12	6	14	10	17	23	17	13	7	13	15	11	16	14	14	7

Fieldwork: 7th - 8th 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	
Weighted Sample	1735	448	499	122	154	517	399	366	843	892	210	442	593	489	989	746	222	564	371	427	151	
Unweighted Sample	1735	435	510	107	190	522	421	371	802	933	131	434	678	492	1176	559	245	603	343	396	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 6-7	Aug 7-8																				
Necessary or unnecessary?																						
Necessary	55	56	96	30	71	48	88	35	50	56	57	58	56	55	58	62	49	57	63	58	50	44
Unnecessary	29	31	2	59	24	40	6	54	36	35	27	20	27	34	34	26	37	32	21	29	39	45
Don't know	16	13	2	11	5	11	6	11	13	9	16	22	16	11	9	12	15	11	15	13	11	12
Too deep, too shallow or at about the right level?																						
Too deep	40	40	9	69	40	52	17	67	49	44	36	19	35	46	45	36	44	38	32	44	45	45
Too shallow	14	13	17	12	7	18	16	10	10	14	13	25	11	13	10	14	12	14	12	14	11	18
About the right level	26	30	69	8	35	19	57	10	22	30	30	30	30	25	37	34	25	28	38	30	25	17
Don't know	20	17	5	12	19	11	10	14	19	13	21	27	24	15	9	16	19	20	17	13	19	20
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	45	43	12	74	45	51	19	70	51	46	41	28	41	48	46	40	47	46	32	47	50	51
Too slowly	13	16	23	11	11	20	21	11	13	16	16	25	16	15	13	17	15	17	17	15	15	15
About the right pace	27	27	59	7	34	21	51	11	21	28	26	23	25	25	33	31	22	24	34	25	23	19
Don't know	16	14	5	7	11	8	10	9	15	11	17	23	19	12	7	12	16	13	16	13	12	15
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	57	60	44	74	58	70	49	74	64	60	59	46	54	66	63	56	65	60	57	62	63	55
Not having an impact on my life	31	30	49	22	35	24	42	21	28	30	31	31	33	27	31	34	25	31	31	29	27	37
Don't know	12	10	7	5	6	5	9	5	8	10	10	23	13	8	6	10	10	9	12	10	10	8
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	24	26	2	61	17	25	5	51	33	29	24	21	23	31	27	23	31	26	19	26	37	27
The last Labour government	34	35	86	4	32	38	79	7	26	36	35	31	32	33	43	39	31	30	42	34	32	28
Both	28	26	8	28	36	32	12	33	28	23	29	26	29	26	24	27	25	30	23	31	21	35
Neither	4	5	2	5	12	4	2	5	7	5	5	4	5	5	5	5	4	4	8	3	4	4
Don't know	9	7	1	3	2	2	2	3	6	7	8	18	12	5	1	6	9	10	8	7	6	6

Fieldwork: 7th - 8th 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	
Weighted Sample	1735	448	499	122	154	517	399	366	843	892	210	442	593	489	989	746	222	564	371	427	151	
Unweighted Sample	1735	435	510	107	190	522	421	371	802	933	131	434	678	492	1176	559	245	603	343	396	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 24-25

Aug 7-8

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	29	82	5	4	19	68	11	12	29	28	28	25	25	37	31	25	27	33	28	28	20
Applies most to Labour	28	28	2	71	8	9	5	61	24	29	27	34	27	28	26	26	30	28	23	29	30	34
Applies most to the Liberal Democrats	11	11	3	5	76	4	2	5	33	12	10	7	12	12	9	12	8	11	11	12	10	5
Applies to none of them	21	21	8	11	11	61	17	16	19	22	20	11	20	23	23	19	23	24	18	21	19	31
Don't know	13	12	5	7	2	6	8	6	12	9	16	21	15	13	5	11	14	11	15	10	14	9

It is led by people of real ability

Applies most to the Conservatives	20	22	64	4	10	12	51	7	10	22	22	18	21	19	27	23	19	20	26	21	20	15
Applies most to Labour	15	14	1	37	4	5	1	33	10	14	14	23	14	12	12	12	16	12	10	14	16	22
Applies most to the Liberal Democrats	5	4	2	2	31	0	1	2	12	4	4	2	5	4	4	5	3	7	5	4	3	3
Applies to none of them	44	44	22	44	41	77	36	44	52	47	41	33	40	48	47	44	43	48	40	47	40	52
Don't know	17	17	11	14	14	6	11	14	16	13	20	24	20	17	10	15	18	14	18	14	21	9

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	45	50	84	36	46	46	74	40	42	50	49	47	47	48	56	50	50	49	55	49	47	42
Applies most to Labour	12	10	1	26	2	4	1	24	8	11	9	17	10	9	7	10	10	8	9	11	11	8
Applies most to the Liberal Democrats	4	4	2	3	24	1	2	3	9	4	4	4	3	5	4	5	3	4	4	4	4	6
Applies to none of them	24	23	8	25	21	44	17	25	26	26	21	13	23	27	24	24	23	28	18	26	22	34
Don't know	14	13	4	11	7	6	6	8	15	8	17	19	16	12	9	12	14	12	14	10	15	11

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

Applies most to the Conservatives	23	22	6	38	25	32	10	37	23	23	20	21	16	24	24	20	24	15	19	21	30	23
Applies most to Labour	28	25	49	8	47	21	42	12	26	25	25	17	25	26	27	27	22	21	27	26	21	29
Applies most to the Liberal Democrats	25	30	32	39	11	21	29	36	25	33	26	34	32	26	30	29	30	38	29	35	23	28
Applies to none of them	8	8	4	8	6	15	7	6	10	9	8	2	8	9	10	8	9	11	7	8	9	8
Don't know	16	15	10	8	11	10	12	9	15	10	21	25	19	15	9	15	15	15	17	11	18	12

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	50	108
Male 25 to 39	187	222
Male 40 to 59	313	293
Male 60 +	252	220
Female 18 to 24	81	102
Female 25 to 39	247	220
Female 40 to 59	365	300
Female 60 +	240	269
Region		
North England	396	427
Midlands	252	285
East England	188	167
London	245	222
South England	415	397
Wales	91	87
Scotland	148	151
Social Grade		
AB	683	486
C1	493	503
C2	240	364
DE	319	382
Newspaper Type		
Express / Mail	341	278
Sun / Star	178	408
Mirror / Record	100	174
Guardian / Independent	135	78
FT / Times / Telegraph	119	165
Other Paper	253	200
No Paper	609	434
Political Party Identification		
Labour	577	564
Conservative	500	494
Liberal Democrat	142	208
SNP/Plaid Cymru	39	29
Others	113	23
None/ DK	364	416

YouGov is a member of the British Polling Council and abides by its rules.

yougov.co.uk

© 2013 YouGov Plc. All Rights Reserved