

# YouGov / The Sun Survey Results

Sample Size: 1995 GB Adults  
Fieldwork: 31st July - 1st 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>1995</b>	514	610	158	163	603	540	408	970	1025	241	509	682	563	1137	858	255	648	427	491	174
Unweighted Sample	1995	469	648	145	189	567	558	420	955	1040	154	487	825	529	1316	679	313	621	388	460	213
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	34	100	0	0	0	77	4	13	35	32	37	29	34	36	37	29	36	42	38	22	21
Lab	40	0	100	0	0	5	85	30	37	43	35	48	40	35	37	44	38	30	40	52	41
Lib Dem	10	0	0	100	0	2	4	38	11	10	13	14	8	10	13	7	12	9	10	9	14
Other	16	0	0	0	100	15	7	18	17	16	15	10	18	20	14	20	14	19	12	16	23

## Other Parties Voting Intention

UKIP	11	0	0	0	100	13	5	8	12	10	4	4	13	15	7	15	9	16	7	10	6
Green	3	0	0	0	0	1	1	7	2	4	5	4	2	1	3	3	4	2	2	3	2
SNP / PCY	2	0	0	0	0	1	0	2	3	1	6	1	2	2	3	1	0	0	2	2	15
BNP	0	0	0	0	0	1	0	0	1	0	0	1	1	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	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0	1	1	0	1	0	0

## Non Voters

Would Not Vote	7	0	0	0	0	4	2	5	8	7	12	11	7	4	7	8	4	9	8	6	11
Don't know	16	0	0	0	0	12	11	23	11	20	13	20	16	12	14	18	18	17	15	14	14

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

	July 30-31	July 31-Aug 1																				
Approve	29	28	79	6	28	11	58	9	18	32	24	22	27	28	32	30	25	31	31	29	23	24
Disapprove	55	55	8	86	54	79	28	79	66	55	56	50	51	58	58	53	58	49	53	56	61	56
Don't know	16	16	13	8	18	10	14	12	17	13	19	28	21	13	10	16	17	20	16	15	16	21

Fieldwork: 31st July - 1st August 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	
<b>1995</b>	514	610	158	163		603	540	408	970	1025	241	509	682	563	1137	858	255	648	427	491	174	
<b>1995</b>	469	648	145	189		567	558	420	955	1040	154	487	825	529	1316	679	313	621	388	460	213	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 17-18  
July 31 - Aug 1

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	35	<b>33</b>	6	61	42	24	7	56	46	36	31	37	35	35	27	33	33	33	29	30	39	38
Applies most to Labour	31	<b>29</b>	59	6	35	44	54	8	25	33	26	18	25	31	35	32	26	27	34	31	23	26
Applies most to the Liberal Democrats	11	<b>12</b>	15	14	4	19	18	14	7	13	12	11	7	13	17	11	14	16	11	13	13	9
Applies to none of them	8	<b>11</b>	12	10	8	8	13	10	10	9	14	14	10	10	12	11	12	9	11	15	9	10
Don't know	15	<b>14</b>	8	10	11	5	9	11	12	10	18	19	24	10	8	13	16	14	15	11	15	15

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

Applies most to the Conservatives	24	<b>22</b>	62	3	9	22	50	6	8	23	21	17	17	22	28	23	21	22	27	22	17	16
Applies most to Labour	29	<b>29</b>	3	68	22	17	8	59	27	29	30	30	26	29	32	28	31	30	23	33	35	27
Applies most to the Liberal Democrats	17	<b>15</b>	14	8	56	6	12	9	33	18	13	15	17	16	13	19	11	20	13	14	16	19
Applies to none of them	19	<b>21</b>	11	15	6	48	20	19	22	21	21	18	18	24	21	20	22	16	21	21	22	24
Don't know	12	<b>13</b>	9	5	7	6	10	7	11	10	15	19	21	9	6	11	15	12	15	10	11	14

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

Applies most to the Conservatives	20	<b>17</b>	49	3	14	10	36	6	10	20	15	16	17	16	20	19	15	18	20	17	14	17
Applies most to Labour	18	<b>19</b>	5	45	17	7	4	40	18	20	18	19	18	20	18	17	21	18	16	19	23	17
Applies most to the Liberal Democrats	6	<b>6</b>	4	5	22	6	7	3	10	7	6	4	9	7	5	8	5	7	6	7	7	5
Applies to none of them	41	<b>42</b>	29	38	35	67	40	40	48	41	42	41	33	46	44	43	40	41	38	45	44	44
Don't know	15	<b>16</b>	14	9	12	10	13	10	14	11	20	20	23	11	12	13	19	15	20	13	12	17

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

Applies most to the Conservatives	48	<b>51</b>	22	79	58	50	28	73	63	51	51	49	43	57	52	49	53	47	46	53	56	56
Applies most to Labour	22	<b>21</b>	45	6	17	28	39	7	14	23	18	21	18	20	24	23	17	23	22	24	19	11
Applies most to the Liberal Democrats	8	<b>8</b>	11	5	12	6	11	6	6	8	7	6	11	6	8	9	6	10	8	7	7	10
Applies to none of them	7	<b>8</b>	10	5	9	13	10	7	7	8	8	6	7	9	9	7	9	8	9	6	9	9
Don't know	14	<b>12</b>	12	4	4	4	11	6	11	9	15	18	20	9	7	11	14	12	16	10	10	13

## 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>69</b>	<b>124</b>
	Male 25 to 39	<b>201</b>	<b>255</b>
	Male 40 to 59	<b>402</b>	<b>337</b>
	Male 60 +	<b>283</b>	<b>253</b>
	Female 18 to 24	<b>85</b>	<b>118</b>
	Female 25 to 39	<b>286</b>	<b>253</b>
	Female 40 to 59	<b>423</b>	<b>345</b>
	Female 60 +	<b>246</b>	<b>309</b>
<b>Region</b>			
	North England	<b>460</b>	<b>491</b>
	Midlands	<b>277</b>	<b>327</b>
	East England	<b>177</b>	<b>192</b>
	London	<b>313</b>	<b>255</b>
	South England	<b>444</b>	<b>457</b>
	Wales	<b>111</b>	<b>100</b>
	Scotland	<b>213</b>	<b>174</b>
<b>Social Grade</b>			
	AB	<b>711</b>	<b>559</b>
	C1	<b>605</b>	<b>579</b>
	C2	<b>289</b>	<b>419</b>
	DE	<b>390</b>	<b>439</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>382</b>	<b>319</b>
	Sun / Star	<b>170</b>	<b>469</b>
	Mirror / Record	<b>93</b>	<b>200</b>
	Guardian / Independent	<b>162</b>	<b>90</b>
	FT / Times / Telegraph	<b>143</b>	<b>190</b>
	Other Paper	<b>280</b>	<b>229</b>
	No Paper	<b>765</b>	<b>499</b>
<b>Political Party Identification</b>			
	Labour	<b>689</b>	<b>648</b>
	Conservative	<b>530</b>	<b>569</b>
	Liberal Democrat	<b>185</b>	<b>239</b>
	SNP/Plaid Cymru	<b>48</b>	<b>34</b>
	Others	<b>117</b>	<b>26</b>
	None/ DK	<b>426</b>	<b>479</b>

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