

YouGov / The Sun Survey Results

Sample Size: 1701 GB Adults
Fieldwork: 14th - 15th 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		
Weighted Sample	1701	406	528	142	147	519	422	359	827	874	206	434	582	480	970	731	218	553	364	418	148	
Unweighted Sample	1701	404	504	131	171	514	423	369	778	923	118	479	659	445	1159	542	324	505	327	353	192	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	74	4	11	28	34	19	34	27	37	37	22	33	39	27	26	18
Lab	40	0	100	0	0	4	88	35	41	38	62	40	40	32	34	48	39	30	43	51	40
Lib Dem	11	0	0	100	0	1	2	39	9	12	2	14	13	9	13	8	16	13	10	7	5
Other	19	0	0	0	100	21	6	16	22	15	17	12	20	23	16	22	12	17	20	16	37

Other Parties Voting Intention

UKIP	11	0	0	0	100	17	2	8	14	8	6	7	13	14	10	13	9	12	15	11	3
SNP / PCY	4	0	0	0	0	1	2	2	4	3	2	2	3	6	3	5	0	0	3	0	32
Green	2	0	0	0	0	1	1	4	1	3	5	2	1	1	2	1	1	3	2	1	1
BNP	2	0	0	0	0	1	1	2	2	1	3	0	2	1	1	2	1	2	0	3	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	1	1	0	1	0	0	0	1	1	1	1	1	0	0	1	1

Non Voters

Would Not Vote	8	0	0	0	0	4	2	4	8	8	21	11	5	3	7	10	9	9	9	7	5
Don't know	14	0	0	0	0	11	10	19	8	20	10	18	13	14	13	16	13	14	16	15	11

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

	July 11-12	July 14-15																				
Approve	24	25	70	5	35	10	53	4	19	26	24	16	30	24	26	30	19	32	29	27	19	16
Disapprove	62	58	15	89	43	76	32	88	58	59	56	64	46	62	59	52	65	54	51	56	64	72
Don't know	13	17	15	6	22	14	15	8	22	14	20	20	23	13	15	18	15	14	20	17	17	12

Fieldwork: 14th - 15th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

June 30 - July 14-
July 1 15

Here is a list of problems facing the country.
Could you say for each of them which political party you think would handle the problem best?

National Health Service

Conservative	24	22	74	1	13	18	53	3	9	24	21	14	20	22	28	26	17	24	28	21	19	14
Labour	34	34	3	84	26	10	5	73	38	40	29	39	28	37	34	33	36	35	28	35	38	41
Liberal Democrat	6	6	1	1	49	1	2	1	19	6	6	5	8	6	5	7	4	9	7	4	5	5
Other	6	6	1	1	0	33	6	4	3	7	4	7	3	6	8	4	7	3	4	5	8	11
None	14	14	10	6	5	27	18	9	13	13	15	9	14	14	16	13	15	14	14	13	15	13
Don't know	17	18	11	7	8	12	16	10	17	10	25	26	28	15	9	16	20	14	19	22	15	16

June 30 - July 14-
July 1 15

Asylum and immigration

Conservative	27	29	73	11	31	4	52	14	24	29	28	18	26	29	35	33	23	30	30	29	26	27
Labour	16	18	4	47	10	0	3	40	17	20	16	26	20	17	14	17	20	22	15	18	19	21
Liberal Democrat	6	6	1	4	40	0	1	2	17	7	5	10	7	5	5	7	4	9	8	3	4	7
Other	17	16	7	7	4	76	19	10	11	19	12	11	11	18	18	13	19	13	15	16	16	18
None	16	15	10	15	6	15	16	16	14	14	16	8	12	17	18	14	16	14	13	15	18	13
Don't know	18	17	6	16	9	5	9	17	16	12	22	27	24	14	10	16	18	11	18	20	17	15

Law and order

Conservative	34	30	81	7	27	22	63	8	23	33	27	14	26	29	42	36	22	31	35	30	25	28
Labour	21	23	3	62	14	1	3	55	20	26	21	27	21	25	20	22	25	26	16	24	30	25
Liberal Democrat	5	6	0	5	43	0	0	3	18	7	5	13	6	6	3	6	6	9	9	2	4	7
Other	9	9	3	3	3	53	9	6	6	11	7	8	6	10	11	7	12	7	7	11	10	12
None	13	12	5	9	4	15	12	12	11	11	13	8	11	14	12	11	14	12	12	10	15	10
Don't know	18	20	8	14	9	9	12	16	22	12	27	31	29	16	11	18	22	16	21	22	18	18

Education and schools

Conservative	26	25	77	2	11	26	58	4	12	26	23	15	21	24	32	28	20	24	30	21	23	19
Labour	31	30	3	78	13	6	5	69	28	35	26	36	28	34	27	30	31	35	25	32	32	36
Liberal Democrat	8	10	6	2	64	3	6	1	30	10	10	8	10	10	10	11	8	10	11	9	9	6
Other	6	6	1	1	2	36	5	4	3	7	5	7	2	6	8	4	8	4	4	7	6	11
None	11	11	5	6	4	16	12	10	10	10	12	8	11	11	13	10	13	11	12	10	12	11
Don't know	17	18	8	10	7	13	15	12	16	12	24	26	28	15	10	16	21	16	19	21	17	16

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Unweighted Sample		1701	404	504	131	171	514	423	369	778	923	118	479	659	445	1159	542	324	505	327	353	192	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		June 30 - July 1	July 14-15																				
Taxation																							
	Conservative	27	28	83	5	18	19	63	7	17	29	27	19	24	27	36	32	23	29	32	29	24	21
	Labour	25	26	2	70	14	2	3	60	25	29	23	31	22	28	25	25	27	30	21	29	27	28
	Liberal Democrat	8	7	3	2	57	1	3	2	24	8	7	4	8	9	6	9	5	8	10	6	6	6
	Other	7	7	2	2	0	47	7	5	4	10	5	7	5	8	10	5	11	5	7	7	8	13
	None	15	14	4	11	4	19	12	14	13	13	14	12	13	14	15	12	16	12	13	9	17	17
	Don't know	19	18	6	10	7	12	13	13	17	11	24	27	28	14	8	17	18	17	17	20	18	15
Unemployment																							
	Conservative	24	24	73	3	13	17	56	4	12	25	24	12	22	24	31	26	22	24	28	25	21	16
	Labour	29	30	6	73	19	7	7	63	32	35	25	36	27	32	28	30	31	34	27	29	31	34
	Liberal Democrat	5	7	3	2	50	1	2	2	21	7	7	5	8	8	5	7	6	7	9	5	6	7
	Other	7	7	1	1	1	44	7	4	4	9	5	7	3	7	9	5	9	4	5	8	8	11
	None	16	14	8	10	4	21	15	13	11	13	14	10	13	13	17	13	14	14	13	10	18	13
	Don't know	19	19	9	11	13	10	14	14	20	11	26	30	27	15	10	19	19	17	18	22	17	19
The economy in general																							
	Conservative	29	30	89	2	21	23	68	5	19	31	29	18	28	29	39	34	25	31	36	33	24	18
	Labour	24	25	0	73	7	2	3	61	22	30	21	30	22	26	25	23	29	30	19	24	31	31
	Liberal Democrat	4	5	0	1	48	0	1	1	18	6	5	4	6	7	4	7	4	5	7	4	5	6
	Other	7	7	1	1	1	42	6	4	3	8	5	8	4	7	8	6	8	3	5	7	8	11
	None	15	13	4	10	6	20	11	14	14	12	14	11	12	15	14	12	15	14	12	12	15	14
	Don't know	20	19	6	12	17	13	11	15	23	12	26	30	28	17	10	19	19	17	20	21	18	20
Europe																							
	Conservative	21	20	62	5	11	4	44	9	10	20	21	9	19	22	25	24	15	24	23	19	19	16
	Labour	19	19	1	52	9	1	2	44	17	22	16	23	18	19	18	19	19	26	13	20	21	24
	Liberal Democrat	7	9	2	7	60	0	2	5	26	10	8	12	9	9	8	11	6	11	13	6	6	10
	Other	18	16	14	5	2	79	23	10	11	20	12	11	10	19	20	14	18	10	17	18	14	20
	None	14	14	7	13	6	11	14	14	12	14	14	9	12	15	16	11	18	13	13	12	17	13
	Don't know	21	22	13	18	12	5	16	18	23	13	30	35	31	17	13	20	23	16	21	26	24	17

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	46	105
	Male 25 to 39	206	218
	Male 40 to 59	322	287
	Male 60 +	204	216
	Female 18 to 24	72	100
	Female 25 to 39	273	216
	Female 40 to 59	337	294
	Female 60 +	241	264
Region			
	North England	353	418
	Midlands	244	279
	East England	155	163
	London	324	218
	South England	350	390
	Wales	83	85
	Scotland	192	148
Social Grade			
	AB	628	476
	C1	531	493
	C2	251	357
	DE	291	374
Newspaper Type			
	Express / Mail	318	272
	Sun / Star	167	400
	Mirror / Record	100	170
	Guardian / Independent	104	77
	FT / Times / Telegraph	104	162
	Other Paper	258	196
	No Paper	650	425
Political Party Identification			
	Labour	540	553
	Conservative	487	485
	Liberal Democrat	162	204
	SNP/Plaid Cymru	39	29
	Others	94	22
	None/ DK	379	408

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