

YouGov / The Sun Survey Results

Sample Size: 1871 GB Adults
Fieldwork: 21st - 22nd 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	1871	465	562	151	147	562	446	421	909	962	226	477	640	528	1066	805	239	608	399	461	163	
Unweighted Sample	1871	445	558	112	193	579	450	416	875	996	160	425	747	539	1222	649	241	661	370	439	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	77	4	10	32	33	30	27	32	38	38	25	31	41	34	26	18
Lab	39	0	100	0	0	4	83	37	41	37	48	43	39	33	33	47	34	29	41	53	39
Lib Dem	11	0	0	100	0	1	4	33	11	10	10	13	9	10	14	6	16	14	8	6	9
Other	18	0	0	0	100	18	9	20	16	20	12	17	19	19	15	22	19	16	16	15	33

Other Parties Voting Intention

UKIP	10	0	0	0	100	16	5	8	9	11	2	6	10	16	7	14	13	12	10	10	1
SNP / PCY	3	0	0	0	0	1	2	1	3	3	3	2	5	2	3	4	0	0	1	0	29
Green	2	0	0	0	0	0	1	6	2	3	4	5	2	0	3	1	5	3	2	1	1
BNP	1	0	0	0	0	1	0	1	0	1	2	0	1	0	0	2	0	1	1	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	1	1	3	2	1	0	4	1	0	1	1	0	1	1	3	2

Non Voters

Would Not Vote	9	0	0	0	0	3	3	6	9	9	23	11	6	4	8	10	6	10	8	9	8
Don't know	14	0	0	0	0	12	10	17	10	19	12	18	14	13	14	15	17	15	13	15	10

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

	Aug 20-21	Aug 21-22																				
Approve	30	28	78	7	39	11	57	10	23	33	24	21	26	29	33	33	22	30	35	27	23	21
Disapprove	55	57	11	87	46	80	29	84	65	58	57	52	57	60	57	53	64	53	51	60	63	68
Don't know	15	14	11	6	15	9	14	6	12	9	19	26	17	11	10	14	14	17	15	13	14	12

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	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	1871	465	562	151	147	562	446	421	909	962	226	477	640	528	1066	805	239	608	399	461	163	
Unweighted Sample	1871	445	558	112	193	579	450	416	875	996	160	425	747	539	1222	649	241	661	370	439	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 20-21	Aug 21-22																				
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?																						
Good for the economy	40	39	82	12	56	44	72	14	33	44	34	26	39	37	47	45	31	48	48	35	30	28
Bad for the economy	42	45	10	76	34	41	16	75	52	46	44	51	39	49	44	40	53	33	36	52	52	62
Don't know	18	16	8	11	10	15	11	11	16	10	21	22	23	14	9	15	17	18	16	13	18	11
Being done fairly or unfairly?																						
Fairly	29	28	72	7	37	25	59	8	20	33	24	18	26	27	37	33	22	30	36	28	21	18
Unfairly	56	58	16	89	52	63	28	85	69	58	58	55	55	61	57	52	66	50	49	62	64	74
Don't know	16	14	12	5	11	12	14	7	10	10	18	27	19	12	6	15	13	20	15	10	15	9
Necessary or unnecessary?																						
Necessary	56	54	94	28	73	61	85	29	50	58	51	49	53	52	60	61	45	56	63	53	45	46
Unnecessary	29	30	3	58	18	28	8	58	32	32	28	25	27	34	30	25	37	25	21	36	37	40
Don't know	16	16	3	14	10	11	8	13	19	10	21	25	20	14	10	14	18	19	16	11	17	14
Too deep, too shallow or at about the right level?																						
Too deep	38	41	8	73	27	42	17	68	48	44	37	32	39	44	42	35	47	34	32	44	45	59
Too shallow	13	14	18	8	17	24	18	11	10	15	12	13	15	14	12	16	10	15	14	15	13	9
About the right level	29	27	64	8	39	16	52	10	20	29	25	22	23	25	35	31	21	26	34	26	20	21
Don't know	20	19	9	11	17	18	13	12	22	12	26	33	23	18	11	18	21	25	19	15	22	11
Being done too quickly, too slowly, or at about the right pace?																						
Too quickly	45	43	9	76	29	44	15	72	52	45	41	35	38	48	45	38	50	36	33	51	49	58
Too slowly	13	14	20	11	9	23	20	9	10	17	11	17	12	13	15	15	12	15	13	13	14	14
About the right pace	29	28	65	6	45	19	53	9	22	28	27	23	26	24	34	31	23	27	37	24	22	19
Don't know	14	15	6	8	17	13	12	9	16	10	21	24	23	14	6	15	15	22	17	11	16	8
Having an impact on your own life, or not having an impact on your own life?																						
Having an impact on my life	61	59	52	71	53	68	56	70	59	60	59	42	57	67	60	55	65	51	58	63	64	56
Not having an impact on my life	29	30	41	23	41	23	35	22	34	33	27	35	27	25	36	34	25	39	30	29	24	36
Don't know	11	11	7	5	6	9	9	8	7	7	14	22	16	8	5	11	11	10	13	8	12	9
And who do you think is most to blame for the current spending cuts?																						
The Conservative-Liberal Democrat coalition	25	28	3	63	13	18	5	56	30	30	25	23	26	29	29	25	31	22	21	32	35	28
The last Labour government	35	34	84	2	39	45	73	6	26	36	32	23	27	35	43	37	29	38	40	34	28	20
Both	29	27	8	26	39	35	15	25	36	24	29	27	32	26	23	26	28	31	25	25	25	39
Neither	5	5	3	6	8	2	3	10	4	5	4	5	5	5	4	5	4	4	4	4	6	7
Don't know	7	7	2	2	1	0	4	3	4	4	10	22	10	5	0	7	7	6	10	5	7	6

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

	Aug 7-8	Aug 21-22																				
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	29	27	80	5	9	32	67	7	11	30	25	18	21	27	38	30	24	27	36	27	22	13
Applies most to Labour	28	26	2	72	6	6	5	62	22	26	25	21	21	30	26	23	29	23	19	28	33	29
Applies most to the Liberal Democrats	11	13	5	6	77	7	3	4	36	15	11	18	16	10	10	17	7	19	13	11	8	17
Applies to none of them	21	21	8	10	5	47	16	16	21	18	23	17	23	21	20	18	24	18	18	22	22	31
Don't know	12	14	5	7	2	8	8	11	11	11	16	26	19	11	6	12	16	13	15	12	15	11
It is led by people of real ability																						
Applies most to the Conservatives	22	21	63	4	9	13	47	5	11	23	19	18	16	21	27	24	17	17	27	22	18	11
Applies most to Labour	14	15	0	44	8	0	2	38	12	17	14	15	16	16	14	13	19	12	12	17	19	20
Applies most to the Liberal Democrats	4	4	3	2	28	2	2	2	11	4	4	4	3	6	3	4	4	7	3	3	4	5
Applies to none of them	44	44	24	40	48	77	36	43	54	44	44	37	45	42	47	43	45	46	41	44	43	53
Don't know	17	16	10	9	7	9	13	12	12	12	19	25	20	15	9	16	16	18	17	13	17	10
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	50	49	85	37	40	46	73	36	46	50	47	38	44	52	53	51	46	48	53	49	45	43
Applies most to Labour	10	10	0	27	7	0	2	24	6	13	7	7	11	11	8	9	11	9	7	11	13	7
Applies most to the Liberal Democrats	4	4	1	2	26	3	1	3	11	4	3	3	4	4	4	5	2	7	3	4	3	6
Applies to none of them	23	23	10	21	20	47	18	23	25	21	24	23	23	20	26	21	25	20	22	23	23	28
Don't know	13	15	4	13	7	4	7	15	13	12	18	30	19	13	9	14	16	15	15	13	16	16
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	7	39	22	27	10	43	26	23	24	13	15	25	32	20	28	18	19	27	25	31
Applies most to Labour	25	28	54	10	44	22	45	10	31	33	23	20	25	30	31	31	24	29	32	27	24	25
Applies most to the Liberal Democrats	30	23	25	35	11	20	25	29	22	24	22	25	26	23	19	26	19	30	22	24	21	21
Applies to none of them	8	10	5	7	15	23	8	7	9	9	11	12	13	7	9	8	12	9	10	9	9	13
Don't know	15	16	9	9	8	7	12	12	12	11	20	30	21	13	9	15	17	14	17	13	20	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.
Age and Gender		
Male 18 to 24	70	116
Male 25 to 39	161	239
Male 40 to 59	347	316
Male 60 +	297	238
Female 18 to 24	90	110
Female 25 to 39	264	238
Female 40 to 59	400	324
Female 60 +	242	290
Region		
North England	439	461
Midlands	279	306
East England	187	180
London	241	239
South England	474	428
Wales	91	94
Scotland	160	163
Social Grade		
AB	676	524
C1	546	543
C2	278	393
DE	371	412
Newspaper Type		
Express / Mail	364	299
Sun / Star	179	440
Mirror / Record	72	187
Guardian / Independent	125	84
FT / Times / Telegraph	137	178
Other Paper	274	215
No Paper	720	468
Political Party Identification		
Labour	617	608
Conservative	503	533
Liberal Democrat	144	225
SNP/Plaid Cymru	38	32
Others	139	24
None/ DK	430	449

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