

## YouGov / The Sun Survey Results

Sample Size: 1872 GB Adults  
Fieldwork: 19th - 20th June 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>1872</b>	<b>456</b>	<b>572</b>	<b>158</b>	<b>201</b>	<b>566</b>	<b>461</b>	<b>415</b>	<b>910</b>	<b>962</b>	<b>227</b>	<b>477</b>	<b>640</b>	<b>528</b>	<b>1067</b>	<b>805</b>	<b>240</b>	<b>608</b>	<b>401</b>	<b>461</b>	<b>163</b>
Unweighted Sample	1872	430	558	132	247	571	475	416	889	983	131	413	749	579	1274	598	285	630	334	434	189
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	31	100	0	0	0	74	5	10	30	32	25	33	29	35	37	24	33	41	27	25	16
Lab	39	0	100	0	0	4	86	35	38	41	42	50	40	28	34	46	40	29	44	50	35
Lib Dem	11	0	0	100	0	2	2	36	12	9	17	8	10	12	13	8	14	10	11	8	13
Other	19	0	0	0	100	20	7	19	20	18	17	10	21	25	16	22	12	20	17	17	36

### Other Parties Voting Intention

UKIP	14	0	0	0	100	19	5	12	15	13	7	4	16	21	11	17	8	17	13	16	8
SNP / PCY	2	0	0	0	0	0	1	1	2	1	1	1	2	2	1	3	1	0	0	0	20
Green	2	0	0	0	0	0	1	5	2	2	5	2	2	1	2	2	2	2	2	1	5
BNP	0	0	0	0	0	0	0	0	0	1	2	0	0	0	0	1	0	0	0	0	3
Respect	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	0	0	1	1	0	0	1	1	1	1	0	2	1	0	0	2

### Non Voters

Would Not Vote	6	0	0	0	0	3	3	3	6	6	9	10	6	2	5	7	5	6	6	7	4
Don't know	16	0	0	0	0	14	9	22	12	19	24	16	15	14	16	16	13	16	18	16	18

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

	June 18-19	June 19-20																				
Approve	25	27	77	5	35	7	53	8	19	30	24	21	29	26	30	31	21	36	32	25	22	17
Disapprove	58	59	13	89	50	87	34	84	66	59	59	59	52	60	64	54	66	51	53	64	65	64
Don't know	16	14	10	5	15	6	13	8	14	11	17	21	19	14	6	15	13	13	15	11	14	19

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

June 5-6  
June 19-20

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>34</b>	7	62	39	27	11	54	45	38	31	34	42	35	27	33	36	34	28	37	38	41
Applies most to Labour	30	<b>29</b>	57	5	32	43	52	8	25	32	26	24	22	29	38	31	28	31	34	28	24	25
Applies most to the Liberal Democrats	11	<b>9</b>	12	9	1	13	12	10	4	8	9	7	5	10	12	10	8	12	8	6	10	12
Applies to none of them	10	<b>12</b>	13	12	25	9	13	13	15	12	13	14	12	10	14	13	11	8	13	15	12	8
Don't know	14	<b>15</b>	11	12	4	8	12	14	10	9	21	20	20	15	9	13	18	15	16	14	16	13

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

Applies most to the Conservatives	21	<b>24</b>	65	2	17	28	54	6	13	25	24	22	18	24	30	27	20	24	31	26	17	13
Applies most to Labour	30	<b>28</b>	4	64	16	15	7	59	26	28	28	29	26	30	27	26	31	24	25	26	35	33
Applies most to the Liberal Democrats	16	<b>17</b>	14	13	59	8	11	10	36	20	15	17	20	16	16	19	14	25	16	17	14	18
Applies to none of them	21	<b>19</b>	11	13	6	42	21	17	18	20	19	15	20	20	21	19	20	15	18	19	22	27
Don't know	12	<b>11</b>	5	8	3	7	8	8	8	7	15	17	16	9	6	9	14	12	10	12	11	10

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

Applies most to the Conservatives	15	<b>16</b>	46	5	8	8	32	6	9	18	14	24	14	15	15	19	12	24	18	16	10	12
Applies most to Labour	20	<b>20</b>	5	46	15	9	5	41	18	22	18	16	21	21	19	19	21	18	18	18	25	19
Applies most to the Liberal Democrats	7	<b>8</b>	8	5	29	6	5	5	14	8	7	7	9	7	7	9	6	10	9	6	7	7
Applies to none of them	44	<b>41</b>	32	31	40	69	46	35	47	41	41	32	33	44	49	41	40	35	40	43	41	47
Don't know	15	<b>16</b>	10	13	8	9	13	13	12	11	20	21	22	13	10	12	21	14	14	18	17	15

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

Applies most to the Conservatives	48	<b>49</b>	19	77	56	43	23	73	62	52	46	46	45	52	49	47	52	46	41	51	55	60
Applies most to Labour	20	<b>23</b>	45	6	32	30	40	8	20	23	22	14	23	22	26	26	18	24	28	21	19	13
Applies most to the Liberal Democrats	9	<b>9</b>	15	6	6	13	13	6	5	9	8	14	7	7	10	9	8	12	11	6	7	7
Applies to none of them	8	<b>8</b>	10	4	2	8	11	5	6	7	8	10	8	7	8	8	8	7	7	8	8	10
Don't know	15	<b>12</b>	11	7	4	6	13	9	7	9	16	16	17	11	7	11	15	11	13	14	12	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.
<b>Age and Gender</b>			
	Male 18 to 24	<b>59</b>	<b>116</b>
	Male 25 to 39	<b>182</b>	<b>240</b>
	Male 40 to 59	<b>352</b>	<b>316</b>
	Male 60 +	<b>296</b>	<b>238</b>
	Female 18 to 24	<b>72</b>	<b>110</b>
	Female 25 to 39	<b>231</b>	<b>238</b>
	Female 40 to 59	<b>397</b>	<b>324</b>
	Female 60 +	<b>283</b>	<b>290</b>
<b>Region</b>			
	North England	<b>434</b>	<b>461</b>
	Midlands	<b>256</b>	<b>307</b>
	East England	<b>178</b>	<b>180</b>
	London	<b>285</b>	<b>240</b>
	South England	<b>452</b>	<b>429</b>
	Wales	<b>78</b>	<b>94</b>
	Scotland	<b>189</b>	<b>163</b>
<b>Social Grade</b>			
	AB	<b>741</b>	<b>524</b>
	C1	<b>533</b>	<b>543</b>
	C2	<b>234</b>	<b>393</b>
	DE	<b>364</b>	<b>412</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>382</b>	<b>300</b>
	Sun / Star	<b>174</b>	<b>440</b>
	Mirror / Record	<b>114</b>	<b>187</b>
	Guardian / Independent	<b>134</b>	<b>84</b>
	FT / Times / Telegraph	<b>130</b>	<b>178</b>
	Other Paper	<b>267</b>	<b>215</b>
	No Paper	<b>671</b>	<b>468</b>
<b>Political Party Identification</b>			
	Labour	<b>620</b>	<b>608</b>
	Conservative	<b>522</b>	<b>534</b>
	Liberal Democrat	<b>163</b>	<b>225</b>
	SNP/Plaid Cymru	<b>39</b>	<b>32</b>
	Others	<b>133</b>	<b>24</b>
	None/ DK	<b>395</b>	<b>449</b>

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