

## YouGov / The Sun Survey Results

Sample Size: 1866 GB Adults  
Fieldwork: 17th - 18th 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
<b>Weighted Sample</b>	<b>1866</b>	463	542	156	150	579	457	413	907	959	226	476	638	526	1064	802	239	606	399	459	162
Unweighted Sample	1866	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	77	3	10	35	31	26	30	29	42	37	27	27	43	34	27	16
Lab	<b>38</b>	0	100	0	0	6	89	31	36	41	45	45	42	27	34	44	36	25	42	51	46
Lib Dem	<b>11</b>	0	0	100	0	1	1	43	12	11	15	11	11	11	13	8	18	12	7	10	9
Other	<b>18</b>	0	0	0	100	16	8	17	18	17	14	14	18	21	15	21	18	19	16	12	29

### Other Parties Voting Intention

UKIP	<b>11</b>	0	0	0	100	15	5	6	11	10	1	7	10	17	8	14	12	13	11	8	6
SNP / PCY	<b>3</b>	0	0	0	0	0	0	4	3	3	6	3	4	2	3	4	2	0	3	2	18
Green	<b>2</b>	0	0	0	0	0	2	6	2	3	4	3	2	2	3	1	3	3	2	1	5
BNP	<b>1</b>	0	0	0	0	0	0	1	1	0	1	1	1	0	0	1	1	1	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	2	1	1	2	1	1	0	1	1	0	1	1	0	0

### Non Voters

Would Not Vote	<b>9</b>	0	0	0	0	4	5	5	9	9	20	12	8	4	8	11	13	10	9	8	8
Don't know	<b>15</b>	0	0	0	0	12	11	19	10	20	18	14	15	15	14	17	16	14	15	15	18

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

	July 16-17	July 17-18																				
Approve	27	<b>28</b>	79	3	44	7	56	6	23	33	23	24	28	25	34	32	23	26	36	28	25	14
Disapprove	59	<b>57</b>	9	89	42	80	29	87	63	55	60	52	53	63	56	54	62	56	49	59	64	68
Don't know	14	<b>15</b>	12	8	14	12	14	6	15	12	17	24	19	12	10	14	15	18	16	13	11	19

Fieldwork: 17th - 18th 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	
<b>Weighted Sample</b>	<b>1866</b>	<b>463</b>	<b>542</b>	<b>156</b>	<b>150</b>	<b>579</b>	<b>457</b>	<b>413</b>	<b>907</b>	<b>959</b>	<b>226</b>	<b>476</b>	<b>638</b>	<b>526</b>	<b>1064</b>	<b>802</b>	<b>239</b>	<b>606</b>	<b>399</b>	<b>459</b>	<b>162</b>	
Unweighted Sample	1866	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 3-4  
July 17-18

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	34	<b>35</b>	6	63	35	35	13	62	44	35	35	37	41	37	26	32	40	36	30	31	41	48
Applies most to Labour	26	<b>31</b>	61	6	50	45	55	9	30	33	29	15	24	32	43	34	28	31	38	31	27	20
Applies most to the Liberal Democrats	13	<b>11</b>	19	11	0	9	16	9	7	12	10	10	8	9	15	11	11	8	11	13	11	11
Applies to none of them	11	<b>8</b>	8	8	6	6	8	8	7	8	7	6	9	8	6	9	6	12	6	9	7	4
Don't know	16	<b>15</b>	6	12	9	4	9	11	11	11	19	32	17	13	9	15	16	14	15	15	15	17

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

Applies most to the Conservatives	20	<b>24</b>	68	2	12	20	55	5	11	25	23	12	19	22	35	25	23	22	29	24	20	17
Applies most to Labour	31	<b>29</b>	2	70	10	19	5	65	26	29	28	26	32	31	25	25	33	24	22	32	37	32
Applies most to the Liberal Democrats	15	<b>17</b>	13	9	69	7	11	6	41	17	16	20	17	18	13	20	11	18	20	12	16	13
Applies to none of them	21	<b>19</b>	11	10	7	50	21	16	15	18	20	14	18	19	21	19	19	24	16	23	17	21
Don't know	12	<b>12</b>	5	8	2	4	9	8	7	11	13	28	14	9	6	11	13	12	13	10	10	17

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

Applies most to the Conservatives	16	<b>20</b>	53	4	20	14	39	6	13	22	18	16	20	17	24	22	17	17	22	20	19	15
Applies most to Labour	22	<b>18</b>	5	44	8	6	7	36	15	18	17	13	19	20	15	15	21	16	13	19	25	14
Applies most to the Liberal Democrats	7	<b>6</b>	4	6	19	2	4	6	10	7	6	10	7	5	7	7	6	6	6	6	7	10
Applies to none of them	40	<b>41</b>	31	35	46	72	40	39	52	42	40	29	37	46	44	43	39	47	43	43	36	39
Don't know	15	<b>15</b>	7	12	6	6	11	12	10	11	19	32	17	13	9	14	17	14	17	12	14	23

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

Applies most to the Conservatives	50	<b>48</b>	20	79	50	40	23	75	63	47	49	43	47	52	47	45	52	44	39	52	54	62
Applies most to Labour	21	<b>22</b>	48	5	33	30	42	5	18	24	21	15	20	23	27	24	21	18	29	23	22	7
Applies most to the Liberal Democrats	8	<b>8</b>	13	5	7	12	14	4	6	9	7	10	8	5	10	9	7	12	9	8	6	5
Applies to none of them	7	<b>7</b>	10	4	2	13	9	6	4	7	6	6	7	7	7	8	5	8	7	6	7	5
Don't know	14	<b>14</b>	10	7	9	4	11	9	9	12	17	26	18	12	8	14	15	17	16	11	12	21

## 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	71	116
Male 25 to 39	198	239
Male 40 to 59	348	315
Male 60 +	284	237
Female 18 to 24	117	110
Female 25 to 39	258	237
Female 40 to 59	356	323
Female 60 +	234	289
<b>Region</b>		
North England	481	459
Midlands	328	306
East England	192	179
London	210	239
South England	411	427
Wales	91	93
Scotland	153	162
<b>Social Grade</b>		
AB	663	522
C1	549	541
C2	270	392
DE	384	411
<b>Newspaper Type</b>		
Express / Mail	335	299
Sun / Star	208	439
Mirror / Record	94	187
Guardian / Independent	151	84
FT / Times / Telegraph	140	177
Other Paper	264	215
No Paper	674	467
<b>Political Party Identification</b>		
Labour	630	606
Conservative	483	532
Liberal Democrat	158	224
SNP/Plaid Cymru	43	32
Others	117	24
None/ DK	435	448

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