

YouGov / The Sun Survey Results

Sample Size: 1817 GB Adults
Fieldwork: 24th - 25th July 2013

	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	1817	454	533	153	158	552	429	391	883	934	220	463	621	512	1036	781	233	591	389	447	158
Unweighted Sample	1817	441	557	114	174	565	437	383	868	949	155	461	694	507	1236	581	236	610	389	424	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	2	11	34	31	38	31	30	34	37	27	31	39	36	25	25
Lab	38	0	100	0	0	6	87	31	35	41	29	45	38	36	33	45	38	27	40	50	37
Lib Dem	11	0	0	100	0	3	1	37	11	11	16	9	11	11	13	9	10	15	10	9	6
Other	18	0	0	0	100	16	9	21	20	17	17	15	21	19	18	20	21	19	14	16	32

Other Parties Voting Intention

UKIP	11	0	0	0	100	15	5	11	13	9	9	5	14	14	10	14	11	14	10	11	4
SNP / PCY	3	0	0	0	0	0	1	2	2	3	1	4	2	3	3	2	1	0	1	0	24
Green	3	0	0	0	0	1	2	7	3	3	6	4	2	2	3	3	7	3	2	3	2
BNP	1	0	0	0	0	1	1	0	1	0	0	1	1	0	0	1	0	0	0	2	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	0	0	1	1	1	0	1	1	0	1	1	1	1	1	0	1

Non Voters

Would Not Vote	8	0	0	0	0	2	1	2	8	8	13	15	5	4	8	9	9	12	6	7	3
Don't know	15	0	0	0	0	12	10	20	9	20	12	15	16	14	14	16	17	14	20	10	17

July 23 - 24
July 24- 25

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

Approve	28	29	79	5	54	9	56	5	25	33	24	36	27	27	29	32	23	28	33	31	24	19
Disapprove	56	56	9	89	34	75	29	86	62	56	56	44	56	58	60	53	61	56	49	53	63	73
Don't know	16	15	12	7	13	15	16	9	13	11	20	21	17	16	11	15	16	16	18	16	13	8

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	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
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Unweighted Sample	1817	441	557	114	174	565	437	383	868	949	155	461	694	507	1236	581	236	610	389	424	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 10 - 11 | July 24-25

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	26	26	84	3	5	18	63	3	10	31	22	29	22	25	31	31	20	25	28	31	22	22
Applies most to Labour	28	28	2	79	7	9	6	70	23	27	30	24	30	31	26	26	31	27	21	26	39	37
Applies most to the Liberal Democrats	12	11	4	4	68	9	3	4	35	12	10	15	10	10	11	13	9	14	16	7	8	4
Applies to none of them	22	21	5	10	13	59	18	16	22	21	22	10	18	25	24	18	25	22	18	22	23	27
Don't know	12	13	6	4	7	5	10	6	10	10	16	22	20	9	8	12	14	12	17	13	9	11

It is led by people of real ability

Applies most to the Conservatives	20	20	60	2	19	8	44	3	11	22	18	24	15	20	20	23	15	20	22	23	15	13
Applies most to Labour	15	15	2	42	7	11	4	38	12	16	15	20	16	15	12	13	18	16	11	16	19	19
Applies most to the Liberal Democrats	4	5	3	2	28	0	1	1	14	5	4	3	4	4	5	5	4	5	7	3	3	2
Applies to none of them	45	44	25	43	35	75	38	48	46	46	42	27	44	45	49	43	45	43	38	43	48	54
Don't know	16	17	10	11	10	6	12	11	18	12	22	25	20	15	13	16	19	16	22	15	14	12

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	44	45	83	33	45	33	69	31	41	45	45	47	41	46	48	48	42	44	46	47	46	41
Applies most to Labour	12	12	1	31	4	11	2	29	10	12	11	12	9	11	14	10	13	10	10	12	15	10
Applies most to the Liberal Democrats	4	4	2	3	23	2	1	2	11	5	3	3	5	4	4	4	4	5	6	6	2	1
Applies to none of them	27	24	11	24	21	48	20	27	25	27	22	15	24	29	23	24	25	26	22	22	25	34
Don't know	13	14	4	10	7	6	8	11	13	10	18	22	21	10	10	13	16	15	17	13	12	14

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	23	23	5	40	20	40	12	42	22	24	22	16	18	24	30	20	28	16	21	24	29	22
Applies most to Labour	25	28	54	9	51	20	43	10	34	31	25	25	23	28	32	30	25	30	28	32	22	27
Applies most to the Liberal Democrats	27	25	26	39	7	18	24	32	25	25	25	31	25	26	20	28	21	28	24	21	26	28
Applies to none of them	9	8	7	5	9	11	9	7	7	8	9	3	12	9	7	8	9	8	9	7	9	10
Don't know	16	16	8	7	13	11	12	8	13	12	20	24	22	14	11	16	17	19	18	16	13	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.
Age and Gender			
	Male 18 to 24	60	113
	Male 25 to 39	196	233
	Male 40 to 59	330	307
	Male 60 +	282	231
	Female 18 to 24	95	107
	Female 25 to 39	265	231
	Female 40 to 59	364	314
	Female 60 +	225	282
Region			
	North England	424	447
	Midlands	297	298
	East England	179	174
	London	236	233
	South England	431	416
	Wales	92	91
	Scotland	158	158
Social Grade			
	AB	696	509
	C1	540	527
	C2	251	382
	DE	330	400
Newspaper Type			
	Express / Mail	329	291
	Sun / Star	197	427
	Mirror / Record	108	182
	Guardian / Independent	150	82
	FT / Times / Telegraph	129	173
	Other Paper	228	209
	No Paper	676	454
Political Party Identification			
	Labour	609	591
	Conservative	506	518
	Liberal Democrat	149	218
	SNP/Plaid Cymru	38	31
	Others	107	24
	None/ DK	408	436

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