

YouGov / The Sun Survey Results

Sample Size: 1751 GB Adults
Fieldwork: 28th - 29th 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	1751	441	538	134	157	542	451	343	851	900	212	447	599	494	998	753	224	569	375	431	152	
Unweighted Sample	1751	443	520	114	206	568	428	355	813	938	132	448	662	509	1174	577	323	545	318	425	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	3	12	33	32	40	30	29	36	38	25	26	42	40	24	21
Lab	40	0	100	0	0	5	87	32	41	38	42	44	41	35	35	47	47	26	41	52	45
Lib Dem	10	0	0	100	0	1	2	40	10	10	11	11	12	7	12	7	14	14	8	6	8
Other	17	0	0	0	100	17	8	16	16	19	6	14	18	22	15	21	14	19	12	18	27

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	4	10	12	12	2	8	11	18	9	16	11	14	8	15	2
SNP / PCY	3	0	0	0	0	0	1	2	2	3	2	3	2	3	3	2	2	0	1	0	23
Green	2	0	0	0	0	1	2	4	1	4	2	2	4	1	2	3	1	3	2	2	2
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0

Non Voters

Would Not Vote	6	0	0	0	0	3	3	0	6	7	16	9	4	2	6	7	5	6	9	7	2
Don't know	17	0	0	0	0	14	8	24	11	22	16	17	17	16	15	19	14	18	20	13	20

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

	July 25-26	July 28-29																				
Approve	29	28	81	5	32	11	59	9	22	31	26	24	29	26	31	33	21	28	32	31	25	15
Disapprove	56	57	9	85	48	81	30	81	65	60	55	49	53	62	59	53	63	52	53	54	66	67
Don't know	15	14	10	10	20	8	11	10	12	10	19	26	17	12	10	13	16	19	15	15	9	18

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

	July 14-15	July 28-29																				
Conservative	22	24	71	2	7	23	56	4	10	26	22	22	20	22	31	28	19	23	30	25	17	20
Labour	34	36	5	86	22	15	8	76	38	40	31	32	34	40	33	35	37	40	25	35	45	45
Liberal Democrat	6	8	3	2	57	2	4	2	25	7	8	7	9	8	6	9	6	9	10	6	5	5
Other	6	4	0	0	0	26	4	3	2	3	5	1	3	5	5	4	5	2	4	3	5	8
None	14	14	11	5	5	22	16	6	11	13	14	14	15	14	13	11	17	13	17	13	11	8
Don't know	18	15	10	6	9	12	12	8	14	11	19	24	19	12	12	14	17	12	14	18	16	13

	Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	July 14-15	July 28-29																				
Asylum and immigration																						
Conservative	29	29	73	14	21	6	53	16	21	30	28	28	26	29	32	33	23	26	32	35	20	31
Labour	18	17	2	45	10	3	4	39	17	18	16	18	20	15	16	18	15	20	12	14	22	22
Liberal Democrat	6	6	2	5	39	0	1	3	19	8	5	8	8	7	4	9	4	11	6	5	7	4
Other	16	14	7	7	7	69	19	11	10	15	14	6	11	15	19	13	16	12	18	13	13	12
None	15	18	10	16	12	17	15	16	18	19	17	15	18	18	18	14	23	17	19	17	19	14
Don't know	17	16	6	14	11	5	8	14	15	11	20	26	16	14	12	13	19	14	13	16	19	16
Law and order																						
Conservative	30	35	86	12	34	21	68	15	28	36	34	30	28	36	43	42	27	35	42	39	25	32
Labour	23	21	1	60	4	3	3	54	17	23	19	19	23	23	18	20	23	24	14	17	30	29
Liberal Democrat	6	6	1	3	44	1	0	3	19	7	6	8	8	6	5	7	5	8	7	5	6	6
Other	9	7	1	2	2	42	8	5	5	8	7	2	6	9	9	7	8	5	8	6	8	11
None	12	14	7	11	6	22	12	11	15	15	13	15	15	15	12	11	18	13	15	16	14	7
Don't know	20	16	4	12	10	10	8	12	16	11	20	25	20	12	12	13	19	16	14	17	17	15
Education and schools																						
Conservative	25	26	73	4	11	23	59	7	15	27	25	16	21	27	34	29	22	26	31	28	19	22
Labour	30	30	4	74	14	8	6	68	26	31	28	33	30	30	28	28	31	35	23	27	36	37
Liberal Democrat	10	10	5	5	65	5	5	4	32	12	8	6	11	12	8	13	6	11	11	9	10	7
Other	6	5	2	0	0	31	6	4	3	5	6	3	4	6	7	5	6	3	6	4	6	9
None	11	13	7	7	4	21	12	8	13	12	14	15	14	14	12	11	16	11	15	15	12	8
Don't know	18	16	9	9	6	12	11	9	12	12	19	27	20	12	11	13	19	13	14	17	17	17
Taxation																						
Conservative	28	29	82	7	13	23	63	11	14	34	25	24	24	30	35	34	24	28	36	30	22	27
Labour	26	26	4	68	14	8	5	59	28	27	26	26	27	27	25	26	27	29	20	25	33	29
Liberal Democrat	7	8	3	4	60	3	4	3	27	10	7	8	10	9	6	11	5	11	9	8	8	7
Other	7	5	0	0	0	33	6	4	3	5	6	1	5	6	7	5	6	4	6	4	6	9
None	14	14	6	9	5	22	13	9	13	14	14	15	14	15	13	11	18	12	16	15	13	9
Don't know	18	16	6	12	9	12	10	14	13	11	22	25	20	13	13	14	20	17	13	19	18	18
Unemployment																						
Conservative	24	26	79	3	12	16	58	6	13	29	23	24	23	25	29	30	20	24	32	28	17	22
Labour	30	32	5	77	18	9	7	67	36	34	29	31	32	32	31	32	32	40	22	27	42	38
Liberal Democrat	7	6	3	1	49	1	4	2	20	5	6	3	7	6	6	7	4	5	9	6	4	2
Other	7	5	0	0	2	34	5	4	4	4	6	2	3	7	7	5	6	3	6	4	6	9
None	14	16	7	9	6	26	15	10	15	16	15	16	15	17	15	13	19	13	18	16	15	12
Don't know	19	16	6	9	14	14	11	11	14	12	20	23	21	13	13	14	19	15	13	19	17	18

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	July 14-15	July 28-29																				
The economy in general																						
Conservative	30	31	89	3	23	25	69	6	20	33	29	27	27	30	39	37	24	30	39	34	21	26
Labour	25	24	0	68	4	6	2	60	24	27	22	18	24	27	24	23	26	27	17	21	34	29
Liberal Democrat	5	6	1	2	51	2	2	1	21	6	6	7	6	6	5	7	4	8	7	5	5	2
Other	7	5	0	1	3	30	5	4	4	4	6	2	5	6	6	5	6	2	6	4	6	9
None	13	15	4	13	4	24	13	13	15	16	15	18	15	17	13	12	20	14	15	16	16	14
Don't know	19	18	6	14	15	14	9	15	16	14	22	29	23	15	13	16	21	19	16	21	18	20
Europe																						
Conservative	20	24	68	7	15	5	48	12	13	25	22	25	21	24	25	27	19	22	29	26	17	21
Labour	19	19	2	52	5	0	3	47	17	21	17	17	23	20	15	20	18	23	11	16	25	31
Liberal Democrat	9	9	3	7	53	0	3	4	28	10	7	8	9	10	6	11	5	12	8	8	9	8
Other	16	14	10	6	7	70	21	9	11	15	14	3	11	15	21	14	15	12	20	12	13	10
None	14	15	8	12	8	16	13	13	13	14	15	13	15	14	15	11	19	11	16	16	14	10
Don't know	22	20	10	17	12	9	12	15	18	14	25	32	21	16	17	17	23	20	16	22	21	20

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	58	109
	Male 25 to 39	171	224
	Male 40 to 59	320	296
	Male 60 +	264	222
	Female 18 to 24	74	103
	Female 25 to 39	277	222
	Female 40 to 59	342	303
	Female 60 +	245	271
Region			
	North England	425	431
	Midlands	234	287
	East England	148	168
	London	323	224
	South England	397	401
	Wales	84	88
	Scotland	140	152
Social Grade			
	AB	655	490
	C1	519	508
	C2	258	368
	DE	319	385
Newspaper Type			
	Express / Mail	366	280
	Sun / Star	165	411
	Mirror / Record	97	175
	Guardian / Independent	98	79
	FT / Times / Telegraph	128	166
	Other Paper	231	201
	No Paper	666	438
Political Party Identification			
	Labour	550	569
	Conservative	502	499
	Liberal Democrat	167	210
	SNP/Plaid Cymru	36	30
	Others	106	23
	None/ DK	390	420

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