

YouGov / The Sun Survey Results

Sample Size: 1954 GB Adults
Fieldwork: 28th - 29th 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	1954	494	544	151	184	610	460	425	948	1006	233	494	668	559	1114	840	250	635	418	481	170
Unweighted Sample	1954	482	535	146	209	603	460	456	933	1021	179	457	794	524	1340	614	295	661	410	444	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	4	11	32	35	25	31	34	38	39	26	27	44	33	29	19
Lab	37	0	100	0	0	2	87	30	35	38	42	40	41	28	35	39	41	23	39	47	43
Lib Dem	10	0	0	100	0	1	2	41	11	9	20	12	9	6	11	9	16	12	6	7	12
Other	20	0	0	0	100	22	7	18	21	18	13	17	16	28	15	26	16	21	21	16	26

Other Parties Voting Intention

UKIP	12	0	0	0	100	19	3	10	14	11	5	10	11	19	9	17	11	16	14	11	2
SNP / PCY	3	0	0	0	0	1	2	1	3	3	2	2	2	5	3	3	0	0	3	1	23
Green	3	0	0	0	0	0	2	7	2	3	5	3	2	2	3	4	4	2	2	2	1
BNP	1	0	0	0	0	1	0	0	1	1	0	2	1	1	0	2	1	1	1	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	1	0	0	1	0	1	0	1	0	1	1	1	0	1	1	0

Non Voters

Would Not Vote	7	0	0	0	0	2	4	3	5	8	13	9	7	3	6	8	5	9	7	8	2
Don't know	17	0	0	0	0	12	11	28	12	22	26	17	14	18	18	16	17	19	18	15	16

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

	Aug 27-28	Aug 28-29																				
Approve	28	29	78	6	35	14	58	9	21	33	26	21	30	30	31	33	24	29	34	30	26	20
Disapprove	56	55	9	87	47	74	28	85	64	54	55	48	52	56	59	51	59	56	47	52	62	67
Don't know	16	16	13	7	18	11	14	6	15	13	19	32	18	14	10	15	17	15	19	18	12	13

Fieldwork: 28th - 29th August 2013

Weighted Sample
Unweighted Sample

Total	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
1954	494	544	151	184	610	460	425	948	1006	233	494	668	559	1114	840	250	635	418	481	170
1954	482	535	146	209	603	460	456	933	1021	179	457	794	524	1340	614	295	661	410	444	144
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 31 - Aug 1
Aug 28-29

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	33	32	5	63	34	21	8	58	39	34	31	30	36	36	25	30	36	36	26	34	33	45
Applies most to Labour	29	32	63	5	44	47	58	8	29	37	26	24	27	32	38	34	28	33	37	29	28	24
Applies most to the Liberal Democrats	12	13	14	14	1	15	17	15	5	11	14	6	11	11	19	12	13	9	14	12	14	10
Applies to none of them	11	9	9	8	15	6	8	10	13	8	10	9	10	8	8	11	6	10	7	6	13	9
Don't know	14	15	8	10	6	10	9	9	14	10	19	31	16	13	10	14	17	13	16	18	13	11

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

Applies most to the Conservatives	22	25	61	2	11	33	55	4	11	25	24	16	19	25	33	24	25	19	29	28	23	15
Applies most to Labour	29	28	3	72	14	8	5	65	25	29	28	25	30	30	26	28	28	33	21	28	32	39
Applies most to the Liberal Democrats	15	15	16	8	63	7	12	8	34	18	13	18	17	15	13	18	11	18	18	12	13	16
Applies to none of them	21	20	13	12	7	48	21	15	19	20	20	15	22	19	21	19	22	20	18	21	23	17
Don't know	13	12	7	6	4	5	7	7	12	8	15	26	12	10	7	10	13	9	14	11	9	13

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

Applies most to the Conservatives	17	19	49	3	10	18	38	4	9	20	18	14	20	18	20	19	18	18	22	19	18	7
Applies most to Labour	19	18	4	44	19	4	5	40	17	18	18	16	16	22	16	17	19	14	12	18	22	34
Applies most to the Liberal Democrats	6	7	7	5	23	3	6	6	12	8	6	7	9	6	6	7	6	9	7	7	6	6
Applies to none of them	42	41	29	38	42	65	40	40	48	41	40	33	41	40	45	42	40	44	39	42	42	37
Don't know	16	16	10	10	7	9	12	10	14	13	18	31	15	13	13	15	16	15	19	14	12	16

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

Applies most to the Conservatives	51	50	22	82	58	42	24	77	60	49	52	47	51	54	48	47	54	52	43	50	55	63
Applies most to Labour	21	22	44	4	23	33	46	6	14	23	21	15	21	22	25	22	22	19	25	22	21	17
Applies most to the Liberal Democrats	8	7	15	5	7	4	12	5	6	10	5	5	7	7	10	9	5	9	8	8	6	7
Applies to none of them	8	7	8	3	4	12	8	5	8	8	6	5	7	6	8	8	4	8	8	4	6	3
Don't know	12	14	10	6	7	8	10	8	12	11	16	28	14	11	10	13	15	11	15	16	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.
Age and Gender			
	Male 18 to 24	74	117
	Male 25 to 39	206	246
	Male 40 to 59	376	330
	Male 60 +	277	254
	Female 18 to 24	105	115
	Female 25 to 39	251	248
	Female 40 to 59	418	338
	Female 60 +	247	305
Region			
	North England	444	481
	Midlands	308	320
	East England	192	188
	London	295	250
	South England	469	447
	Wales	102	98
	Scotland	144	170
Social Grade			
	AB	750	547
	C1	590	567
	C2	263	410
	DE	351	430
Newspaper Type			
	Express / Mail	392	313
	Sun / Star	187	459
	Mirror / Record	96	195
	Guardian / Independent	148	88
	FT / Times / Telegraph	169	186
	Other Paper	238	225
	No Paper	724	489
Political Party Identification			
	Labour	607	625
	Conservative	534	547
	Liberal Democrat	200	215
	SNP/Plaid Cymru	41	33
	Others	122	45
	None/ DK	450	489

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