

YouGov / The Sun Survey Results

Sample Size: 1992 GB Adults
Fieldwork: 1st - 2nd July 2014

	Westminster VI					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	1992	554	583	120	188	597	493	418	966	1026	237	504	681	570	1135	856	255	647	426	490	173	
Unweighted Sample	1991	501	599	96	223	579	516	405	915	1076	196	382	807	606	1248	743	218	659	416	465	233	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	77	8	17	37	33	34	34	32	40	35	35	35	40	35	32	27
Lab	37	0	100	0	0	4	82	31	38	35	35	38	38	34	37	37	39	30	36	48	30
Lib Dem	8	0	0	100	0	1	1	28	8	7	8	10	7	6	9	6	13	9	7	4	8
Other	21	0	0	0	100	18	10	23	17	25	23	17	23	21	19	23	14	21	23	17	35

Other Parties Voting Intention

UKIP	12	0	0	0	100	16	6	10	10	13	7	7	14	14	10	15	7	14	16	10	7
Green	5	0	0	0	0	1	3	11	3	7	13	6	3	4	5	4	4	6	5	5	2
SNP / PCY	3	0	0	0	0	1	1	2	3	3	3	2	4	2	3	3	0	1	1	0	25
BNP	1	0	0	0	0	0	0	1	0	1	0	1	1	0	1	1	2	0	1	1	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	0	1	0	0	1	1	1	1	0	1	0	0	0	1

Non Voters

Would Not Vote	7	0	0	0	0	3	1	1	6	8	12	10	6	2	5	9	7	6	8	7	3
Don't know	13	0	0	0	0	12	10	14	10	17	15	16	11	13	14	13	9	14	13	16	13

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

		June 30 - 1	July 1-2																			
Approve	32	32	80	6	51	22	64	10	30	37	27	28	31	31	35	34	28	35	36	29	28	28
Disapprove	53	53	9	84	37	68	22	81	56	53	52	42	48	57	55	51	55	51	48	54	56	59
Don't know	15	16	11	10	13	10	14	9	14	11	20	30	21	12	10	15	17	14	15	17	16	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 17-18	July 1-2																				
Which of these would make the best Prime Minister?																						
David Cameron	37	38	92	8	28	39	77	13	28	42	35	38	37	36	42	40	36	39	43	36	37	30
Ed Miliband	19	19	2	51	12	8	2	45	19	22	15	15	16	20	21	17	20	18	16	17	24	18
Nick Clegg	3	4	1	2	34	1	0	1	11	5	3	5	7	2	3	5	2	7	5	2	2	5
Don't know	40	39	6	38	26	53	21	41	42	32	47	42	39	42	34	37	42	36	36	45	38	47
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																						
Strongly support	3	3	7	0	12	1	5	1	5	4	3	4	4	3	2	3	3	7	2	3	2	2
Tend to support	25	25	46	10	61	14	37	8	33	27	24	27	25	25	24	28	21	29	28	23	20	26
TOTAL SUPPORT	28	28	53	10	73	15	42	9	38	31	27	31	29	28	26	31	24	36	30	26	22	28
Tend to oppose	33	31	31	32	18	37	32	32	34	29	34	28	34	28	34	33	30	30	35	29	31	30
Strongly oppose	28	29	11	52	5	42	17	53	23	33	26	17	21	34	36	26	33	23	25	33	34	33
TOTAL OPPOSE	61	60	42	84	23	79	49	85	57	62	60	45	55	62	70	59	63	53	60	62	65	63
Don't know	11	11	5	5	4	7	9	7	5	8	14	23	16	10	3	10	13	11	10	12	12	9

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	77	120
Male 25 to 39	165	251
Male 40 to 59	368	337
Male 60 +	306	259
Female 18 to 24	119	118
Female 25 to 39	217	253
Female 40 to 59	440	345
Female 60 +	300	311
Region		
North England	465	490
Midlands	303	327
East	206	191
London	218	255
South England	454	456
Wales	113	100
Scotland	233	173
Social Grade		
AB	682	558
C1	566	578
C2	331	418
DE	413	438
Newspaper Type		
Express / Mail	442	319
Sun / Star	194	468
Mirror / Record	133	199
Guardian / Independent	149	90
FT / Times / Telegraph	156	189
Other Paper	311	229
No Paper	607	498
Political Party Identification		
Labour	663	637
Conservative	507	558
Liberal Democrat	158	219
SNP/Plaid Cymru	47	34
Others	151	46
None/ DK	466	498

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk