

YouGov / The Sun Survey Results

Sample Size: 1960 GB Adults
Fieldwork: 12th - 13th 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	1960	520	570	152	164	604	479	408	951	1009	233	496	670	561	1117	843	251	637	419	482	171	
Unweighted Sample	1960	478	594	143	198	591	481	440	933	1027	200	484	702	574	1301	659	288	642	408	460	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	35	100	0	0	0	78	5	11	37	32	30	34	32	40	38	29	39	38	37	30	23
Lab	38	0	100	0	0	3	85	38	35	41	39	39	45	29	33	45	42	25	40	50	37
Lib Dem	10	0	0	100	0	3	1	37	9	11	16	14	6	10	12	7	8	16	9	6	8
Other	17	0	0	0	100	17	9	14	19	15	15	13	17	22	17	18	11	20	14	15	32

Other Parties Voting Intention

UKIP	11	0	0	0	100	14	4	8	13	8	4	7	11	17	10	13	9	15	9	12	2
SNP / PCY	3	0	0	0	0	0	1	1	2	3	2	2	3	3	3	2	1	0	1	0	27
Green	2	0	0	0	0	1	3	3	2	3	6	4	3	0	3	2	2	4	3	1	3
BNP	1	0	0	0	0	0	0	0	0	1	0	0	0	1	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	1	0	1	1	1	3	1	0	0	1	0	0	1	1	1	0

Non Voters

Would Not Vote	8	0	0	0	0	4	4	4	6	9	10	13	7	3	8	8	8	8	8	7	8
Don't know	15	0	0	0	0	13	11	21	12	19	16	18	14	14	14	18	16	18	14	12	15

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

	Aug 11-12	Aug 12-13																				
Approve	28	28	76	5	31	11	55	10	19	33	23	19	31	25	32	30	24	34	27	29	24	26
Disapprove	58	57	11	90	46	78	28	83	66	56	58	54	51	62	58	54	61	51	53	58	62	64
Don't know	15	15	13	5	23	11	18	7	16	11	20	28	18	14	10	16	15	15	19	14	14	11

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

	Aug 6-7	Aug 12-13																				
Strongly support	3	3	7	1	8	1	5	1	2	4	2	2	5	2	2	3	2	5	2	3	3	2
Tend to support	27	27	50	8	60	20	40	11	33	29	24	24	29	23	30	31	20	29	30	25	23	25
TOTAL SUPPORT	30	30	57	9	68	21	45	12	35	33	26	26	34	25	32	34	22	34	32	28	26	27
Tend to oppose	33	33	26	38	24	28	29	38	35	31	35	40	33	33	31	33	33	32	34	31	33	37
Strongly oppose	27	26	11	48	7	45	17	46	23	30	23	18	19	32	30	23	30	23	24	27	29	31
TOTAL OPPOSE	60	59	37	86	31	73	46	84	58	61	58	58	52	65	61	56	63	55	58	58	62	68
Don't know	10	11	6	5	2	6	8	4	7	6	16	16	15	9	7	9	14	11	10	14	12	6

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	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
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Unweighted Sample	1960	478	594	143	198	591	481	440	933	1027	200	484	702	574	1301	659	288	642	408	460	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		July 29-30	Aug 12-13																				
Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.																							
The economy	66	67	73	69	66	55	71	64	72	71	64	60	72	67	67	71	63	72	66	65	69	63	
Immigration & Asylum	50	54	63	45	39	89	70	51	39	50	59	35	41	58	70	49	61	47	54	57	57	53	
Health	41	32	25	46	33	25	25	43	37	32	33	32	22	32	41	32	32	32	30	33	34	32	
Welfare benefits	28	29	34	27	26	26	33	27	28	26	32	24	25	31	31	26	32	21	28	32	29	36	
Housing	16	16	10	23	19	11	10	21	19	14	18	14	21	15	13	15	17	21	15	13	18	17	
Crime	13	13	13	14	7	19	14	16	8	12	15	13	13	14	13	11	17	16	14	11	15	11	
Europe	12	13	22	5	9	33	23	6	9	16	10	10	8	12	19	12	14	12	13	15	13	9	
Education	13	12	10	14	18	4	9	11	15	10	13	25	13	10	7	14	8	15	13	14	8	5	
Pensions	13	11	8	12	18	11	10	14	14	11	12	5	9	13	14	12	10	11	10	11	10	16	
Tax	8	9	9	10	10	9	9	10	10	12	6	6	14	10	5	10	7	11	7	9	8	14	
Family life & childcare	6	6	4	8	2	5	5	7	5	5	6	4	10	5	3	7	4	7	5	6	6	3	
The environment	5	6	4	8	13	2	4	5	12	7	6	10	8	5	5	8	4	8	7	4	6	7	
Transport	3	3	4	2	7	2	3	2	5	5	1	6	4	2	2	4	2	5	3	3	2	3	
None of these	0	1	0	0	0	0	0	0	1	2	1	6	1	0	0	1	1	1	2	1	1	2	
Don't know	2	2	0	0	2	0	1	1	3	2	3	6	3	2	0	2	2	2	3	2	2	1	

		July 29-30	Aug 12-13																				
And which of the following do you think are the most important issues facing you and your family? Please tick up to three.																							
The economy	54	56	59	63	53	51	57	62	59	58	54	55	55	60	52	61	49	55	57	54	59	49	
Health	38	37	39	42	34	35	37	43	36	36	37	31	20	34	56	34	40	36	35	40	37	32	
Pensions	28	28	27	28	30	31	28	31	34	27	29	11	16	27	47	29	27	24	30	24	28	37	
Tax	20	21	27	17	22	15	24	16	21	22	19	24	24	21	16	23	17	22	20	20	22	15	
Immigration & Asylum	14	15	19	12	2	41	22	14	8	16	13	7	8	16	23	12	18	15	13	14	17	14	
Family life & childcare	12	14	14	17	16	12	13	15	12	11	16	8	26	15	5	15	13	14	13	16	13	14	
Welfare benefits	15	14	10	20	10	13	10	19	13	12	15	9	11	17	15	8	22	7	13	15	17	16	
Education	15	13	13	15	20	4	12	12	14	12	13	30	15	12	5	15	10	13	13	14	12	12	
Housing	13	12	7	12	14	12	7	12	16	11	12	16	20	9	6	10	14	19	10	10	11	13	
Crime	9	8	10	8	2	13	10	7	4	8	7	4	9	7	9	8	8	8	9	7	8	5	
The environment	6	7	5	7	13	3	6	7	10	6	7	6	5	7	8	8	5	7	8	8	5	6	
Europe	6	6	11	2	3	21	13	3	3	8	5	4	3	6	11	6	7	5	6	8	6	4	
Transport	7	6	6	6	11	3	6	5	9	7	6	11	9	6	3	8	4	9	9	4	4	8	
None of these	3	4	2	3	6	4	3	4	2	4	4	10	3	4	3	5	4	5	5	3	4	3	
Don't know	4	4	1	1	2	1	2	1	5	3	5	6	6	3	2	3	5	6	3	4	3	3	

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	118
	Male 25 to 39	220	247
	Male 40 to 59	326	331
	Male 60 +	313	255
	Female 18 to 24	126	116
	Female 25 to 39	264	249
	Female 40 to 59	376	339
	Female 60 +	261	306
Region			
	North England	460	482
	Midlands	291	321
	East England	167	188
	London	288	251
	South England	475	449
	Wales	117	98
	Scotland	162	171
Social Grade			
	AB	747	549
	C1	554	568
	C2	272	412
	DE	387	431
Newspaper Type			
	Express / Mail	367	314
	Sun / Star	205	461
	Mirror / Record	96	196
	Guardian / Independent	142	88
	FT / Times / Telegraph	134	186
	Other Paper	271	225
	No Paper	745	490
Political Party Identification			
	Labour	670	627
	Conservative	533	549
	Liberal Democrat	196	216
	SNP/Plaid Cymru	42	33
	Others	120	45
	None/ DK	399	490

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