

## YouGov / The Sun Survey Results

Sample Size: 2116 GB Adults  
Fieldwork: 12th - 13th August 2014

	Westminster VI				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	
<b>Weighted Sample</b>	<b>2116</b>	<b>563</b>	<b>597</b>	<b>161</b>	<b>206</b>	<b>617</b>	<b>556</b>	<b>436</b>	<b>1026</b>	<b>1090</b>	<b>252</b>	<b>535</b>	<b>724</b>	<b>605</b>	<b>1206</b>	<b>910</b>	<b>271</b>	<b>688</b>	<b>453</b>	<b>521</b>	<b>184</b>
<b>Unweighted Sample</b>	<b>2116</b>	<b>513</b>	<b>620</b>	<b>135</b>	<b>233</b>	<b>569</b>	<b>585</b>	<b>430</b>	<b>1005</b>	<b>1111</b>	<b>233</b>	<b>422</b>	<b>880</b>	<b>581</b>	<b>1388</b>	<b>728</b>	<b>335</b>	<b>633</b>	<b>446</b>	<b>482</b>	<b>220</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>34</b>	100	0	0	0	79	5	13	34	34	32	30	33	39	38	27	34	39	36	30	22
Lab	<b>36</b>	0	100	0	0	5	81	28	34	37	32	43	36	31	32	42	39	26	38	45	36
Lib Dem	<b>10</b>	0	0	100	0	1	2	39	11	9	14	12	8	8	11	7	14	12	7	8	6
Other	<b>21</b>	0	0	0	100	16	12	21	22	20	21	14	23	23	19	24	13	23	20	17	36

### Other Parties Voting Intention

UKIP	<b>12</b>	0	0	0	100	15	6	9	13	11	9	5	14	18	10	15	8	16	13	13	4
Green	<b>4</b>	0	0	0	0	1	2	9	3	5	7	5	4	2	4	4	4	5	4	3	3
SNP / PCY	<b>3</b>	0	0	0	0	0	3	3	4	3	4	3	4	3	3	3	0	1	1	1	26
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	0	1	0	0	1	1	0	1	0	0	1	0	2

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	4	3	4	7	9	18	12	6	3	6	11	10	8	5	11	3
Don't know	<b>13</b>	0	0	0	0	10	9	20	9	17	15	14	13	12	12	14	12	17	13	11	9

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

	Aug 11-12	Aug 12-13																				
Approve	31	<b>30</b>	80	4	45	8	61	8	25	34	26	27	28	30	33	36	23	27	35	31	26	26
Disapprove	52	<b>54</b>	5	87	48	79	23	81	63	53	54	41	51	57	57	50	59	54	47	54	59	64
Don't know	17	<b>16</b>	14	9	7	13	16	12	12	12	20	33	21	13	10	15	18	19	18	15	15	11

### Which of these would make the best Prime Minister?

	July 29-30	Aug 12-13																				
David Cameron	37	<b>34</b>	91	4	17	30	76	9	19	37	31	26	30	35	41	40	27	33	38	35	33	23
Ed Miliband	20	<b>20</b>	2	58	8	4	3	45	18	20	19	20	21	19	18	17	23	22	15	18	24	25
Nick Clegg	5	<b>5</b>	0	3	42	1	1	3	16	7	4	8	9	5	2	5	6	8	7	4	4	4
Don't know	38	<b>41</b>	7	34	33	66	19	43	48	35	46	46	40	41	39	38	45	37	41	43	39	48

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	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	
<b>Weighted Sample</b>	<b>2116</b>	563	597	161	206	617	556	436	1026	1090	252	535	724	605	1206	910	271	688	453	521	184	
Unweighted Sample	2116	513	620	135	233	569	585	430	1005	1111	233	422	880	581	1388	728	335	633	446	482	220	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

		July 29-30					Aug 12-13															
Strongly support	3	2	5	0	10	1	3	1	5	3	2	2	2	3	2	2	3	2	3	2	3	1
Tend to support	27	27	51	10	56	18	41	13	35	30	25	24	29	26	29	32	21	26	31	28	24	23
<b>TOTAL SUPPORT</b>	<b>30</b>	<b>29</b>	<b>56</b>	<b>10</b>	<b>66</b>	<b>19</b>	<b>44</b>	<b>14</b>	<b>40</b>	<b>33</b>	<b>27</b>	<b>26</b>	<b>31</b>	<b>29</b>	<b>31</b>	<b>34</b>	<b>24</b>	<b>28</b>	<b>34</b>	<b>30</b>	<b>27</b>	<b>24</b>
Tend to oppose	31	32	30	37	26	32	32	34	33	29	36	34	33	31	33	33	31	35	30	37	32	30
Strongly oppose	28	27	10	48	5	43	18	46	22	30	24	15	22	31	33	22	34	24	23	25	32	39
<b>TOTAL OPPOSE</b>	<b>59</b>	<b>59</b>	<b>40</b>	<b>85</b>	<b>31</b>	<b>75</b>	<b>50</b>	<b>80</b>	<b>55</b>	<b>59</b>	<b>60</b>	<b>49</b>	<b>55</b>	<b>62</b>	<b>66</b>	<b>55</b>	<b>65</b>	<b>59</b>	<b>53</b>	<b>62</b>	<b>64</b>	<b>69</b>
Don't know	12	10	3	5	2	6	6	6	5	7	13	26	14	8	3	10	11	13	12	8	9	7

## 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.
<b>Age and Gender</b>		
Male 18 to 24	94	127
Male 25 to 39	191	267
Male 40 to 59	434	358
Male 60 +	286	275
Female 18 to 24	139	125
Female 25 to 39	231	269
Female 40 to 59	446	366
Female 60 +	295	330
<b>Region</b>		
North England	482	521
Midlands	286	347
East	190	203
London	335	271
South England	443	485
Wales	160	106
Scotland	220	184
<b>Social Grade</b>		
AB	790	592
C1	598	614
C2	317	444
DE	411	466
<b>Newspaper Type</b>		
Express / Mail	419	339
Sun / Star	281	497
Mirror / Record	157	212
Guardian / Independent	190	95
FT / Times / Telegraph	166	201
Other Paper	307	243
No Paper	596	529
<b>Political Party Identification</b>		
Labour	708	677
Conservative	527	592
Liberal Democrat	180	233
SNP/Plaid Cymru	64	36
Others	152	49
None/ DK	485	529

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)