

YouGov / The Sun Survey Results

Sample Size: 1914 GB Adults
Fieldwork: 13th - 14th 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	1914	465	550	161	182	588	457	389	928	986	228	484	655	547	1091	823	245	622	410	471	167	
Unweighted Sample	1914	459	585	150	203	573	492	415	910	1004	184	455	743	532	1316	598	304	627	383	463	137	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	32	100	0	0	0	74	2	10	29	36	28	27	28	42	37	25	33	37	34	28	22
Lab	38	0	100	0	0	4	88	34	39	37	37	47	42	26	34	44	38	27	38	51	38
Lib Dem	11	0	0	100	0	2	4	38	11	12	14	13	10	10	13	9	16	14	10	7	9
Other	19	0	0	0	100	20	6	18	22	15	21	12	20	22	16	23	13	21	18	15	31

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	4	9	15	10	3	6	15	18	10	16	9	16	13	12	6
SNP / PCY	3	0	0	0	0	1	1	3	4	2	9	1	3	2	2	3	0	0	2	0	23
Green	2	0	0	0	0	1	0	5	2	1	7	2	2	0	2	2	2	3	2	1	1
BNP	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0	0	1	1
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	2	1	1	2	1	0	1	1	1	2	2	0	1	0

Non Voters

Would Not Vote	9	0	0	0	0	2	3	3	9	9	26	10	8	3	7	12	6	12	9	9	4
Don't know	15	0	0	0	0	14	14	16	10	21	15	16	14	17	14	18	18	16	15	14	15

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

	Aug 12-13	Aug 13-14																				
Approve	28	27	77	5	37	14	55	8	23	30	24	18	26	25	34	33	20	32	27	29	23	25
Disapprove	57	56	10	89	43	75	29	85	63	57	54	55	55	60	52	52	61	48	53	55	61	65
Don't know	15	17	13	6	20	11	16	7	14	12	22	27	19	15	14	16	19	20	20	16	16	9

Which of these would make the best Prime Minister?

	July 30-31	Aug 13-14																				
David Cameron	36	33	93	3	19	30	73	6	18	33	33	26	30	28	45	40	24	36	36	36	28	25
Ed Miliband	19	19	1	57	6	3	2	46	20	21	16	15	24	22	13	19	19	17	16	17	25	20
Nick Clegg	6	7	1	2	41	4	3	3	19	10	5	18	7	7	4	8	7	9	9	7	4	8
Don't know	39	41	5	38	33	63	22	46	43	36	46	41	40	43	39	34	50	38	39	40	43	48

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

	July 30-31	Aug 13-14																				
If you had to choose, which of the following options would be best for Britain?																						
A majority Conservative government	31	30	88	1	6	41	75	4	8	28	32	16	21	27	46	34	24	34	33	29	27	22
A coalition between the Conservatives and Liberal Democrats	7	8	11	2	40	5	8	2	20	10	7	6	12	8	7	11	5	9	9	8	7	9
A coalition between Labour and the Liberal Democrats	12	13	0	16	43	9	2	15	31	14	11	19	18	11	8	12	13	17	11	14	10	16
A majority Labour government	28	27	0	76	1	11	3	65	24	31	23	19	28	32	22	24	30	20	21	27	35	34
Don't know	21	23	2	5	9	34	12	14	18	17	27	41	22	22	16	19	27	20	27	21	20	19

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	78	115
	Male 25 to 39	196	241
	Male 40 to 59	361	323
	Male 60 +	275	249
	Female 18 to 24	106	113
	Female 25 to 39	259	243
	Female 40 to 59	382	331
	Female 60 +	257	299
Region			
	North England	463	471
	Midlands	292	314
	East England	186	184
	London	304	245
	South England	441	438
	Wales	91	96
	Scotland	137	167
Social Grade			
	AB	761	536
	C1	555	555
	C2	256	402
	DE	342	421
Newspaper Type			
	Express / Mail	366	306
	Sun / Star	200	450
	Mirror / Record	105	191
	Guardian / Independent	123	86
	FT / Times / Telegraph	146	182
	Other Paper	281	220
	No Paper	693	479
Political Party Identification			
	Labour	647	612
	Conservative	521	536
	Liberal Democrat	182	211
	SNP/Plaid Cymru	28	33
	Others	114	44
	None/ DK	422	479

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