

## YouGov / The Sun Survey Results

Sample Size: 2100 GB Adults  
Fieldwork: 29th - 30th 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	
<b>Weighted Sample</b>	<b>2100</b>	<b>569</b>	<b>600</b>	<b>130</b>	<b>202</b>	<b>631</b>	<b>533</b>	<b>426</b>	<b>1019</b>	<b>1081</b>	<b>250</b>	<b>531</b>	<b>718</b>	<b>601</b>	<b>1197</b>	<b>903</b>	<b>269</b>	<b>683</b>	<b>449</b>	<b>517</b>	<b>183</b>
<b>Unweighted Sample</b>	<b>2100</b>	<b>538</b>	<b>627</b>	<b>118</b>	<b>215</b>	<b>599</b>	<b>563</b>	<b>432</b>	<b>1011</b>	<b>1089</b>	<b>209</b>	<b>447</b>	<b>883</b>	<b>561</b>	<b>1395</b>	<b>705</b>	<b>330</b>	<b>640</b>	<b>391</b>	<b>487</b>	<b>252</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>35</b>	100	0	0	0	75	7	14	35	34	32	32	32	41	39	29	35	39	35	33	26
Lab	<b>37</b>	0	100	0	0	5	81	34	36	37	41	44	34	33	34	40	40	27	39	44	38
Lib Dem	<b>8</b>	0	0	100	0	1	2	30	6	10	8	9	10	5	9	6	10	10	6	6	7
Other	<b>21</b>	0	0	0	100	18	11	22	22	19	19	16	24	22	17	25	15	24	20	17	29

### Other Parties Voting Intention

UKIP	<b>12</b>	0	0	0	100	17	5	8	13	11	8	6	15	16	10	16	8	16	15	12	2
Green	<b>4</b>	0	0	0	0	0	3	10	4	4	7	7	3	2	4	4	6	6	2	3	2
SNP / PCY	<b>3</b>	0	0	0	0	0	2	3	3	3	3	2	3	4	2	3	0	1	1	0	24
BNP	<b>0</b>	0	0	0	0	0	0	0	0	1	1	1	0	0	1	0	0	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	0	0	1	2	0	1	1	1	1	1	1	1

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	2	1	6	8	8	18	13	6	3	7	10	12	10	7	6	4
Don't know	<b>14</b>	0	0	0	0	11	10	19	9	18	16	14	14	12	13	15	13	15	16	10	14

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

	July 28-29	July 29-30																				
Approve	<b>31</b>	<b>33</b>	85	7	48	12	62	12	26	38	28	26	30	34	37	36	29	36	35	28	33	32
Disapprove	<b>52</b>	<b>50</b>	7	83	40	74	24	75	59	50	51	41	49	54	51	49	52	48	45	53	54	54
Don't know	<b>16</b>	<b>17</b>	8	10	12	14	14	12	15	12	21	33	21	12	12	15	19	16	19	19	13	14

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	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>2100</b>	<b>569</b>	<b>600</b>	<b>130</b>	<b>202</b>	<b>631</b>	<b>533</b>	<b>426</b>	<b>1019</b>	<b>1081</b>	<b>250</b>	<b>531</b>	<b>718</b>	<b>601</b>	<b>1197</b>	<b>903</b>	<b>269</b>	<b>683</b>	<b>449</b>	<b>517</b>	<b>183</b>	
Unweighted Sample	2100	538	627	118	215	599	563	432	1011	1089	209	447	883	561	1395	705	330	640	391	487	252	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 15-16	July 29-30																				
<b>Which of these would make the best Prime Minister?</b>																						
David Cameron	37	37	95	6	24	35	77	12	21	40	34	28	33	36	46	40	33	35	39	38	37	33
Ed Miliband	20	20	0	58	4	8	4	51	19	23	17	14	21	20	21	20	20	18	15	21	25	23
Nick Clegg	5	5	1	3	40	2	1	3	14	6	5	10	6	5	3	6	5	9	7	3	4	5
Don't know	38	38	4	33	31	55	19	34	46	30	44	49	40	39	30	34	42	38	39	38	34	39
<b>Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?</b>																						
Strongly support	3	3	6	1	13	0	4	0	6	3	2	3	3	3	2	3	2	4	4	2	2	3
Tend to support	25	27	51	7	66	13	43	10	34	30	23	20	28	27	28	30	22	28	30	24	24	25
<b>TOTAL SUPPORT</b>	<b>28</b>	<b>30</b>	<b>57</b>	<b>8</b>	<b>79</b>	<b>13</b>	<b>47</b>	<b>10</b>	<b>40</b>	<b>33</b>	<b>25</b>	<b>23</b>	<b>31</b>	<b>30</b>	<b>30</b>	<b>33</b>	<b>24</b>	<b>32</b>	<b>34</b>	<b>26</b>	<b>26</b>	<b>28</b>
Tend to oppose	30	31	29	36	15	37	31	34	30	29	33	32	30	30	34	32	30	28	30	32	35	29
Strongly oppose	30	28	9	49	1	46	15	47	23	30	25	19	23	31	31	25	31	26	22	30	31	33
<b>TOTAL OPPOSE</b>	<b>60</b>	<b>59</b>	<b>38</b>	<b>85</b>	<b>16</b>	<b>83</b>	<b>46</b>	<b>81</b>	<b>53</b>	<b>59</b>	<b>58</b>	<b>51</b>	<b>53</b>	<b>61</b>	<b>65</b>	<b>57</b>	<b>61</b>	<b>54</b>	<b>52</b>	<b>62</b>	<b>66</b>	<b>62</b>
Don't know	12	12	5	8	4	4	7	8	7	8	16	26	17	9	4	9	15	13	15	12	8	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.
<b>Age and Gender</b>		
Male 18 to 24	90	126
Male 25 to 39	211	265
Male 40 to 59	448	355
Male 60 +	262	273
Female 18 to 24	119	124
Female 25 to 39	236	267
Female 40 to 59	435	363
Female 60 +	299	328
<b>Region</b>		
North England	487	517
Midlands	264	344
East	176	202
London	330	269
South England	464	481
Wales	127	105
Scotland	252	183
<b>Social Grade</b>		
AB	796	588
C1	599	609
C2	320	441
DE	385	462
<b>Newspaper Type</b>		
Express / Mail	419	336
Sun / Star	251	493
Mirror / Record	158	210
Guardian / Independent	141	94
FT / Times / Telegraph	166	200
Other Paper	366	242
No Paper	599	525
<b>Political Party Identification</b>		
Labour	715	672
Conservative	553	588
Liberal Democrat	195	231
SNP/Plaid Cymru	60	36
Others	147	48
None/ DK	430	525

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)