

YouGov / The Sun Survey Results

Sample Size: 1915 GB Adults
Fieldwork: 28th - 29th May 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	1915	453	567	169	208	586	489	414	931	984	232	488	655	540	1092	823	245	622	410	471	167	
Unweighted Sample	1915	432	597	130	234	567	479	419	892	1023	136	462	844	473	1298	617	269	668	401	437	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	30	100	0	0	0	71	4	9	30	30	25	26	26	39	33	25	29	35	30	29	18
Lab	37	0	100	0	0	5	86	32	38	37	35	41	43	29	36	40	37	29	41	45	40
Lib Dem	11	0	0	100	0	3	3	37	10	12	20	15	10	6	15	6	15	13	10	7	13
Other	21	0	0	0	100	21	6	21	22	21	20	18	21	25	17	28	19	23	20	19	29

Other Parties Voting Intention

UKIP	14	0	0	0	100	19	4	9	13	15	11	6	15	20	9	21	14	19	13	12	4
SNP / PCY	3	0	0	0	0	0	1	1	4	1	1	5	3	1	3	2	2	0	1	0	21
Green	3	0	0	0	0	2	1	8	3	3	4	6	2	1	3	3	2	2	3	5	2
BNP	1	0	0	0	0	0	0	2	1	1	4	0	0	2	1	1	0	0	2	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	1	0	1	0	1	0	0	1	1	1	1	0	1	1	0	2

Non Voters

Would Not Vote	7	0	0	0	0	3	2	5	5	8	16	9	5	2	6	8	5	7	9	6	2
Don't know	14	0	0	0	0	13	10	16	9	19	17	14	13	15	13	16	14	17	11	14	13

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

	May 27-28	May 28-29																				
Approve	25	25	71	4	31	9	48	9	19	29	21	20	30	23	26	30	19	30	26	24	25	18
Disapprove	59	61	17	90	57	85	40	84	67	63	60	52	56	66	65	57	67	51	61	63	61	74
Don't know	16	14	12	6	12	6	12	6	13	8	19	28	14	12	9	13	14	19	13	13	14	8

Which of these would make the best Prime Minister?

	April 9-10	May 28-29																				
David Cameron	31	30	90	3	15	21	66	8	16	32	29	29	28	27	37	35	24	34	33	28	29	24
Ed Miliband	24	23	1	65	8	7	3	55	21	26	19	24	20	26	20	21	24	20	18	25	28	24
Nick Clegg	6	6	1	4	45	2	1	2	18	7	6	12	9	5	3	8	3	4	8	6	4	9
Don't know	38	41	9	28	32	70	30	35	45	35	46	35	42	42	40	35	48	41	41	41	39	43

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

April 23-24 May 28-29

If you had to choose, which of the following options would be best for Britain?

A majority Conservative government	29	29	87	2	5	34	69	5	12	32	27	21	22	27	41	33	24	32	31	27	29	23
A coalition between the Conservatives and Liberal Democrats	9	7	10	1	27	2	7	2	10	6	7	5	11	6	4	9	4	7	7	6	6	6
A coalition between Labour and the Liberal Democrats	13	13	0	14	54	5	1	12	32	13	13	18	18	11	9	16	9	17	12	12	11	20
A majority Labour government	29	29	1	82	1	17	5	71	25	32	27	24	27	36	26	26	34	24	25	32	34	34
Don't know	21	22	2	2	14	42	18	10	21	18	26	32	22	20	20	16	29	19	25	23	19	18

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	59	119
	Male 25 to 39	180	245
	Male 40 to 59	416	324
	Male 60 +	237	243
	Female 18 to 24	77	113
	Female 25 to 39	282	243
	Female 40 to 59	428	331
	Female 60 +	236	297
Region			
	North England	437	471
	Midlands	307	314
	East England	204	184
	London	269	245
	South England	464	439
	Wales	94	96
	Scotland	140	167
Social Grade			
	AB	742	536
	C1	556	555
	C2	268	402
	DE	349	421
Newspaper Type			
	Express / Mail	403	306
	Sun / Star	138	450
	Mirror / Record	73	192
	Guardian / Independent	108	86
	FT / Times / Telegraph	122	182
	Other Paper	281	220
	No Paper	790	479
Political Party Identification			
	Labour	648	622
	Conservative	519	546
	Liberal Democrat	180	230
	SNP/Plaid Cymru	38	33
	Others	128	25
	None/ DK	402	460

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