

YouGov / The Sun Survey Results

Sample Size: 1865 GB Adults
Fieldwork: 14th - 15th 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	1865	492	561	133	165	556	469	366	905	960	222	472	638	533	1063	802	239	606	399	459	162
Unweighted Sample	1865	474	592	118	177	553	492	382	838	1027	183	448	715	519	1274	591	296	620	335	443	171
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	78	4	15	34	35	38	30	34	36	37	30	39	42	32	28	20
Lab	39	0	100	0	0	6	87	31	38	40	34	42	41	35	37	42	40	26	44	49	40
Lib Dem	9	0	0	100	0	2	2	36	10	9	7	16	6	8	11	7	9	14	9	6	6
Other	18	0	0	0	100	14	7	19	19	17	21	12	18	20	15	21	12	18	15	17	34

Other Parties Voting Intention

UKIP	11	0	0	0	100	13	5	12	11	11	9	6	12	16	9	15	10	14	10	13	4
SNP / PCY	4	0	0	0	0	0	1	4	4	3	5	5	3	3	4	3	0	0	3	0	29
Green	2	0	0	0	0	0	0	3	2	1	5	1	2	1	2	1	2	2	1	2	2
BNP	1	0	0	0	0	0	1	0	1	1	0	0	1	1	0	1	0	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0

Non Voters

Would Not Vote	9	0	0	0	0	3	2	3	6	11	17	11	8	3	8	9	5	11	8	10	4
Don't know	14	0	0	0	0	11	10	20	9	19	20	14	13	14	14	15	14	17	12	12	14

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

	Aug 13-14	Aug 14-15																				
Approve	27	28	77	5	33	10	61	6	23	32	24	24	27	26	33	32	22	33	31	26	23	23
Disapprove	56	55	9	87	47	79	26	82	62	57	53	48	51	57	58	52	59	52	46	58	63	58
Don't know	17	18	14	8	19	11	14	12	15	11	24	27	22	17	9	16	19	15	22	16	14	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	85	112
	Male 25 to 39	198	235
	Male 40 to 59	318	315
	Male 60 +	237	242
	Female 18 to 24	98	110
	Female 25 to 39	250	237
	Female 40 to 59	397	323
	Female 60 +	282	291
Region			
	North England	443	459
	Midlands	260	306
	East England	198	179
	London	296	239
	South England	422	427
	Wales	75	93
	Scotland	171	162
Social Grade			
	AB	733	522
	C1	541	541
	C2	265	392
	DE	326	410
Newspaper Type			
	Express / Mail	338	298
	Sun / Star	199	438
	Mirror / Record	95	187
	Guardian / Independent	134	84
	FT / Times / Telegraph	143	177
	Other Paper	284	214
	No Paper	672	466
Political Party Identification			
	Labour	628	597
	Conservative	511	522
	Liberal Democrat	164	205
	SNP/Plaid Cymru	33	32
	Others	100	43
	None/ DK	429	466

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