

YouGov / The Sun Survey Results

Sample Size: 1995 GB Adults
Fieldwork: 27th - 28th May 2013

	Voting intention				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		
Weighted Sample	1995	449	600	149	238	621	498	440	970	1025	241	509	682	563	1137	858	255	648	427	491	174	
Unweighted Sample	1995	420	583	142	278	602	487	454	952	1043	197	478	763	557	1317	678	319	661	410	470	135	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	29	100	0	0	0	67	5	15	28	30	22	29	26	34	33	23	28	37	33	22	11
Lab	39	0	100	0	0	5	86	29	39	39	41	44	38	33	35	44	41	28	40	48	46
Lib Dem	10	0	0	100	0	2	1	33	10	9	13	11	9	7	12	6	13	11	5	9	8
Other	23	0	0	0	100	26	8	22	23	22	23	16	26	25	20	27	18	24	22	20	35

Other Parties Voting Intention

UKIP	15	0	0	0	100	25	5	11	15	15	9	8	18	20	13	18	15	18	17	15	4
SNP / PCY	3	0	0	0	0	0	1	3	3	2	5	2	4	2	3	3	0	0	3	0	24
Green	3	0	0	0	0	0	1	7	3	2	4	5	2	1	3	2	1	3	2	2	5
BNP	1	0	0	0	0	1	0	1	1	1	3	0	1	1	1	1	1	1	0	2	0
Respect	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	1	0	1	0	0	2
Other	1	0	0	0	0	0	0	1	1	0	0	0	1	1	1	1	1	1	1	1	0

Non Voters

Would Not Vote	7	0	0	0	0	2	2	4	6	8	13	11	7	2	6	9	7	7	6	8	7
Don't know	15	0	0	0	0	15	8	16	11	18	18	13	13	16	14	16	15	15	16	14	9

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

	May 23-24	May 27-28																				
Approve	24	25	71	7	42	9	46	10	28	29	21	28	27	24	24	29	20	26	31	25	20	14
Disapprove	62	59	12	85	46	83	37	81	62	60	58	47	55	64	63	56	64	60	53	59	66	64
Don't know	14	16	17	8	12	8	17	9	10	10	21	25	18	13	13	15	16	15	16	16	14	22

Fieldwork: 27th - 28th 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	1995	449	600	149	238	621	498	440	970	1025	241	509	682	563	1137	858	255	648	427	491	174
Unweighted Sample	1995	420	583	142	278	602	487	454	952	1043	197	478	763	557	1317	678	319	661	410	470	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	May 20-21	May 27-28																				
Strongly support	2	4	8	2	14	0	5	4	5	4	3	2	4	4	4	5	2	6	4	4	2	2
Tend to support	25	24	49	8	56	19	37	10	34	25	23	22	26	22	27	29	18	28	31	22	19	14
TOTAL SUPPORT	27	28	57	10	70	19	42	14	39	29	26	24	30	26	31	34	20	34	35	26	21	16
Tend to oppose	31	33	29	34	15	47	36	31	31	31	35	30	33	34	34	33	33	33	33	33	34	32
Strongly oppose	31	28	9	51	12	32	16	50	22	31	26	21	22	32	32	25	33	23	22	30	34	37
TOTAL OPPOSE	62	61	38	85	27	79	52	81	53	62	61	51	55	66	66	58	66	56	55	63	68	69
Don't know	10	11	4	5	3	2	6	5	7	9	13	25	15	8	5	8	15	11	10	10	11	15

Which of these would make the best Prime Minister?

	April 9-10	May 27-28																				
David Cameron	31	32	88	6	22	28	66	10	24	35	29	30	29	29	39	37	26	35	39	31	28	16
Ed Miliband	24	21	1	59	9	6	4	53	15	24	18	22	20	23	20	19	24	19	16	23	25	32
Nick Clegg	6	5	1	2	46	2	1	1	17	6	4	7	8	5	3	6	4	9	4	5	5	4
Don't know	38	41	10	32	23	64	29	35	44	34	48	40	43	42	39	38	45	37	41	41	42	48

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	89	124
	Male 25 to 39	198	255
	Male 40 to 59	373	337
	Male 60 +	292	253
	Female 18 to 24	108	118
	Female 25 to 39	280	253
	Female 40 to 59	390	345
	Female 60 +	265	309
Region			
	North England	470	491
	Midlands	309	327
	East England	176	192
	London	319	255
	South England	485	457
	Wales	101	100
	Scotland	135	174
Social Grade			
	AB	713	559
	C1	604	579
	C2	302	419
	DE	376	439
Newspaper Type			
	Express / Mail	368	319
	Sun / Star	236	469
	Mirror / Record	139	200
	Guardian / Independent	147	90
	FT / Times / Telegraph	163	190
	Other Paper	245	229
	No Paper	697	499
Political Party Identification			
	Labour	634	648
	Conservative	525	569
	Liberal Democrat	197	239
	SNP/Plaid Cymru	38	34
	Others	133	26
	None/ DK	468	479

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