

YouGov / The Sun Survey Results

Sample Size: 1869 GB Adults
Fieldwork: 29th - 30th July 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	1869	486	566	155	150	558	456	444	908	961	226	477	639	527	1065	804	239	607	400	460	163	
Unweighted Sample	1869	481	548	130	215	592	436	444	890	979	162	429	675	603	1253	616	267	708	358	445	91	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	34	100	0	0	0	78	5	12	34	34	41	30	26	44	39	27	37	39	36	28	24
Lab	40	0	100	0	0	5	89	32	37	42	37	43	49	26	36	44	37	33	44	49	32
Lib Dem	11	0	0	100	0	1	0	39	10	12	8	14	10	10	12	9	17	13	6	7	14
Other	16	0	0	0	100	16	6	17	19	12	14	12	16	19	13	20	9	15	15	16	30

Other Parties Voting Intention

UKIP	10	0	0	0	100	16	3	9	12	9	8	5	10	16	9	13	8	12	11	13	3
SNP / PCY	2	0	0	0	0	1	1	2	3	1	3	1	3	2	2	3	0	1	1	0	19
Green	2	0	0	0	0	0	1	3	2	1	0	4	1	1	2	1	1	1	1	2	5
BNP	1	0	0	0	0	0	1	0	0	1	2	0	1	0	0	1	1	0	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	2	1	1	1	1	1	0	0	1	0	1	2	0	1

Non Voters

Would Not Vote	8	0	0	0	0	2	3	5	7	8	17	12	6	2	7	9	5	10	7	9	2
Don't know	15	0	0	0	0	13	10	21	11	19	19	16	14	15	13	18	20	15	14	14	16

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

	July 28-29	July 29-30																				
Approve	28	29	79	4	40	12	58	7	24	31	27	29	27	23	36	33	22	28	32	28	23	33
Disapprove	57	57	10	92	44	76	29	86	65	59	56	50	54	66	54	53	63	54	55	57	64	56
Don't know	14	14	11	4	16	12	13	7	12	10	17	21	18	11	10	13	15	18	13	14	13	10

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

	July 23-24	July 29-30																				
Strongly support	3	3	7	0	5	0	5	0	3	3	2	4	2	2	3	3	2	2	3	2	3	1
Tend to support	27	27	54	8	61	9	40	9	34	28	25	20	29	23	32	30	23	28	30	24	22	34
TOTAL SUPPORT	30	30	61	8	66	9	45	9	37	31	27	24	31	25	35	33	25	30	33	26	25	35
Tend to oppose	30	30	24	31	24	38	29	31	30	25	34	27	25	31	33	30	29	30	32	31	24	31
Strongly oppose	28	29	9	57	6	47	17	52	27	34	25	21	26	34	30	27	33	26	23	29	41	25
TOTAL OPPOSE	58	59	33	88	30	85	46	83	57	59	59	48	51	65	63	57	62	56	55	60	65	56
Don't know	12	12	6	3	4	5	8	7	5	9	14	29	17	9	2	10	13	13	12	14	9	9

Fieldwork: 29th - 30th July 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	1869	486	566	155	150	558	456	444	908	961	226	477	639	527	1065	804	239	607	400	460	163	
Unweighted Sample	1869	481	548	130	215	592	436	444	890	979	162	429	675	603	1253	616	267	708	358	445	91	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 15-16	July 29-30																				
Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.																						
The economy	64	66	69	70	74	53	66	67	74	70	62	58	66	66	68	70	60	61	65	66	66	73
Immigration & Asylum	51	50	67	36	30	82	71	44	33	46	55	41	38	48	69	45	58	49	50	57	50	41
Health	37	41	35	50	49	24	34	50	50	39	42	25	33	48	46	43	38	40	39	43	43	38
Welfare benefits	30	28	29	29	23	32	28	29	28	24	31	24	29	28	27	26	30	18	28	28	31	28
Housing	16	16	10	24	20	8	10	20	20	18	15	14	18	18	14	15	18	25	16	14	13	20
Crime	14	13	14	12	12	13	13	11	11	12	14	16	16	13	9	12	15	21	10	15	12	11
Pensions	13	13	10	16	13	19	13	17	12	12	14	7	10	14	18	12	14	10	16	12	13	7
Education	13	13	10	17	20	4	9	15	18	14	12	23	14	11	9	16	9	10	15	12	12	13
Europe	11	12	19	4	4	40	22	5	9	15	10	7	8	12	18	11	13	13	12	12	13	9
Tax	11	8	8	7	12	7	6	8	7	9	7	15	12	8	3	9	7	11	8	6	9	11
Family life & childcare	6	6	4	7	4	5	4	7	5	4	7	5	8	6	3	5	6	5	5	5	5	11
The environment	6	5	3	4	13	4	3	4	10	5	6	6	6	6	4	7	4	6	5	5	6	5
Transport	2	3	3	2	5	4	3	2	5	4	2	5	3	3	2	3	3	2	3	3	1	6
None of these	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	1	0	0	1	1
Don't know	2	2	1	1	0	0	1	2	1	2	2	7	4	1	0	2	3	3	2	2	2	2

	July 15-16	July 29-30																				
And which of the following do you think are the most important issues facing you and your family? Please tick up to three.																						
The economy	55	54	55	59	61	46	54	58	61	59	49	39	53	59	54	59	47	56	53	51	55	59
Health	37	38	38	41	32	38	41	40	34	36	39	25	24	38	54	37	38	31	35	46	38	35
Pensions	27	28	34	25	29	32	33	25	30	26	30	19	16	26	45	31	24	20	33	26	27	26
Tax	22	20	25	16	21	22	22	16	19	20	19	24	29	17	13	22	17	18	21	16	20	26
Education	15	15	14	18	18	10	12	13	18	13	17	28	15	15	9	16	13	12	16	16	16	12
Welfare benefits	14	15	6	18	15	19	9	20	17	15	14	14	15	16	14	9	23	15	13	13	17	19
Immigration & Asylum	14	14	15	8	7	36	19	15	9	15	13	12	8	14	20	12	17	15	14	17	14	6
Housing	13	13	7	16	22	10	8	15	14	11	16	21	17	13	8	12	15	23	13	13	9	14
Family life & childcare	11	12	12	13	13	10	12	11	14	11	14	6	24	12	6	13	12	7	15	11	12	14
Crime	9	9	9	9	6	9	10	8	7	8	9	12	10	8	7	8	10	14	7	8	9	6
Transport	7	7	8	7	15	9	6	4	13	9	6	11	6	8	6	8	6	7	7	10	4	11
Europe	7	6	8	3	1	26	12	3	5	9	4	5	3	6	11	6	7	9	6	5	8	5
The environment	6	6	5	6	9	4	5	5	11	7	6	5	7	6	7	8	5	10	6	6	5	6
None of these	4	3	4	3	0	2	4	2	2	3	3	1	5	3	2	3	3	2	3	5	4	2
Don't know	3	4	2	3	0	0	3	3	1	3	5	13	4	2	1	3	4	5	3	3	6	3

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	66	116
	Male 25 to 39	189	239
	Male 40 to 59	312	316
	Male 60 +	323	237
	Female 18 to 24	96	110
	Female 25 to 39	240	237
	Female 40 to 59	363	323
	Female 60 +	280	290
Region			
	North England	445	460
	Midlands	279	307
	East England	215	179
	London	267	239
	South England	493	428
	Wales	79	93
	Scotland	91	163
Social Grade			
	AB	689	523
	C1	564	542
	C2	250	392
	DE	366	411
Newspaper Type			
	Express / Mail	380	299
	Sun / Star	182	439
	Mirror / Record	103	187
	Guardian / Independent	140	84
	FT / Times / Telegraph	160	178
	Other Paper	223	215
	No Paper	681	467
Political Party Identification			
	Labour	600	607
	Conservative	525	533
	Liberal Democrat	154	224
	SNP/Plaid Cymru	21	32
	Others	138	24
	None/ DK	431	449

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