

## YouGov / The Sun Survey Results

Sample Size: 2107 GB Adults  
Fieldwork: 15th - 16th July 2014

	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>2107</b>	<b>549</b>	<b>598</b>	<b>145</b>	<b>206</b>	<b>621</b>	<b>501</b>	<b>437</b>	<b>1022</b>	<b>1085</b>	<b>251</b>	<b>533</b>	<b>721</b>	<b>602</b>	<b>1201</b>	<b>906</b>	<b>270</b>	<b>685</b>	<b>451</b>	<b>518</b>	<b>183</b>
<b>Unweighted Sample</b>	<b>2107</b>	<b>508</b>	<b>667</b>	<b>121</b>	<b>206</b>	<b>590</b>	<b>549</b>	<b>426</b>	<b>1025</b>	<b>1082</b>	<b>231</b>	<b>485</b>	<b>815</b>	<b>576</b>	<b>1404</b>	<b>703</b>	<b>329</b>	<b>625</b>	<b>436</b>	<b>473</b>	<b>244</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	78	4	12	34	33	25	31	29	43	38	27	28	40	31	33	23
Lab	<b>36</b>	0	100	0	0	4	84	36	35	38	38	40	41	28	35	39	45	27	39	44	32
Lib Dem	<b>9</b>	0	0	100	0	1	2	32	9	8	12	10	8	7	10	7	13	9	10	5	8
Other	<b>21</b>	0	0	0	100	17	9	20	22	20	25	19	21	22	17	27	14	24	19	18	37

### Other Parties Voting Intention

UKIP	<b>13</b>	0	0	0	100	16	6	8	13	12	7	8	14	16	9	17	8	17	13	13	2
Green	<b>4</b>	0	0	0	0	0	2	8	3	5	12	5	3	2	4	4	3	5	4	3	4
SNP / PCY	<b>3</b>	0	0	0	0	0	1	2	4	2	3	4	3	2	3	4	1	0	2	0	30
BNP	<b>1</b>	0	0	0	0	0	0	0	1	0	1	1	0	0	0	1	0	1	1	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	0	2	1	1	1	0	1	1	1	0	1	1

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	4	2	5	8	8	16	11	7	4	6	11	10	8	9	8	5
Don't know	<b>14</b>	0	0	0	0	8	12	18	9	19	14	19	13	11	13	15	10	14	17	14	14

July  
14-15

July  
15-16

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

Approve	<b>31</b>	<b>32</b>	84	5	44	15	66	8	26	38	27	24	32	28	41	37	26	29	39	30	28	29
Disapprove	<b>53</b>	<b>53</b>	9	88	38	69	22	82	62	52	54	56	46	59	51	50	57	56	48	53	56	57
Don't know	<b>16</b>	<b>15</b>	7	7	17	16	12	10	12	10	19	21	22	13	9	13	17	15	13	18	16	14

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	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>2107</b>	549	598	145	206	621	501	437	1022	1085	251	533	721	602	1201	906	270	685	451	518	183	
Unweighted Sample	2107	508	667	121	206	590	549	426	1025	1082	231	485	815	576	1404	703	329	625	436	473	244	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 1-2	July 15-16																				
<b>Which of these would make the best Prime Minister?</b>																						
David Cameron	38	37	95	5	19	37	80	8	20	42	32	30	33	32	48	43	29	32	44	37	34	26
Ed Miliband	19	20	0	59	4	9	2	49	20	21	18	18	18	24	17	19	21	22	16	19	26	17
Nick Clegg	4	5	1	2	40	1	1	2	16	5	5	5	7	5	4	6	4	4	6	6	3	6
Don't know	39	38	4	33	37	53	17	42	45	32	44	47	42	39	30	32	46	41	34	38	37	50
<b>Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?</b>																						
Strongly support	3	3	7	1	9	0	5	1	3	4	1	2	4	2	3	4	1	3	4	2	2	3
Tend to support	25	25	46	8	55	15	40	8	32	28	23	20	27	22	30	28	22	26	29	21	24	25
<b>TOTAL SUPPORT</b>	<b>28</b>	<b>28</b>	<b>53</b>	<b>9</b>	<b>64</b>	<b>15</b>	<b>45</b>	<b>9</b>	<b>35</b>	<b>32</b>	<b>24</b>	<b>22</b>	<b>31</b>	<b>24</b>	<b>33</b>	<b>32</b>	<b>23</b>	<b>29</b>	<b>33</b>	<b>23</b>	<b>26</b>	<b>28</b>
Tend to oppose	31	30	30	31	24	30	31	31	27	27	33	33	29	30	30	31	29	28	31	32	28	31
Strongly oppose	29	30	12	54	9	45	18	52	29	33	26	21	22	35	34	28	32	27	27	30	33	31
<b>TOTAL OPPOSE</b>	<b>60</b>	<b>60</b>	<b>42</b>	<b>85</b>	<b>33</b>	<b>75</b>	<b>49</b>	<b>83</b>	<b>56</b>	<b>60</b>	<b>59</b>	<b>54</b>	<b>51</b>	<b>65</b>	<b>64</b>	<b>59</b>	<b>61</b>	<b>55</b>	<b>58</b>	<b>62</b>	<b>61</b>	<b>62</b>
Don't know	11	12	5	5	3	10	7	9	8	8	16	24	19	10	3	9	16	17	10	14	12	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	101	126
Male 25 to 39	216	266
Male 40 to 59	418	356
Male 60 +	290	274
Female 18 to 24	130	124
Female 25 to 39	269	268
Female 40 to 59	397	364
Female 60 +	286	329
<b>Region</b>		
North England	473	518
Midlands	321	346
East	159	202
London	329	270
South England	466	483
Wales	115	105
Scotland	244	183
<b>Social Grade</b>		
AB	784	590
C1	620	611
C2	299	443
DE	404	464
<b>Newspaper Type</b>		
Express / Mail	405	337
Sun / Star	269	495
Mirror / Record	155	211
Guardian / Independent	160	95
FT / Times / Telegraph	159	200
Other Paper	299	242
No Paper	660	527
<b>Political Party Identification</b>		
Labour	740	674
Conservative	543	590
Liberal Democrat	179	232
SNP/Plaid Cymru	56	36
Others	125	48
None/ DK	464	527

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)