

YouGov / The Sun Survey Results

Sample Size: 1886 GB Adults
Fieldwork: 27th - 28th 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	1886	496	548	166	175	554	487	427	917	969	228	481	645	532	1075	811	241	613	404	464	164
Unweighted Sample	1886	440	570	141	217	529	491	425	891	995	167	457	739	523	1230	656	232	651	381	464	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	4	14	33	34	28	36	31	36	37	28	32	41	36	30	14
Lab	37	0	100	0	0	6	85	26	35	40	44	38	39	31	32	44	35	27	40	47	41
Lib Dem	11	0	0	100	0	2	1	43	12	11	7	14	10	12	14	7	22	12	8	8	9
Other	18	0	0	0	100	16	11	17	21	15	20	12	19	21	17	20	12	20	16	15	36

Other Parties Voting Intention

UKIP	12	0	0	0	100	14	7	10	14	10	8	5	13	18	9	15	6	16	11	11	7
SNP / PCY	3	0	0	0	0	0	3	2	3	2	5	3	3	2	3	2	0	1	2	0	22
Green	2	0	0	0	0	1	0	3	2	2	3	2	2	1	2	1	2	1	2	1	1
BNP	1	0	0	0	0	0	1	1	1	1	0	1	1	1	0	1	1	1	0	1	1
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Other	1	0	0	0	0	0	1	2	1	1	3	1	1	1	1	1	2	0	1	1	3

Non Voters

Would Not Vote	8	0	0	0	0	3	4	4	8	8	14	11	7	4	7	9	6	9	9	8	5
Don't know	14	0	0	0	0	11	10	16	8	19	18	11	14	14	14	13	16	15	14	11	13

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

	August 26-27	August 27-28																				
Approve	28	28	75	5	36	12	56	10	23	34	23	27	29	26	31	32	23	29	36	29	24	14
Disapprove	58	56	12	87	41	76	29	82	58	56	55	51	49	60	58	52	60	53	48	54	63	71
Don't know	14	16	13	8	23	12	15	8	18	10	22	22	21	14	11	15	17	18	17	17	14	15

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

Which of these would make the best Prime Minister?

	Aug 13-14	August 27-28	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
David Cameron	33	35	90	7	20	30	74	11	23	38	32	34	34	34	38	39	30	33	43	35	31	19
Ed Miliband	19	18	1	55	6	6	3	45	14	20	17	22	19	19	15	16	22	19	14	18	24	22
Nick Clegg	7	6	1	3	45	2	1	2	20	8	5	3	9	6	5	7	5	10	5	5	6	8
Don't know	41	40	8	35	29	62	23	42	43	34	46	41	38	41	41	38	43	38	38	42	39	51

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

	Aug 13-14	August 27-28	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
A majority Conservative government	30	30	85	1	5	35	74	4	14	32	29	21	28	28	39	34	26	28	35	32	27	20
A coalition between the Conservatives and Liberal Democrats	8	9	10	2	46	6	7	3	20	10	8	7	9	9	10	10	8	14	11	5	10	4
A coalition between Labour and the Liberal Democrats	13	13	1	16	35	9	2	14	27	14	11	16	15	12	10	14	11	15	12	9	13	16
A majority Labour government	27	27	0	78	5	10	3	65	19	28	26	26	26	29	26	23	33	23	19	30	35	35
Don't know	23	21	4	4	10	40	13	13	20	16	26	30	22	21	16	19	23	20	23	23	16	24

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	71	117
	Male 25 to 39	198	241
	Male 40 to 59	345	319
	Male 60 +	277	240
	Female 18 to 24	96	111
	Female 25 to 39	259	240
	Female 40 to 59	394	326
	Female 60 +	246	292
Region			
	North England	464	464
	Midlands	296	309
	East England	176	181
	London	232	241
	South England	475	432
	Wales	85	94
	Scotland	158	164
Social Grade			
	AB	695	528
	C1	535	547
	C2	271	396
	DE	385	415
Newspaper Type			
	Express / Mail	342	302
	Sun / Star	230	443
	Mirror / Record	116	189
	Guardian / Independent	132	85
	FT / Times / Telegraph	135	179
	Other Paper	259	217
	No Paper	672	472
Political Party Identification			
	Labour	658	613
	Conservative	483	538
	Liberal Democrat	183	226
	SNP/Plaid Cymru	34	32
	Others	116	25
	None/ DK	412	453

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