

# YouGov / The Sun Survey Results

Sample Size: 1923 GB Adults

Fieldwork: 2nd - 3rd 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	
<b>Weighted Sample</b>	<b>1923</b>	470	590	139	193	597	488	419	935	988	233	490	658	542	1096	827	246	625	412	473	167	
Unweighted Sample	1923	440	616	113	215	589	502	422	894	1029	156	448	779	540	1237	686	278	638	387	466	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	32	100	0	0	0	74	3	10	30	33	32	30	29	35	37	24	29	38	30	32	13
Lab	40	0	100	0	0	5	89	32	40	39	46	46	37	35	37	43	45	29	44	46	44
Lib Dem	9	0	0	100	0	1	1	36	8	11	7	9	13	6	10	8	10	11	7	8	12
Other	19	0	0	0	100	20	7	22	22	17	15	14	21	24	16	25	16	22	18	15	31

## Other Parties Voting Intention

UKIP	13	0	0	0	100	18	4	14	15	11	3	7	14	19	10	17	11	17	14	12	2
SNP / PCY	3	0	0	0	0	0	2	2	3	2	2	3	2	3	3	3	1	0	2	0	25
Green	2	0	0	0	0	1	0	5	2	2	5	2	1	1	2	1	3	3	1	0	3
BNP	1	0	0	0	0	1	0	0	1	1	3	0	2	0	0	2	0	1	1	2	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	0	1	1	2	0	1	0	1	1	1	1	1	0	1

## Non Voters

Would Not Vote	7	0	0	0	0	2	2	6	5	8	16	9	5	4	7	7	5	4	12	7	5
Don't know	16	0	0	0	0	13	10	21	12	19	22	15	15	14	14	18	17	18	14	14	16

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

	July 1-2	July 2-3																				
Approve	26	26	77	4	30	10	53	7	18	28	24	21	29	23	30	32	19	28	30	25	25	17
Disapprove	57	57	10	89	43	80	32	82	64	61	54	49	54	61	59	53	63	59	54	57	58	66
Don't know	17	16	13	7	27	10	15	10	19	11	22	30	17	16	11	15	18	12	17	18	17	17

## Which of these would make the best Prime Minister?

	June 18-19	July 2-3																				
David Cameron	35	35	96	6	21	33	72	8	20	38	33	36	35	32	40	40	29	35	41	35	33	22
Ed Miliband	20	20	0	61	1	2	2	53	18	23	18	16	23	20	21	18	23	19	16	22	25	23
Nick Clegg	5	6	1	3	46	3	2	3	16	5	6	4	6	8	4	6	5	8	6	5	5	5
Don't know	40	38	3	31	33	62	24	36	46	34	43	44	35	41	36	35	43	39	37	38	37	50

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

	June 18-19	July 2-3																				
<b>If you had to choose, which of the following options would be best for Britain?</b>																						
A majority Conservative government	31	31	89	1	4	38	74	3	11	33	29	24	26	27	42	35	25	30	37	29	28	19
A coalition between the Conservatives and Liberal Democrats	8	8	10	4	31	8	6	5	14	7	9	10	11	9	4	9	7	9	9	8	6	7
A coalition between Labour and the Liberal Democrats	12	13	0	13	52	10	2	9	34	15	11	11	14	16	8	14	11	15	13	11	11	17
A majority Labour government	29	28	0	79	1	8	5	71	20	29	28	24	30	28	29	26	32	30	20	31	35	35
Don't know	19	20	1	4	12	37	14	11	21	17	23	31	19	19	17	16	26	16	21	21	19	23

## 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	62	119
	Male 25 to 39	199	246
	Male 40 to 59	378	325
	Male 60 +	255	244
	Female 18 to 24	94	113
	Female 25 to 39	249	244
	Female 40 to 59	401	333
	Female 60 +	285	298
<b>Region</b>			
	North England	466	473
	Midlands	271	315
	East England	177	185
	London	278	246
	South England	461	440
	Wales	116	96
	Scotland	154	167
<b>Social Grade</b>			
	AB	683	538
	C1	554	558
	C2	289	404
	DE	397	423
<b>Newspaper Type</b>			
	Express / Mail	372	308
	Sun / Star	185	452
	Mirror / Record	96	192
	Guardian / Independent	136	87
	FT / Times / Telegraph	140	183
	Other Paper	261	221
	No Paper	733	481
<b>Political Party Identification</b>			
	Labour	655	625
	Conservative	529	548
	Liberal Democrat	165	231
	SNP/Plaid Cymru	48	33
	Others	113	25
	None/ DK	413	462

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