

YouGov / The Sun Survey Results

Sample Size: 1965 GB Adults
Fieldwork: 15th - 16th 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	1965	488	582	152	183	578	479	458	955	1010	238	501	672	554	1120	845	252	639	421	483	171
Unweighted Sample	1965	463	616	134	214	575	508	453	928	1037	165	515	740	545	1307	658	289	660	399	443	174
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	77	6	15	31	34	31	28	29	41	38	24	36	42	34	22	17
Lab	38	0	100	0	0	6	83	30	39	38	39	42	41	32	35	43	39	31	40	47	39
Lib Dem	10	0	0	100	0	1	2	35	9	11	7	10	11	9	10	10	11	11	9	11	5
Other	19	0	0	0	100	16	9	20	20	18	23	20	19	18	17	23	14	17	17	20	39

Other Parties Voting Intention

UKIP	12	0	0	0	100	16	6	11	13	11	11	8	14	14	11	13	9	13	11	17	2
SNP / PCY	4	0	0	0	0	0	2	2	4	3	4	8	2	2	2	6	3	0	3	0	31
Green	2	0	0	0	0	0	0	4	2	2	5	2	1	1	3	1	1	2	1	2	4
BNP	1	0	0	0	0	0	0	1	1	1	2	2	0	0	0	2	0	1	2	0	0
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	1	1	0	1	1	1	1	1	1	1	0	0	1	1	1

Non Voters

Would Not Vote	8	0	0	0	0	1	2	5	6	9	15	11	6	4	5	11	7	9	11	6	3
Don't know	15	0	0	0	0	14	11	19	10	20	14	18	14	15	15	15	17	15	14	14	17

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

	July 14-15	July 15-16																				
Approve	25	28	79	5	38	11	58	10	23	30	25	23	26	28	32	33	21	31	34	28	23	14
Disapprove	58	57	10	89	40	77	27	82	62	58	55	51	54	60	57	53	61	48	51	56	63	76
Don't know	17	16	11	6	23	12	14	8	15	11	20	26	21	12	12	14	18	21	15	17	14	10

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

	July 9-10	July 15-16																				
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																						
Strongly support	4	3	7	2	8	0	5	3	3	4	2	2	3	3	4	4	2	5	3	5	2	2
Tend to support	26	25	49	8	55	13	41	9	31	25	25	19	22	27	27	30	17	29	26	24	24	14
TOTAL SUPPORT	30	28	56	10	63	13	46	12	34	29	27	21	25	30	31	34	19	34	29	29	26	16
Tend to oppose	32	33	30	34	29	45	31	36	36	32	34	40	35	30	33	33	34	31	35	34	32	31
Strongly oppose	27	28	10	52	2	39	18	48	21	33	23	16	24	32	32	25	32	24	24	26	33	41
TOTAL OPPOSE	59	61	40	86	31	84	49	84	57	65	57	56	59	62	65	58	66	55	59	60	65	72
Don't know	11	11	4	5	5	3	5	4	9	6	16	23	16	8	5	8	15	10	12	12	9	12

	July 1-2	July 15-16																				
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	65	64	70	68	65	56	65	61	73	68	61	57	64	68	64	70	58	61	66	64	63	69
Immigration & Asylum	50	51	58	39	37	87	67	44	39	50	52	33	43	51	66	46	58	49	49	54	53	48
Health	31	37	36	46	31	33	35	47	40	34	41	30	30	37	48	37	37	28	39	37	40	34
Welfare benefits	29	30	39	23	22	35	36	30	28	28	32	27	31	32	28	29	32	27	30	30	32	33
Housing	15	16	11	24	19	8	9	22	23	17	16	16	20	15	15	14	19	23	20	10	13	17
Europe	16	14	23	6	8	34	26	7	9	16	12	14	10	12	21	15	13	15	15	14	14	9
Crime	14	13	11	16	10	8	11	14	9	13	13	15	12	15	10	9	18	13	13	17	12	6
Education	14	13	9	16	26	7	8	13	17	12	14	21	13	14	8	17	8	11	14	13	14	12
Pensions	13	11	12	11	9	10	12	11	9	13	10	11	7	11	14	11	11	13	11	10	9	20
Tax	11	11	11	12	12	5	8	10	13	14	7	16	19	9	4	11	10	14	9	13	10	11
Family life & childcare	6	6	2	7	11	4	3	7	6	4	7	5	8	6	4	6	5	5	6	5	5	7
The environment	7	6	4	7	16	1	4	5	10	6	6	7	8	7	4	8	4	6	7	7	4	10
Transport	2	2	3	3	1	0	2	2	2	3	1	3	2	2	2	2	1	3	2	2	2	0
None of these	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	1
Don't know	2	2	0	2	0	0	1	1	1	1	3	6	3	1	1	1	3	4	1	2	3	1

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

July 1-2
July 15-16

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

	July 1-2	July 15-16	July 1-2				July 15-16			July 1-2				July 15-16		July 1-2						
The economy	56	55	58	57	51	55	60	52	54	60	50	47	54	62	50	58	51	55	56	56	49	62
Health	35	37	37	39	43	36	38	39	40	34	39	19	25	37	55	37	35	28	36	37	42	37
Pensions	27	27	30	26	29	21	31	26	28	27	26	14	16	26	41	29	24	23	25	29	26	29
Tax	21	22	26	18	25	31	25	19	23	27	17	30	28	20	16	25	19	22	24	24	19	18
Immigration & Asylum	16	15	20	12	7	32	22	15	9	17	13	3	12	16	22	12	19	15	15	15	15	14
Education	14	14	11	19	17	9	11	14	16	12	16	22	17	18	5	15	13	11	16	13	15	10
Welfare benefits	15	14	7	15	17	23	9	17	19	14	14	15	14	18	9	8	23	13	15	11	16	19
Family life & childcare	11	13	8	16	16	8	7	17	15	9	16	13	22	10	6	13	12	11	15	12	11	14
Housing	11	11	8	14	9	11	8	10	17	11	11	22	15	9	6	10	12	18	15	8	6	10
Crime	9	9	10	11	6	8	10	13	4	10	9	9	9	10	8	9	10	9	8	10	11	6
Europe	8	7	14	4	2	13	13	5	5	9	5	5	3	6	14	8	7	9	8	7	6	5
The environment	9	7	5	9	18	3	5	6	12	6	8	8	7	6	10	9	6	10	8	7	6	8
Transport	6	6	8	5	5	2	6	5	6	6	5	10	7	3	6	7	4	10	6	5	3	6
None of these	4	4	4	4	0	3	2	4	3	3	4	5	5	3	2	3	4	3	3	3	5	3
Don't know	4	3	0	2	3	0	2	3	2	2	5	10	3	2	3	2	5	4	2	4	3	6

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	76	122
	Male 25 to 39	212	252
	Male 40 to 59	352	332
	Male 60 +	288	250
	Female 18 to 24	89	116
	Female 25 to 39	303	250
	Female 40 to 59	388	340
	Female 60 +	257	305
Region			
	North England	443	483
	Midlands	300	322
	East England	220	189
	London	289	252
	South England	440	450
	Wales	99	98
	Scotland	174	171
Social Grade			
	AB	715	550
	C1	592	570
	C2	306	413
	DE	352	432
Newspaper Type			
	Express / Mail	358	314
	Sun / Star	195	462
	Mirror / Record	109	197
	Guardian / Independent	137	88
	FT / Times / Telegraph	134	187
	Other Paper	256	226
	No Paper	776	491
Political Party Identification			
	Labour	680	639
	Conservative	527	560
	Liberal Democrat	187	236
	SNP/Plaid Cymru	31	33
	Others	111	26
	None/ DK	429	472

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