

## YouGov / The Sun Survey Results

Sample Size: 1874 GB Adults  
Fieldwork: 16th - 17th 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>1874</b>	463	539	170	197	565	453	404	911	963	227	478	641	528	1068	806	240	609	401	461	163	
Unweighted Sample	1874	469	527	130	234	578	453	407	883	991	160	421	745	548	1238	636	287	659	367	429	132	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	31	100	0	0	0	73	5	9	31	32	31	26	30	38	37	24	36	38	33	26	14
Lab	37	0	100	0	0	4	85	30	36	37	36	50	36	26	33	41	34	26	38	49	41
Lib Dem	12	0	0	100	0	1	2	44	11	12	14	14	10	10	12	11	9	15	12	7	14
Other	21	0	0	0	100	21	8	17	22	19	20	11	24	25	18	24	22	21	18	18	31

### Other Parties Voting Intention

UKIP	13	0	0	0	100	18	5	8	14	13	11	3	16	20	10	18	11	18	13	13	2
SNP / PCY	3	0	0	0	0	0	2	1	3	3	3	3	3	3	3	3	0	0	2	1	28
Green	3	0	0	0	0	1	1	6	3	3	4	3	3	1	3	2	8	2	2	2	0
BNP	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	1	1	0	0	1	0
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	0	1	1	1	0	1	1	2	1	1	0	1

### Non Voters

Would Not Vote	8	0	0	0	0	2	3	4	9	6	12	11	6	4	8	8	6	8	8	8	5
Don't know	14	0	0	0	0	9	8	19	10	17	19	13	12	13	13	15	15	14	12	14	12

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

	July 15-16	July 16-17																				
Approve	28	27	78	5	31	8	55	9	19	30	24	24	21	26	33	31	21	32	29	27	23	19
Disapprove	57	59	8	88	42	83	31	85	65	59	59	54	62	61	57	55	64	52	53	60	67	70
Don't know	16	14	14	6	27	9	14	6	16	11	17	22	17	13	10	14	15	16	18	12	10	12

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

	July 2-3	July 16-17																				
David Cameron	35	33	93	4	16	30	73	8	16	36	30	30	26	34	39	38	27	35	38	36	27	24
Ed Miliband	20	20	0	59	5	7	3	50	17	22	18	17	24	19	18	17	23	18	14	22	26	21
Nick Clegg	6	7	1	2	55	2	1	2	24	7	7	8	10	6	6	7	7	7	9	6	5	10
Don't know	38	40	7	35	25	60	23	40	44	35	44	45	40	40	37	38	43	40	39	36	43	45

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

July 2-3  
July 16-17

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

A majority Conservative government	31	31	88	1	6	44	78	5	10	32	30	26	20	32	42	35	26	35	36	32	25	20
A coalition between the Conservatives and Liberal Democrats	8	7	8	1	35	2	5	2	17	7	6	4	7	8	7	8	5	6	9	9	4	4
A coalition between Labour and the Liberal Democrats	13	12	0	13	44	6	2	11	31	12	13	16	16	10	9	13	11	11	12	10	15	12
A majority Labour government	28	29	0	83	2	14	4	72	21	31	27	25	35	30	26	25	35	26	21	31	38	37
Don't know	20	21	4	2	13	34	12	9	21	18	23	29	22	21	16	18	24	23	23	18	17	27

## 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	66	116
	Male 25 to 39	183	240
	Male 40 to 59	358	317
	Male 60 +	276	238
	Female 18 to 24	94	111
	Female 25 to 39	238	238
	Female 40 to 59	387	324
	Female 60 +	272	290
<b>Region</b>			
	North England	429	461
	Midlands	301	307
	East England	196	180
	London	287	240
	South England	463	429
	Wales	66	94
	Scotland	132	163
<b>Social Grade</b>			
	AB	738	525
	C1	500	543
	C2	244	394
	DE	392	412
<b>Newspaper Type</b>			
	Express / Mail	379	300
	Sun / Star	188	440
	Mirror / Record	73	187
	Guardian / Independent	135	84
	FT / Times / Telegraph	151	178
	Other Paper	247	216
	No Paper	701	469
<b>Political Party Identification</b>			
	Labour	613	609
	Conservative	527	534
	Liberal Democrat	163	225
	SNP/Plaid Cymru	26	32
	Others	125	24
	None/ DK	420	450

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