

## YouGov / The Sun Survey Results

Sample Size: 1869 GB Adults  
Fieldwork: 30th - 31st 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>1869</b>	471	549	140	195	583	463	390	908	961	226	477	639	527	1065	804	239	607	400	460	163
Unweighted Sample	1869	425	605	118	207	541	501	396	871	998	159	459	734	517	1239	630	275	571	385	455	183
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	33	100	0	0	0	72	7	11	33	32	31	29	32	38	36	28	30	39	37	26	24
Lab	38	0	100	0	0	5	86	34	37	40	46	42	39	31	37	40	43	28	37	53	34
Lib Dem	10	0	0	100	0	1	1	40	11	9	9	14	8	8	11	9	10	13	7	8	8
Other	19	0	0	0	100	21	6	15	20	18	13	15	20	23	16	23	17	20	19	13	33

### Other Parties Voting Intention

UKIP	14	0	0	0	100	20	4	8	14	13	7	10	15	18	10	19	10	17	15	11	9
SNP / PCY	2	0	0	0	0	0	0	1	2	2	2	2	3	3	2	0	0	1	0	22	
Green	2	0	0	0	0	0	1	6	2	2	4	3	2	1	2	1	5	2	2	1	1
BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	1	0	0	0	0	0	1	0	1	0	1	0	0	1	1	1	0	1	1	0	0

### Non Voters

Would Not Vote	8	0	0	0	0	2	4	5	8	7	14	10	7	3	7	8	6	8	6	8	7
Don't know	16	0	0	0	0	15	11	19	10	22	24	13	15	16	15	17	16	15	18	16	11

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

	July 29-30	July 30-31																				
Approve	29	29	80	6	39	10	55	8	27	33	25	18	32	28	33	33	24	31	34	29	23	25
Disapprove	57	55	6	88	47	74	27	81	59	55	55	48	51	58	57	52	58	57	50	52	59	63
Don't know	14	16	14	5	14	15	17	11	14	12	20	34	17	14	10	15	18	12	17	19	17	12

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

	July 16-17	July 30-31																				
David Cameron	33	36	94	5	14	30	73	10	22	39	33	35	33	36	39	39	31	35	40	38	31	30
Ed Miliband	20	19	0	55	6	6	2	47	14	22	17	20	18	20	19	17	22	18	15	18	25	25
Nick Clegg	7	6	1	3	51	1	2	2	20	7	5	6	8	5	4	7	5	6	7	6	5	3
Don't know	40	39	5	37	28	63	23	41	44	32	46	39	41	39	37	37	42	41	38	37	40	42

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

If you had to choose, which of the following options would be best for Britain?	July 16-17	July 30-31																				
A majority Conservative government	31	31	86	1	2	46	72	6	12	31	31	20	25	32	40	33	29	28	37	34	24	24
A coalition between the Conservatives and Liberal Democrats	7	7	13	1	33	2	8	2	16	9	6	6	8	7	7	9	5	8	9	7	6	4
A coalition between Labour and the Liberal Democrats	12	12	0	17	49	4	2	13	30	14	11	18	15	12	9	14	10	14	13	10	13	11
A majority Labour government	29	28	0	78	2	13	4	67	25	27	29	26	28	30	28	25	33	30	20	27	36	38
Don't know	21	21	1	4	15	35	14	12	17	18	23	30	25	19	16	19	23	20	21	20	20	22

## 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	<b>69</b>	<b>116</b>
	Male 25 to 39	<b>197</b>	<b>239</b>
	Male 40 to 59	<b>342</b>	<b>316</b>
	Male 60 +	<b>263</b>	<b>237</b>
	Female 18 to 24	<b>90</b>	<b>110</b>
	Female 25 to 39	<b>262</b>	<b>237</b>
	Female 40 to 59	<b>392</b>	<b>323</b>
	Female 60 +	<b>254</b>	<b>290</b>
<b>Region</b>			
	North England	<b>455</b>	<b>460</b>
	Midlands	<b>294</b>	<b>307</b>
	East England	<b>171</b>	<b>179</b>
	London	<b>275</b>	<b>239</b>
	South England	<b>400</b>	<b>428</b>
	Wales	<b>91</b>	<b>93</b>
	Scotland	<b>183</b>	<b>163</b>
<b>Social Grade</b>			
	AB	<b>686</b>	<b>523</b>
	C1	<b>553</b>	<b>542</b>
	C2	<b>287</b>	<b>392</b>
	DE	<b>343</b>	<b>411</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>342</b>	<b>299</b>
	Sun / Star	<b>174</b>	<b>439</b>
	Mirror / Record	<b>119</b>	<b>187</b>
	Guardian / Independent	<b>147</b>	<b>84</b>
	FT / Times / Telegraph	<b>122</b>	<b>178</b>
	Other Paper	<b>253</b>	<b>215</b>
	No Paper	<b>712</b>	<b>467</b>
<b>Political Party Identification</b>			
	Labour	<b>673</b>	<b>607</b>
	Conservative	<b>491</b>	<b>533</b>
	Liberal Democrat	<b>162</b>	<b>224</b>
	SNP/Plaid Cymru	<b>49</b>	<b>32</b>
	Others	<b>104</b>	<b>24</b>
	None/ DK	<b>390</b>	<b>449</b>

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