

YouGov / The Sun Survey Results

Sample Size: 2129 GB Adults
Fieldwork: 26th - 27th August 2014

	Westminster VI					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	2129	561	587	112	229	618	526	389	1033	1096	253	539	728	609	1214	915	273	692	456	524	185	
Unweighted Sample	2129	534	654	109	227	584	585	393	1027	1102	230	451	885	563	1360	769	341	674	411	523	180	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	4	16	34	33	32	33	30	39	37	29	35	41	34	30	15
Lab	35	0	100	0	0	3	82	31	35	35	34	39	40	28	34	37	42	28	35	44	29
Lib Dem	7	0	0	100	0	0	1	31	6	7	6	8	6	7	9	4	8	9	3	5	10
Other	24	0	0	0	100	20	13	22	25	24	28	21	24	27	20	31	15	22	28	21	47

Other Parties Voting Intention

UKIP	14	0	0	0	100	18	7	8	13	14	6	7	14	21	9	21	11	14	18	15	5
Green	6	0	0	0	0	0	3	11	6	6	18	8	4	1	5	6	3	6	6	6	4
SNP / PCY	4	0	0	0	0	0	2	2	4	3	4	4	4	3	5	3	0	0	2	0	35
BNP	0	0	0	0	0	0	1	0	1	0	0	0	1	1	0	1	0	0	1	1	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	1	1	0	1	1	1	1	1	0	1	1	0	3

Non Voters

Would Not Vote	8	0	0	0	0	3	2	4	6	9	15	11	6	4	7	10	8	8	9	8	3
Don't know	14	0	0	0	0	10	9	21	11	17	21	15	14	10	14	14	14	13	14	14	14

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

	Aug 25-26	Aug 26-27																				
Approve	31	30	83	6	35	11	64	7	24	34	26	24	30	28	35	34	25	29	35	29	28	21
Disapprove	52	54	8	85	47	76	22	80	63	55	53	48	52	59	53	51	58	53	49	54	58	66
Don't know	16	16	9	9	18	13	14	12	13	11	20	28	18	13	12	15	17	19	16	16	14	13

Which of these would make the best Prime Minister?

	Aug 12-13	Aug 26-27																				
David Cameron	34	36	94	4	24	34	79	7	24	37	34	31	35	32	43	39	32	34	42	36	34	19
Ed Miliband	20	19	0	57	12	7	2	47	19	22	17	16	21	21	17	19	20	18	16	19	25	22
Nick Clegg	5	4	0	2	36	2	1	2	11	4	3	4	5	4	3	4	3	3	4	3	2	6
Don't know	41	41	6	37	28	58	18	44	46	36	46	49	39	43	38	38	45	44	38	42	39	52

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

Aug
12-13 Aug
26-27

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

Strongly support	2	3	7	1	8	1	4	1	4	4	2	3	2	3	3	3	2	4	2	2	3	3
Tend to support	27	23	46	7	59	10	36	8	32	26	21	21	26	23	22	28	17	22	28	21	21	23
TOTAL SUPPORT	29	26	53	8	67	11	40	9	36	30	23	24	28	26	25	31	19	26	30	23	24	26
Tend to oppose	32	32	33	38	18	36	35	36	31	32	33	27	31	32	36	33	32	37	33	34	30	26
Strongly oppose	27	30	10	51	12	44	18	48	26	32	27	21	26	31	34	25	35	25	25	30	34	40
TOTAL OPPOSE	59	62	43	89	30	80	53	84	57	64	60	48	57	63	70	58	67	62	58	64	64	66
Don't know	10	12	4	4	3	9	7	7	8	7	17	28	14	10	5	10	14	13	12	13	12	7

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	105	128
Male 25 to 39	190	268
Male 40 to 59	445	360
Male 60 +	287	277
Female 18 to 24	125	126
Female 25 to 39	261	270
Female 40 to 59	440	368
Female 60 +	276	332
Region		
North England	523	524
Midlands	305	349
East	198	204
London	341	273
South England	476	488
Wales	106	106
Scotland	180	185
Social Grade		
AB	785	596
C1	575	617
C2	335	447
DE	434	468
Newspaper Type		
Express / Mail	404	302
Sun / Star	263	428
Mirror / Record	154	187
Guardian / Independent	130	94
FT / Times / Telegraph	175	170
Other Paper	325	245
No Paper	678	703
Political Party Identification		
Labour	754	673
Conservative	559	592
Liberal Democrat	181	202
SNP/Plaid Cymru	40	40
Others	146	104
None/ DK	449	517

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk