

## YouGov / The Sun Survey Results

Sample Size: 1991 GB Adults  
Fieldwork: 26th - 27th August 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>1991</b>	508	590	126	174	628	509	407	966	1025	237	504	681	569	1135	856	255	647	426	490	173
<b>Unweighted Sample</b>	<b>1991</b>	465	612	126	201	585	511	432	960	1031	220	508	750	513	1296	695	298	689	363	492	149
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>34</b>	100	0	0	0	76	4	14	33	35	37	31	30	39	39	26	31	44	37	27	17
Lab	<b>39</b>	0	100	0	0	5	91	34	38	41	38	42	40	37	35	46	42	31	38	50	43
Lib Dem	<b>8</b>	0	0	100	0	2	1	32	9	8	11	12	7	6	10	6	13	10	6	7	6
Other	<b>18</b>	0	0	0	100	17	5	20	20	16	14	15	22	18	16	22	15	16	19	17	34

### Other Parties Voting Intention

UKIP	<b>12</b>	0	0	0	100	15	3	10	13	10	5	6	15	14	10	14	10	12	13	13	4
SNP / PCY	<b>3</b>	0	0	0	0	0	1	2	3	2	4	3	3	3	2	4	0	0	2	0	25
Green	<b>2</b>	0	0	0	0	0	0	7	2	3	4	4	1	1	2	2	4	2	2	1	1
BNP	<b>1</b>	0	0	0	0	1	0	1	2	1	0	2	2	1	1	1	1	1	1	2	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Other	<b>0</b>	0	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	0	0	1	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	3	6	4	8	7	12	11	6	5	8	8	7	8	10	7	4
Don't know	<b>17</b>	0	0	0	0	14	10	21	11	22	22	20	17	12	16	18	19	15	19	16	17

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

	August 22-23	August 27-28																				
Approve	27	<b>28</b>	77	4	41	12	57	6	22	32	25	28	27	25	33	33	22	32	33	27	24	20
Disapprove	58	<b>58</b>	12	91	45	82	30	86	65	59	57	49	55	63	58	54	64	52	54	60	61	70
Don't know	15	<b>14</b>	11	5	14	6	13	8	13	9	19	23	18	11	9	14	14	16	14	13	15	10

Fieldwork: 26th - 27th August 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> 1991	508	590	126	174	628	509	407	966	1025	237	504	681	569	1135	856	255	647	426	490	173	
Unweighted Sample	1991	465	612	126	201	585	511	432	960	1031	220	508	750	513	1296	695	298	689	363	492	149
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	August 20-21	August 27-28																				
<b>Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?</b>																						
Strongly support	4	3	7	1	8	0	4	1	3	4	1	3	3	2	2	4	1	5	3	2	1	4
Tend to support	25	25	51	6	56	17	38	7	32	26	24	27	27	24	23	29	20	25	29	22	24	18
<b>TOTAL SUPPORT</b>	<b>29</b>	<b>28</b>	<b>58</b>	<b>7</b>	<b>64</b>	<b>17</b>	<b>42</b>	<b>8</b>	<b>35</b>	<b>30</b>	<b>25</b>	<b>30</b>	<b>30</b>	<b>26</b>	<b>25</b>	<b>33</b>	<b>21</b>	<b>30</b>	<b>32</b>	<b>24</b>	<b>25</b>	<b>22</b>
Tend to oppose	32	35	30	38	31	40	36	38	36	34	35	30	32	33	41	34	36	31	34	37	35	34
Strongly oppose	28	27	9	52	2	39	15	49	21	29	26	20	22	33	29	24	32	26	22	30	31	34
<b>TOTAL OPPOSE</b>	<b>60</b>	<b>62</b>	<b>39</b>	<b>90</b>	<b>33</b>	<b>79</b>	<b>51</b>	<b>87</b>	<b>57</b>	<b>63</b>	<b>61</b>	<b>50</b>	<b>54</b>	<b>66</b>	<b>70</b>	<b>58</b>	<b>68</b>	<b>57</b>	<b>56</b>	<b>67</b>	<b>66</b>	<b>68</b>
Don't know	11	11	3	4	3	3	7	5	8	8	13	20	16	8	5	10	11	13	12	9	9	9

	August 12-13	August 27-28																				
<b>Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.</b>																						
The economy	67	67	73	71	76	64	67	69	72	71	63	65	67	66	68	71	61	67	69	64	65	70
Immigration & Asylum	54	53	65	38	29	88	70	44	39	50	56	32	41	56	68	48	60	47	53	60	54	42
Welfare benefits	29	30	37	25	26	38	34	27	30	28	31	22	29	33	30	28	32	27	28	33	30	34
Health	32	29	21	41	34	11	21	38	36	26	33	27	25	30	33	30	29	29	30	29	31	23
Housing	16	17	9	25	24	10	10	21	21	15	18	20	16	15	17	15	19	23	16	12	17	17
Crime	13	15	15	16	5	16	17	16	12	14	17	14	15	16	15	14	17	20	13	14	16	19
Pensions	11	13	11	15	14	13	12	17	15	15	12	7	12	18	12	14	13	11	12	14	15	16
Education	12	13	12	15	25	2	10	12	18	13	13	30	13	10	9	16	8	16	13	12	13	10
Europe	13	13	19	5	10	33	21	7	9	16	10	10	11	11	17	12	14	16	12	12	12	13
Tax	9	9	7	9	10	9	9	9	7	11	7	10	13	8	6	9	9	7	9	8	11	10
The environment	6	8	4	7	18	5	4	7	14	8	8	12	9	6	7	8	8	8	8	10	5	7
Family life & childcare	6	6	6	8	6	2	5	8	7	5	8	7	11	5	4	6	6	5	7	7	7	5
Transport	3	3	2	3	4	1	2	3	3	3	2	4	4	3	0	3	2	3	2	3	2	3
None of these	1	1	0	1	0	0	0	1	0	2	0	5	0	0	1	1	1	0	2	0	1	2
Don't know	2	2	0	1	1	0	1	2	1	2	2	3	5	2	0	2	3	2	2	3	3	2

Fieldwork: 26th - 27th August 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>1991</b>	508	590	126	174	628	509	407	966	1025	237	504	681	569	1135	856	255	647	426	490	173	
<b>Unweighted Sample</b>	<b>1991</b>	465	612	126	201	585	511	432	960	1031	220	508	750	513	1296	695	298	689	363	492	149	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		August 12-13	August 27-28																				
<b>And which of the following do you think are the most important issues facing you and your family? Please tick up to three.</b>																							
	The economy	56	54	58	58	61	49	54	55	61	58	51	50	54	59	51	60	47	59	56	51	54	48
	Health	37	34	33	38	29	25	31	38	36	32	36	21	25	33	47	32	36	36	33	34	33	32
	Pensions	28	29	33	27	24	34	32	28	33	30	28	16	18	27	47	28	31	23	28	29	31	38
	Tax	21	21	22	17	22	21	23	16	20	25	17	29	28	20	13	23	18	16	20	24	21	24
	Immigration & Asylum	15	18	20	12	5	44	26	14	10	19	17	10	12	19	24	14	22	22	17	20	17	10
	Welfare benefits	14	14	7	16	16	23	11	15	14	12	15	9	14	15	13	7	22	15	13	12	14	13
	Education	13	13	12	15	18	9	11	13	17	13	14	27	16	13	5	17	8	13	14	12	14	13
	Family life & childcare	14	13	11	18	14	11	10	17	15	11	15	10	24	12	6	16	9	14	12	12	14	14
	Housing	12	12	7	16	17	7	9	14	11	11	13	18	16	10	8	11	13	16	12	8	12	12
	Crime	8	10	10	11	4	11	13	12	6	12	9	8	11	11	10	11	10	13	9	10	11	9
	The environment	7	9	6	9	18	10	6	8	14	8	10	10	9	8	10	9	9	9	9	11	7	8
	Transport	6	7	7	9	15	5	7	7	11	9	6	15	7	6	6	8	7	11	7	7	6	8
	Europe	6	6	11	3	4	16	13	3	3	7	6	3	3	7	10	6	7	6	8	5	6	4
	None of these	4	4	4	2	3	1	4	2	2	3	4	8	3	3	3	4	4	1	4	3	5	3
	Don't know	4	3	2	2	1	1	1	3	2	3	3	6	5	2	1	3	3	2	3	4	2	4

		Aug 11-12	August 27-28																				
<b>Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?</b>																							
<b>National Health Service</b>																							
	Conservative	23	23	73	1	7	21	54	4	11	25	22	22	20	20	31	27	18	21	30	25	19	10
	Labour	36	36	7	86	24	13	11	76	34	39	33	29	35	38	35	34	38	40	29	32	43	42
	Liberal Democrat	5	5	2	1	48	1	2	1	15	6	4	4	7	4	4	5	4	8	5	4	4	5
	Other	6	5	1	1	1	27	5	2	6	5	5	6	5	4	5	4	7	3	6	5	3	11
	None	13	13	8	5	6	25	14	7	14	13	12	8	12	16	11	13	12	11	11	14	14	12
	Don't know	17	19	9	6	15	14	15	10	21	12	24	32	21	17	13	17	21	18	19	20	17	20

Fieldwork: 26th - 27th August 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>1991</b>	<b>508</b>	<b>590</b>	<b>126</b>	<b>174</b>	<b>628</b>	<b>509</b>	<b>407</b>	<b>966</b>	<b>1025</b>	<b>237</b>	<b>504</b>	<b>681</b>	<b>569</b>	<b>1135</b>	<b>856</b>	<b>255</b>	<b>647</b>	<b>426</b>	<b>490</b>	<b>173</b>
<b>Unweighted Sample</b>	<b>1991</b>	<b>465</b>	<b>612</b>	<b>126</b>	<b>201</b>	<b>585</b>	<b>511</b>	<b>432</b>	<b>960</b>	<b>1031</b>	<b>220</b>	<b>508</b>	<b>750</b>	<b>513</b>	<b>1296</b>	<b>695</b>	<b>298</b>	<b>689</b>	<b>363</b>	<b>492</b>	<b>149</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Aug 11-12	August 27-28																				
<b>Asylum and immigration</b>																							
	Conservative	29	<b>29</b>	76	12	22	10	57	15	20	32	27	19	29	29	35	34	23	29	31	31	28	21
	Labour	17	<b>17</b>	1	45	6	0	3	40	13	16	17	17	17	17	17	14	20	15	14	17	20	20
	Liberal Democrat	5	<b>6</b>	2	6	50	1	2	4	17	8	5	10	7	5	5	8	4	10	8	3	5	8
	Other	16	<b>14</b>	7	8	7	62	16	9	12	16	13	12	13	15	15	12	17	11	16	16	13	16
	None	15	<b>15</b>	7	16	5	22	12	17	17	16	14	13	13	17	16	14	16	16	14	15	16	13
	Don't know	17	<b>18</b>	7	14	10	5	11	15	22	12	24	29	22	17	12	17	20	19	17	18	18	21
<b>Law and order</b>																							
	Conservative	33	<b>35</b>	85	11	32	26	67	14	26	39	31	30	31	33	43	39	30	36	40	34	31	26
	Labour	22	<b>21</b>	1	64	4	4	3	56	14	22	20	17	22	22	21	18	25	21	18	22	24	24
	Liberal Democrat	6	<b>5</b>	2	3	47	2	2	2	15	6	4	7	7	4	4	6	4	8	6	3	5	5
	Other	9	<b>7</b>	1	0	1	38	7	1	6	7	6	4	7	7	6	5	8	2	6	7	7	12
	None	11	<b>12</b>	4	9	4	20	9	11	14	13	11	7	11	14	11	11	12	12	9	13	13	12
	Don't know	19	<b>21</b>	7	13	12	10	12	15	25	13	28	34	23	19	14	20	22	21	21	21	20	21
<b>Education and schools</b>																							
	Conservative	26	<b>25</b>	73	2	11	29	57	4	12	26	24	19	20	23	33	29	19	21	32	25	20	13
	Labour	31	<b>30</b>	5	79	12	7	7	72	23	32	28	28	32	30	29	27	34	35	23	31	35	34
	Liberal Democrat	8	<b>8</b>	3	5	62	2	3	4	23	9	7	8	10	8	6	10	6	10	9	6	8	10
	Other	7	<b>6</b>	1	1	0	30	6	2	6	6	6	6	6	6	6	5	7	2	6	6	5	12
	None	11	<b>12</b>	7	5	4	21	11	8	13	13	11	5	11	14	11	11	12	11	10	11	13	13
	Don't know	17	<b>20</b>	11	8	11	12	16	9	22	14	25	34	21	18	14	18	21	20	20	21	18	18
<b>Taxation</b>																							
	Conservative	27	<b>28</b>	80	4	13	22	61	7	13	30	26	25	24	26	34	32	22	25	32	30	25	17
	Labour	28	<b>25</b>	2	70	8	5	4	61	22	26	24	23	25	26	25	22	29	29	21	25	28	26
	Liberal Democrat	7	<b>8</b>	2	5	60	4	3	4	22	10	5	7	10	8	6	9	6	10	9	6	7	7
	Other	7	<b>6</b>	1	1	1	34	7	3	6	7	6	5	6	6	7	5	7	5	6	6	6	11
	None	13	<b>14</b>	7	9	6	25	13	12	15	14	14	7	13	16	15	12	16	12	12	14	16	14
	Don't know	18	<b>19</b>	8	11	12	10	13	13	23	13	25	33	22	19	13	19	20	18	20	19	18	25

Fieldwork: 26th - 27th August 2013

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<b>Weighted Sample</b>	<b>1991</b>	508	590	126	174	628	509	407	966	1025	237	504	681	569	1135	856	255	647	426	490	173	
Unweighted Sample	1991	465	612	126	201	585	511	432	960	1031	220	508	750	513	1296	695	298	689	363	492	149	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Aug 11-12	August 27-28																				
<b>Unemployment</b>	Conservative	24	<b>24</b>	75	2	12	19	55	4	12	27	22	22	21	22	31	29	18	21	30	24	24	13
	Labour	31	<b>29</b>	6	76	16	9	8	67	26	32	27	23	28	30	32	26	34	33	24	28	33	35
	Liberal Democrat	6	<b>5</b>	2	2	49	0	1	2	16	6	4	5	7	5	3	6	3	6	5	5	4	5
	Other	7	<b>6</b>	1	1	1	33	6	3	6	7	6	7	6	7	6	5	8	4	7	7	5	10
	None	13	<b>14</b>	7	9	6	29	14	11	16	14	14	8	12	17	14	13	15	14	12	15	16	15
	Don't know	19	<b>21</b>	10	10	15	11	16	12	24	15	26	35	24	19	14	20	22	22	22	21	18	22
<b>The economy in general</b>	Conservative	30	<b>31</b>	89	3	19	29	67	7	18	35	27	29	26	28	40	36	24	28	38	32	27	18
	Labour	26	<b>25</b>	1	73	10	5	4	63	21	26	24	20	24	26	26	22	28	27	20	23	31	27
	Liberal Democrat	5	<b>4</b>	0	1	50	1	1	1	17	5	4	4	5	5	4	5	3	6	5	4	4	4
	Other	7	<b>5</b>	0	1	0	28	4	2	6	5	5	6	5	6	5	4	7	2	5	5	5	11
	None	13	<b>13</b>	4	10	7	24	11	12	15	15	12	8	14	16	12	12	15	15	11	13	14	19
	Don't know	19	<b>21</b>	6	11	13	13	14	15	24	14	28	34	25	20	13	20	23	22	22	22	18	21
<b>Europe</b>	Conservative	23	<b>23</b>	68	5	14	11	49	7	13	24	21	18	20	22	28	28	16	18	26	26	20	15
	Labour	21	<b>21</b>	2	59	9	1	4	49	17	21	20	18	22	20	21	18	24	20	18	19	24	26
	Liberal Democrat	8	<b>8</b>	3	7	58	0	3	5	23	10	6	9	10	8	6	10	6	13	8	6	8	9
	Other	15	<b>14</b>	11	5	2	60	17	8	10	16	12	11	11	15	16	12	16	11	15	14	12	19
	None	12	<b>13</b>	6	11	4	20	12	14	13	14	13	7	12	16	15	13	15	13	12	14	17	10
	Don't know	21	<b>21</b>	11	13	13	8	15	17	23	14	28	36	26	18	15	19	24	24	21	21	20	21

## 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	91	119
	Male 25 to 39	225	251
	Male 40 to 59	387	336
	Male 60 +	257	259
	Female 18 to 24	129	117
	Female 25 to 39	283	253
	Female 40 to 59	363	344
	Female 60 +	256	311
<b>Region</b>			
	North England	492	490
	Midlands	279	327
	East England	205	191
	London	298	255
	South England	484	456
	Wales	84	100
	Scotland	149	173
<b>Social Grade</b>			
	AB	729	557
	C1	567	577
	C2	306	418
	DE	389	438
<b>Newspaper Type</b>			
	Express / Mail	332	319
	Sun / Star	223	468
	Mirror / Record	107	199
	Guardian / Independent	135	90
	FT / Times / Telegraph	142	189
	Other Paper	288	229
	No Paper	764	498
<b>Political Party Identification</b>			
	Labour	657	637
	Conservative	514	557
	Liberal Democrat	188	219
	SNP/Plaid Cymru	45	34
	Others	116	46
	None/ DK	471	498

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