

# YouGov / The Sun Survey Results

Sample Size: 1883 GB Adults  
Fieldwork: 2nd - 3rd October 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>1883</b>	513	556	133	148	559	492	408	913	970	224	476	644	539	1073	810	241	612	403	463	164	
Unweighted Sample	1883	486	602	128	173	550	498	440	897	986	177	420	754	532	1194	689	254	606	411	442	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>35</b>	100	0	0	0	81	5	11	37	33	37	28	32	44	37	33	32	42	40	30	19
Lab	<b>38</b>	0	100	0	0	4	86	38	35	42	36	48	40	30	37	40	41	28	38	50	44
Lib Dem	<b>9</b>	0	0	100	0	1	2	34	8	10	11	11	9	7	10	8	16	14	6	5	3
Other	<b>17</b>	0	0	0	100	14	6	17	19	15	16	13	18	19	15	20	11	17	16	15	34

## Other Parties Voting Intention

UKIP	<b>10</b>	0	0	0	100	12	5	8	11	9	5	5	12	14	8	13	8	12	9	12	5
SNP / PCY	<b>3</b>	0	0	0	0	0	1	1	4	2	4	3	3	3	2	4	0	0	3	1	24
Green	<b>2</b>	0	0	0	0	0	0	6	2	2	6	3	1	1	3	2	2	3	2	1	3
BNP	<b>1</b>	0	0	0	0	1	0	0	1	0	0	0	1	1	1	1	1	1	0	0	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	0	2	2	0	0	2	1	1	1	1	0	1	1	1	1

## Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	1	2	5	6	6	11	9	5	4	6	7	6	6	7	7	4
Don't know	<b>17</b>	0	0	0	0	10	14	20	11	22	18	20	16	15	16	18	21	16	14	17	18

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

		Oct 1-2	Oct 2-3																			
Approve	31	<b>30</b>	85	5	30	15	66	8	20	35	26	26	25	29	37	34	25	28	35	33	25	19
Disapprove	53	<b>55</b>	6	90	51	74	20	84	65	55	54	44	54	59	54	51	59	55	46	53	63	65
Don't know	16	<b>16</b>	9	5	19	10	13	8	15	11	20	30	21	12	9	15	16	17	18	14	12	16

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<b>Weighted Sample</b> 1883	513	556	133	148	559	492	408	913	970	224	476	644	539	1073	810	241	612	403	463	164	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept  
18-19

Oct 2-3

Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	28	<b>29</b>	86	5	2	29	74	7	11	33	26	25	23	25	42	33	25	26	33	32	28	18
Applies most to Labour	27	<b>27</b>	1	76	11	6	2	64	25	28	26	19	28	32	24	24	31	32	19	26	34	34
Applies most to the Liberal Democrats	12	<b>11</b>	4	6	71	2	3	4	33	11	11	18	11	11	9	13	8	9	15	10	8	12
Applies to none of them	20	<b>20</b>	4	8	11	60	14	17	21	19	21	17	19	23	19	19	22	21	22	21	16	23
Don't know	14	<b>12</b>	5	6	4	3	7	9	10	9	16	22	19	9	6	11	14	11	12	12	14	13

It is led by people of real ability

Applies most to the Conservatives	20	<b>22</b>	64	2	15	14	51	4	10	25	18	19	14	21	30	24	19	19	25	23	20	14
Applies most to Labour	12	<b>16</b>	1	48	4	2	2	39	15	16	16	14	19	17	14	14	19	19	13	16	18	19
Applies most to the Liberal Democrats	6	<b>4</b>	1	2	24	1	1	2	8	4	4	4	6	4	3	4	4	7	4	4	4	1
Applies to none of them	44	<b>42</b>	23	36	45	81	33	42	51	44	40	36	40	45	41	42	41	38	42	43	40	47
Don't know	18	<b>17</b>	11	12	11	3	12	13	16	11	22	27	21	13	12	16	17	17	15	15	18	19

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	45	<b>47</b>	86	31	36	37	74	35	40	49	45	44	37	48	56	49	43	38	50	47	48	45
Applies most to Labour	9	<b>13</b>	1	35	8	2	1	30	11	13	12	9	16	14	9	11	15	16	9	16	14	9
Applies most to the Liberal Democrats	5	<b>4</b>	1	4	20	1	2	3	7	4	4	4	6	3	4	4	4	8	3	2	5	5
Applies to none of them	24	<b>23</b>	8	18	27	57	17	21	28	24	22	16	22	26	22	22	24	24	26	22	19	23
Don't know	16	<b>14</b>	4	11	10	4	6	11	14	11	17	27	19	10	8	14	14	15	12	13	15	19

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	19	<b>17</b>	3	32	18	20	6	30	20	16	18	10	16	20	18	15	20	19	13	16	24	15
Applies most to Labour	28	<b>29</b>	60	9	49	36	51	13	27	34	24	20	26	29	35	31	25	26	36	28	25	18
Applies most to the Liberal Democrats	28	<b>30</b>	29	45	11	19	28	38	28	30	31	35	29	31	29	31	29	30	28	33	29	37
Applies to none of them	9	<b>9</b>	3	5	13	18	6	9	10	10	8	8	10	10	7	9	9	7	9	10	8	12
Don't know	16	<b>15</b>	5	9	9	6	9	10	15	10	19	27	18	11	11	14	16	19	14	12	14	18

## 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	71	113
Male 25 to 39	200	237
Male 40 to 59	359	318
Male 60 +	267	245
Female 18 to 24	106	111
Female 25 to 39	220	239
Female 40 to 59	395	326
Female 60 +	265	294
<b>Region</b>		
North England	442	463
Midlands	316	309
East England	177	181
London	254	241
South England	429	431
Wales	95	94
Scotland	170	164
<b>Social Grade</b>		
AB	654	527
C1	540	546
C2	292	395
DE	397	414
<b>Newspaper Type</b>		
Express / Mail	344	301
Sun / Star	144	443
Mirror / Record	106	188
Guardian / Independent	124	85
FT / Times / Telegraph	149	179
Other Paper	258	217
No Paper	758	471
<b>Political Party Identification</b>		
Labour	644	603
Conservative	505	527
Liberal Democrat	165	207
SNP/Plaid Cymru	43	32
Others	97	43
None/ DK	429	471

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)