

YouGov / The Sun Survey Results

Sample Size: 1856 GB Adults
Fieldwork: 25th - 26th September 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	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	1840	470	569	128	154	548	449	395	896	943	221	463	634	522	1049	791	207	616	393	460	164	
Unweighted Sample	1856	433	579	113	198	539	469	414	895	961	154	385	810	507	1187	669	226	625	368	480	157	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	80	4	9	35	32	32	34	30	36	37	28	30	41	34	26	27
Lab	40	0	100	0	0	5	87	37	37	44	45	43	43	33	35	47	42	28	44	53	42
Lib Dem	9	0	0	100	0	1	1	36	8	10	7	11	9	9	13	4	10	12	6	7	8
Other	17	0	0	0	100	14	7	18	20	14	16	12	18	22	15	21	18	19	16	14	24

Other Parties Voting Intention

UKIP	11	0	0	0	100	13	5	8	12	9	5	5	13	16	9	14	13	14	11	9	1
SNP / PCY	3	0	0	0	0	0	1	2	4	1	2	3	2	3	3	3	2	0	1	0	21
Green	2	0	0	0	0	0	0	7	2	2	4	3	2	1	2	2	1	4	1	1	1
BNP	1	0	0	0	0	0	0	1	2	0	4	1	0	1	1	1	1	0	1	3	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	1	0	0	1	1	0	1	1	0	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	2	3	2	7	6	19	5	6	3	7	6	4	6	8	8	3
Don't know	17	0	0	0	0	14	13	23	10	23	17	18	16	17	16	18	16	17	16	18	16

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

	Sept 24-25	Sept 25-26	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
			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
Approve	28	30	85	5	41	10	63	8	20	36	24	27	33	28	30	34	24	30	36	26	26	26
Disapprove	55	56	6	90	40	79	24	84	65	54	57	48	51	58	60	53	59	55	48	62	60	59
Don't know	16	14	9	5	20	10	13	8	15	10	19	24	16	14	10	13	17	15	16	12	14	15

Fieldwork: 25th - 26th September 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	
Weighted Sample	1840	470	569	128	154	548	449	395	896	943	221	463	634	522	1049	791	207	616	393	460	164	
Unweighted Sample	1856	433	579	113	198	539	469	414	895	961	154	385	810	507	1187	669	226	625	368	480	157	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sep 11-12	Sept 25-26th																				
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?																						
It seems rather old and tired																						
Applies most to the Conservatives	30	32	4	60	41	23	9	53	44	31	33	30	37	33	28	31	34	36	26	34	34	40
Applies most to Labour	32	28	62	3	37	37	56	7	22	31	26	26	21	30	35	31	26	30	37	27	21	19
Applies most to the Liberal Democrats	13	13	16	15	3	17	16	18	7	14	12	5	12	13	18	13	13	9	13	14	12	16
Applies to none of them	9	11	10	11	12	9	9	12	13	10	11	6	12	12	9	12	9	9	9	10	13	13
Don't know	16	16	8	10	8	14	11	10	14	13	19	33	18	14	10	14	18	16	15	15	19	11
Even if I don't always agree with it, at least its heart is in the right place																						
Applies most to the Conservatives	23	20	61	3	3	20	49	4	7	23	18	18	18	19	25	22	18	15	26	21	15	16
Applies most to Labour	32	32	4	74	18	15	7	69	32	33	31	16	31	38	32	28	36	40	24	30	39	36
Applies most to the Liberal Democrats	15	17	17	11	64	11	15	8	35	17	17	20	21	16	14	21	12	19	20	16	12	22
Applies to none of them	19	18	11	8	11	41	20	11	19	17	20	19	17	17	21	18	20	15	18	20	19	19
Don't know	12	12	6	5	4	13	9	8	8	10	14	28	14	9	9	11	14	12	12	12	15	7
It seems to have succeeded in moving on and left its past behind it																						
Applies most to the Conservatives	20	20	57	4	13	13	42	7	11	20	19	23	25	18	16	22	17	18	22	21	19	16
Applies most to Labour	18	21	3	50	16	11	5	46	19	23	19	14	16	23	26	18	25	23	16	20	25	28
Applies most to the Liberal Democrats	7	6	4	7	17	2	5	5	10	6	6	5	7	5	7	7	6	11	5	6	7	2
Applies to none of them	40	38	31	29	48	59	38	33	47	38	37	26	36	40	41	40	35	33	41	37	34	43
Don't know	16	16	5	11	6	15	10	10	13	13	18	32	17	13	11	13	18	16	16	16	16	11
It seems to appeal to one section of society rather than to the whole country																						
Applies most to the Conservatives	52	49	18	79	60	41	25	74	64	49	50	40	48	52	51	48	51	50	43	51	50	67
Applies most to Labour	20	23	56	5	27	25	48	6	15	25	21	20	20	23	28	25	20	20	28	22	21	19
Applies most to the Liberal Democrats	7	7	9	6	3	10	9	6	5	8	6	5	7	7	7	7	7	8	7	6	7	5
Applies to none of them	7	7	8	5	6	9	8	6	7	6	9	5	10	7	6	7	7	6	8	8	8	4
Don't know	13	13	8	5	5	15	10	8	10	12	15	30	15	10	9	12	15	16	14	13	14	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	63	115
Male 25 to 39	172	228
Male 40 to 59	373	312
Male 60 +	287	242
Female 18 to 24	91	107
Female 25 to 39	213	235
Female 40 to 59	437	322
Female 60 +	220	280
Region		
North England	480	460
Midlands	287	302
East England	186	182
London	226	207
South England	439	434
Wales	81	91
Scotland	157	164
Social Grade		
AB	686	512
C1	501	537
C2	286	390
DE	383	401
Newspaper Type		
Express / Mail	362	297
Sun / Star	161	418
Mirror / Record	111	187
Guardian / Independent	155	86
FT / Times / Telegraph	132	175
Other Paper	252	208
No Paper	683	469
Political Party Identification		
Labour	614	612
Conservative	496	500
Liberal Democrat	160	210
SNP/Plaid Cymru	42	33
Others	128	44
None/ DK	416	441

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