

# YouGov / The Sun Survey Results

Sample Size: 1671 GB Adults  
Fieldwork: 30th - 31st 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>1671</b>	453	504	121	127	534	428	346	807	864	199	425	575	472	942	710	215	541	359	410	146	
Unweighted Sample	1671	469	467	92	178	577	384	342	776	895	100	385	662	524	1104	548	253	593	322	385	118	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>35</b>	100	0	0	0	80	2	13	40	30	25	34	32	44	37	32	36	41	40	29	17
Lab	<b>39</b>	0	100	0	0	5	89	33	34	44	49	39	42	32	37	43	44	29	37	53	34
Lib Dem	<b>9</b>	0	0	100	0	1	4	36	9	10	10	16	8	6	13	4	7	12	9	8	11
Other	<b>16</b>	0	0	0	100	13	5	19	17	16	17	11	17	19	13	20	13	19	14	10	38

## Other Parties Voting Intention

UKIP	<b>10</b>	0	0	0	100	12	4	10	10	10	7	4	10	15	7	14	8	15	10	8	1
SNP / PCY	<b>3</b>	0	0	0	0	1	1	1	3	3	6	3	3	2	3	4	1	0	1	0	32
Green	<b>2</b>	0	0	0	0	0	0	7	2	2	3	3	3	1	3	2	2	3	2	1	6
BNP	<b>1</b>	0	0	0	0	1	0	0	0	1	0	1	1	0	0	1	1	1	0	1	0
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>0</b>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0

## Non Voters

Would Not Vote	<b>9</b>	0	0	0	0	4	3	5	9	10	22	10	8	6	7	12	4	12	9	7	18
Don't know	<b>14</b>	0	0	0	0	12	11	18	8	19	10	18	12	13	14	14	13	14	15	13	12

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

		Oct 29-30	Oct 30-31	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
Approve	29	<b>30</b>		80	7	34	11	60	8	23	36	24	27	30	27	33	35	22	35	34	27	29	16
Disapprove	55	<b>56</b>		11	90	46	75	26	85	66	55	57	50	53	61	57	50	66	53	50	58	62	68
Don't know	15	<b>14</b>		9	3	20	13	14	7	11	9	19	23	17	12	10	15	12	12	17	15	9	16

Fieldwork: 30th - 31st 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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 20-21  
Oct 30-31

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>28</b>	83	4	4	22	66	6	10	32	24	15	24	27	39	32	23	32	30	32	24	15
Applies most to Labour	29	<b>29</b>	2	79	11	8	6	68	27	29	29	21	32	32	26	28	31	32	22	29	37	26
Applies most to the Liberal Democrats	8	<b>9</b>	2	2	78	3	1	3	34	10	9	7	13	10	6	13	4	8	11	6	8	12
Applies to none of them	22	<b>22</b>	9	12	5	63	18	15	23	21	23	32	16	21	23	16	30	17	23	21	20	32
Don't know	13	<b>12</b>	4	4	3	4	8	8	7	8	16	25	14	10	7	12	12	10	13	12	11	15

It is led by people of real ability

Applies most to the Conservatives	23	<b>22</b>	66	4	6	14	50	5	8	26	18	20	17	21	29	24	19	22	25	24	20	12
Applies most to Labour	14	<b>16</b>	1	45	12	3	2	41	15	17	15	8	21	17	13	16	16	13	10	17	24	15
Applies most to the Liberal Democrats	3	<b>5</b>	1	2	43	2	1	2	15	6	3	7	6	4	3	7	2	8	4	3	5	6
Applies to none of them	43	<b>42</b>	25	38	31	77	37	40	51	41	42	32	40	45	44	38	48	45	45	39	37	45
Don't know	17	<b>16</b>	8	10	8	4	10	12	11	10	21	32	16	13	11	15	16	12	16	15	14	22

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	46	<b>44</b>	81	27	44	39	67	26	41	45	43	38	40	46	48	45	42	41	48	42	45	38
Applies most to Labour	11	<b>13</b>	2	37	6	3	4	34	10	15	11	10	14	14	13	13	14	9	10	16	17	11
Applies most to the Liberal Democrats	4	<b>4</b>	1	3	30	1	2	3	10	5	4	7	7	2	3	6	2	8	2	5	3	8
Applies to none of them	24	<b>25</b>	11	22	15	53	21	22	29	26	24	20	22	27	27	22	29	25	25	25	22	30
Don't know	15	<b>14</b>	4	11	5	3	7	14	9	10	17	25	16	11	9	14	13	17	14	12	13	14

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

Applies most to the Conservatives	20	<b>21</b>	6	37	16	36	10	38	21	20	21	8	18	25	23	19	24	19	18	21	27	17
Applies most to Labour	29	<b>28</b>	61	5	51	20	50	8	33	35	22	19	27	27	33	30	25	25	28	34	27	20
Applies most to the Liberal Democrats	28	<b>27</b>	20	42	21	24	22	33	27	26	28	37	29	25	25	29	25	33	27	23	25	34
Applies to none of them	9	<b>9</b>	6	8	2	14	8	11	10	8	10	8	8	10	9	7	12	7	9	8	10	12
Don't know	14	<b>15</b>	7	7	10	5	10	11	9	10	19	28	18	12	10	15	14	16	17	14	12	17

## 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	43	100
Male 25 to 39	163	211
Male 40 to 59	323	281
Male 60 +	247	215
Female 18 to 24	57	98
Female 25 to 39	222	214
Female 40 to 59	339	294
Female 60 +	277	258
<b>Region</b>		
North England	385	410
Midlands	249	276
East England	168	159
London	253	215
South England	425	382
Wales	73	83
Scotland	118	146
<b>Social Grade</b>		
AB	669	463
C1	435	479
C2	212	347
DE	336	363
<b>Newspaper Type</b>		
Express / Mail	371	267
Sun / Star	156	390
Mirror / Record	89	165
Guardian / Independent	140	76
FT / Times / Telegraph	143	158
Other Paper	214	194
No Paper	558	420
<b>Political Party Identification</b>		
Labour	481	534
Conservative	504	469
Liberal Democrat	120	183
SNP/Plaid Cymru	30	28
Others	122	39
None/ DK	414	419

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)