

YouGov / The Sun Survey Results

Sample Size: 1862 GB Adults
Fieldwork: 29th - 30th 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	
Weighted Sample	1862	481	586	122	166	585	431	395	903	959	222	471	637	533	1061	801	238	605	398	458	162
Unweighted Sample	1862	473	589	118	172	587	429	435	894	968	140	448	728	546	1234	628	275	623	364	436	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	2	9	33	33	30	35	28	39	39	25	35	44	32	25	17
Lab	40	0	100	0	0	4	92	37	37	43	44	39	47	33	37	45	41	29	45	51	37
Lib Dem	8	0	0	100	0	1	0	33	9	8	12	13	7	5	9	8	8	10	8	6	12
Other	18	0	0	0	100	18	6	20	20	16	15	13	18	23	15	22	16	17	15	18	33

Other Parties Voting Intention

UKIP	11	0	0	0	100	16	4	9	15	8	6	5	11	18	10	14	9	12	12	13	6
SNP / PCY	3	0	0	0	0	2	1	2	3	3	3	5	2	2	3	3	1	1	1	1	23
Green	2	0	0	0	0	0	1	6	2	2	1	2	3	1	2	2	4	2	1	1	3
BNP	1	0	0	0	0	0	0	1	1	1	3	1	0	1	1	1	2	0	0	1	1
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	2	1	1	2	1	1	1	0	1	1	0	1	2	1

Non Voters

Would Not Vote	8	0	0	0	0	3	4	5	9	7	21	12	6	3	7	10	9	9	7	8	7
Don't know	14	0	0	0	0	12	8	19	9	18	12	16	15	11	13	15	16	15	13	13	10

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

	Oct 28-29	Oct 29-30th																				
Approve	29	29	82	6	41	11	62	5	20	33	26	25	29	26	35	33	24	29	38	29	22	22
Disapprove	56	55	7	86	42	77	25	86	65	56	55	50	48	62	56	51	61	53	46	59	63	64
Don't know	15	15	10	8	17	12	13	8	14	12	19	25	23	12	9	15	15	18	17	12	15	14

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	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 21-22	Oct 29-30th	Con		Lab		Lib Dem		UKIP		Male		Female		Age		Social grade		Region				
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?																							
Strongly support	3	3	7	1	14	1	5	1	5	4	2	7	3	3	3	4	2	4	3	3	2	3	
Tend to support	25	26	50	10	59	15	42	9	30	29	24	19	31	28	24	30	22	26	31	27	22	22	
TOTAL SUPPORT	28	29	57	11	73	16	47	10	35	33	26	26	34	31	27	34	24	30	34	30	24	25	
Tend to oppose	33	31	28	36	15	34	27	33	34	29	32	38	27	30	33	32	30	33	31	30	31	28	
Strongly oppose	27	29	11	48	7	48	19	49	24	32	26	15	21	31	37	25	33	25	23	30	34	37	
TOTAL OPPOSE	60	60	39	84	22	82	46	82	58	61	58	53	48	61	70	57	63	58	54	60	65	65	
Don't know	12	11	4	7	5	3	7	8	7	6	16	20	19	9	3	9	13	11	11	10	12	11	

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	60	112
Male 25 to 39	190	235
Male 40 to 59	363	315
Male 60 +	281	242
Female 18 to 24	80	110
Female 25 to 39	258	236
Female 40 to 59	365	322
Female 60 +	265	290
Region		
North England	436	458
Midlands	287	305
East England	171	179
London	275	238
South England	452	426
Wales	77	93
Scotland	164	162
Social Grade		
AB	721	521
C1	513	540
C2	281	391
DE	347	410
Newspaper Type		
Express / Mail	350	298
Sun / Star	210	438
Mirror / Record	126	186
Guardian / Independent	136	84
FT / Times / Telegraph	134	177
Other Paper	278	214
No Paper	628	466
Political Party Identification		
Labour	601	596
Conservative	521	521
Liberal Democrat	174	205
SNP/Plaid Cymru	39	32
Others	87	43
None/ DK	440	466

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