

YouGov / The Sun Survey Results

Sample Size: 1914 GB Adults

Fieldwork: 30th September - 1st 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	1914	463	608	124	176	595	475	395	928	986	228	484	655	547	1091	823	245	622	410	471	167
Unweighted Sample	1914	474	597	115	204	611	479	414	870	1044	161	481	735	537	1277	637	310	615	370	484	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	72	4	10	28	35	21	28	29	39	33	28	34	39	34	25	17
Lab	41	0	100	0	0	7	89	38	41	42	53	43	46	31	39	45	42	33	39	50	46
Lib Dem	8	0	0	100	0	1	3	32	9	7	11	12	6	7	10	7	11	8	6	10	8
Other	19	0	0	0	100	20	4	20	22	16	15	16	19	23	18	20	13	21	21	15	29

Other Parties Voting Intention

UKIP	12	0	0	0	100	17	2	13	14	9	7	8	12	16	11	13	4	16	15	12	4
SNP / PCY	3	0	0	0	0	0	1	1	4	2	4	3	3	3	4	2	2	0	3	0	24
Green	2	0	0	0	0	1	1	5	1	3	3	3	2	2	2	3	3	3	3	1	1
BNP	1	0	0	0	0	0	0	0	1	0	0	2	1	1	1	1	2	0	0	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	1	1	1	1	0	1	1	2	1	0	1	0

Non Voters

Would Not Vote	8	0	0	0	0	4	2	3	7	8	17	9	8	3	7	9	5	9	11	5	3
Don't know	15	0	0	0	0	12	11	19	9	21	19	17	15	13	13	19	15	18	15	11	18

Sept 29-30
Sept 30-Oct 01

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

Approve	32	29	83	6	37	14	61	11	17	33	26	16	28	26	40	33	24	33	33	30	25	21
Disapprove	53	58	7	90	46	71	29	83	67	59	56	62	55	63	52	56	59	56	51	56	65	66
Don't know	15	13	10	4	16	14	10	5	16	9	18	22	17	11	9	11	16	11	16	14	11	14

Fieldwork: 30th September - 1st October 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sep 16-17
Sept 30-Oct 01

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

Sticks to what he believes in	26	25	55	13	31	18	42	15	22	26	24	17	22	23	33	26	24	26	27	26	23	16
Decisive	14	16	36	8	16	10	26	10	14	16	16	16	17	14	19	17	15	17	20	15	14	11
Charismatic	15	15	29	7	17	13	23	8	16	16	13	15	16	13	15	17	11	18	16	15	11	12
Strong	15	15	36	7	17	5	26	8	10	15	15	16	13	14	17	16	13	18	18	13	14	8
Honest	14	14	41	2	13	8	29	6	10	15	13	7	10	13	23	16	12	16	17	13	13	9
Good in a crisis	14	13	37	3	11	6	25	5	8	14	13	8	14	11	17	14	11	17	16	10	12	9
A natural leader	14	12	31	4	16	7	22	6	9	13	12	12	13	11	13	14	9	17	12	12	12	6
In touch with the concerns of ordinary people	5	6	20	0	2	4	13	2	4	7	6	7	3	5	10	6	7	8	7	5	8	2
None of these	43	45	8	69	38	62	23	65	53	46	45	33	41	53	45	43	49	40	39	47	52	57
Don't know	10	8	4	4	4	4	4	4	5	6	10	18	11	7	3	7	10	9	10	8	5	7

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	19	25	7	59	14	6	10	51	29	25	25	21	20	29	27	23	28	32	24	25	26	20
Honest	16	18	6	42	14	4	6	41	18	22	15	14	15	19	21	18	18	22	14	19	21	19
Sticks to what he believes in	15	18	8	41	10	6	7	40	17	19	17	16	12	20	21	18	18	17	16	18	21	17
Decisive	4	7	2	18	5	0	1	20	5	9	6	8	6	6	10	7	7	7	7	6	9	8
Strong	3	7	2	17	3	2	2	17	3	8	6	7	8	6	7	7	6	5	6	5	10	8
Charismatic	2	5	2	9	3	2	3	8	3	6	4	11	4	4	5	4	6	4	6	5	4	5
A natural leader	2	4	1	9	3	1	0	10	1	5	3	7	4	2	4	4	4	5	4	3	4	3
Good in a crisis	2	4	1	11	0	0	1	11	2	6	3	4	5	4	5	5	3	7	4	3	5	3
None of these	53	49	73	16	59	77	72	22	45	49	49	33	49	48	56	50	47	39	50	52	47	57
Don't know	14	12	8	6	7	9	6	7	12	8	16	26	16	9	6	11	14	14	13	11	11	9

Fieldwork: 30th September - 1st 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

	Sep 16-17	Sept 30-Oct 01																				
Honest	11	12	23	5	37	5	17	5	19	14	10	9	14	11	14	13	11	13	14	10	11	13
In touch with the concerns of ordinary people	12	11	16	5	45	7	11	6	19	13	9	8	12	10	11	12	9	14	14	9	8	8
Sticks to what he believes in	9	10	16	3	32	11	12	4	19	11	8	7	8	9	14	11	9	9	11	10	9	5
Charismatic	9	9	12	8	22	5	11	6	15	10	8	11	10	8	9	10	8	9	10	10	7	8
Decisive	4	4	5	2	24	3	3	3	10	6	3	7	4	3	5	5	4	5	5	4	4	5
Strong	3	4	6	2	18	0	3	1	9	4	4	7	3	4	4	4	4	4	5	2	5	1
A natural leader	4	3	4	1	12	3	3	2	6	4	3	5	4	2	3	4	2	3	3	3	4	3
Good in a crisis	3	3	4	2	15	1	3	1	7	4	3	3	5	2	3	4	2	4	3	4	3	3
None of these	57	59	46	74	18	78	56	73	50	58	60	49	52	65	63	57	62	50	56	60	64	69
Don't know	14	12	9	7	5	5	8	8	8	9	14	24	15	10	6	10	15	14	12	12	11	8

Do you think the coalition government is managing the economy well or badly?

	Sept 26-27	Sept 30-Oct 01																				
Very well	5	4	12	1	8	0	8	2	2	5	3	1	3	4	6	5	3	7	3	5	3	2
Fairly well	33	37	80	11	46	40	66	15	31	38	35	25	35	32	48	40	32	40	41	36	33	27
TOTAL WELL	38	41	92	12	54	40	74	17	33	43	38	26	38	36	54	45	35	47	44	41	36	29
Fairly badly	31	31	6	44	32	34	18	36	44	28	33	40	34	32	22	31	30	30	31	32	29	31
Very badly	22	22	0	43	10	21	6	44	18	24	20	16	19	27	22	19	26	17	16	20	31	32
TOTAL BADLY	53	53	6	87	42	55	24	80	62	52	53	56	53	59	44	50	56	47	47	52	60	63
Don't know	10	7	2	1	4	4	2	3	6	5	8	17	8	6	2	5	9	6	9	7	3	9

Fieldwork: 30th September - 1st October 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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 26-27	Sept 30-Oct 01																				
In your opinion how good or bad is the state of Britain's economy at the moment?																						
Very good	1	1	1	0	0	0	1	0	0	1	0	0	1	0	1	0	1	0	1	0	1	
Quite good	11	12	30	4	23	8	21	7	9	13	10	11	11	9	15	13	10	15	11	9	14	5
TOTAL GOOD	12	13	31	4	23	8	22	7	9	14	10	11	12	9	16	14	10	16	11	10	14	6
Neither good nor bad	31	27	41	18	32	27	38	21	27	26	29	21	28	24	33	29	25	31	29	30	24	20
Quite bad	38	39	26	48	33	42	32	41	46	40	38	44	38	43	33	41	37	36	37	41	38	50
Very bad	16	18	2	28	10	22	8	28	15	18	17	12	17	20	17	14	22	12	17	16	21	20
TOTAL BAD	54	57	28	76	43	64	40	69	61	58	55	56	55	63	50	55	59	48	54	57	59	70
Don't know	4	4	0	1	2	1	1	2	3	3	5	12	4	2	2	2	6	5	5	3	2	6

	Sept 24-25	Sept 30-Oct 01																				
How do you think the financial situation of your household will change over the next 12 months?																						
Get a lot better	2	2	2	2	0	0	2	2	1	2	1	4	2	1	0	2	1	2	2	2	1	1
Get a little better	14	14	26	8	20	9	21	9	14	17	11	20	18	12	11	16	11	18	16	14	12	9
TOTAL BETTER	16	16	28	10	20	9	23	11	15	19	12	24	20	13	11	18	12	20	18	16	13	10
Stay about the same	37	35	49	30	38	34	44	27	34	34	37	31	38	33	38	38	32	35	38	34	33	39
Get a little worse	32	29	20	33	29	36	24	33	31	28	29	21	25	28	36	29	29	26	28	27	32	33
Get a lot worse	11	15	2	23	8	19	8	23	16	15	15	10	11	20	14	10	21	13	13	18	17	11
TOTAL WORSE	43	44	22	56	37	55	32	56	47	43	44	31	36	48	50	39	50	39	41	45	49	44
Don't know	4	5	1	4	4	1	1	6	4	4	6	14	6	5	1	4	7	6	4	6	5	7

	Sept 24-25	Sept 30-Oct 01																				
Which government do you think would be better for the living standards of people like you?																						
A Labour government led by Ed Miliband	34	32	1	82	15	6	7	70	34	34	30	38	33	34	27	29	36	36	25	32	38	38
A Conservative government led by David Cameron	28	28	87	2	23	18	63	6	14	28	27	16	24	25	39	31	24	34	31	26	25	18
Neither	28	26	6	10	55	64	20	15	38	28	25	21	27	29	24	28	23	19	26	27	26	35
Don't know	11	14	6	5	7	13	10	9	13	10	18	25	15	11	11	12	17	11	18	14	11	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 26-27 2012	Sept 30-Oct 01																				
Thinking about the cuts the government are making to public spending to reduce the deficit, do you think they should...																						
Make bigger cuts to public spending	12	9	18	3	14	20	17	5	6	13	6	9	8	7	13	11	8	14	9	8	10	7
Reduce the level of cuts to public spending	42	45	14	74	38	33	23	68	53	47	43	46	44	49	40	43	47	42	39	46	48	56
Maintain the current level of cuts to public spending	33	30	60	11	35	32	53	12	26	30	30	17	27	29	38	34	25	29	33	31	28	21
Don't know	14	16	7	12	13	15	8	15	15	10	21	28	20	15	9	13	20	15	19	15	14	16
And thinking about the government's policies on tax, do you think they should...																						
Cut taxes more to encourage growth	47	40	36	43	38	56	42	40	35	43	37	40	37	40	41	38	42	36	40	40	42	36
Increase taxes more to help reduce the deficit	11	12	5	22	16	5	6	19	15	16	9	11	14	11	12	15	9	16	10	14	10	19
Maintain the current level of taxes	30	34	54	24	40	32	45	27	36	32	36	23	31	35	40	35	33	33	34	35	35	33
Don't know	12	14	5	11	6	6	7	14	13	9	18	26	17	13	6	11	17	15	16	11	13	12
The Conservative Party has said that it will freeze fuel duty for the duration of the current Parliament until May 2015, providing that the coalition can find the savings required to pay for it.																						
Do you support or oppose the following policy?																						
Support - it is important to keep motoring costs down		64	85	49	60	77	84	53	57	65	63	49	58	64	73	65	62	50	68	65	64	59
Oppose - there are more urgent priorities		24	9	39	34	17	11	34	32	27	21	27	26	24	22	25	23	34	19	24	25	27
Don't know		12	6	12	6	6	5	12	11	8	16	24	16	12	5	11	15	16	13	11	11	14

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	66	115
Male 25 to 39	204	241
Male 40 to 59	357	323
Male 60 +	243	249
Female 18 to 24	95	113
Female 25 to 39	277	243
Female 40 to 59	378	331
Female 60 +	294	299
Region		
North England	484	471
Midlands	260	314
East England	172	184
London	310	245
South England	443	438
Wales	110	96
Scotland	135	167
Social Grade		
AB	732	536
C1	545	555
C2	310	402
DE	327	421
Newspaper Type		
Express / Mail	400	306
Sun / Star	168	450
Mirror / Record	65	191
Guardian / Independent	147	86
FT / Times / Telegraph	160	182
Other Paper	262	220
No Paper	712	479
Political Party Identification		
Labour	635	612
Conservative	529	536
Liberal Democrat	179	211
SNP/Plaid Cymru	32	33
Others	123	44
None/ DK	416	479

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