

YouGov / The Sun Survey Results

Sample Size: 1891 GB Adults
Fieldwork: 4th - 5th 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	1891	440	543	147	185	575	480	366	917	974	225	478	647	541	1078	813	242	615	405	465	165
Unweighted Sample	1891	446	581	113	212	574	486	386	937	954	138	492	734	527	1294	597	281	676	342	423	169
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	75	4	7	32	30	22	35	31	32	36	25	28	38	33	28	19
Lab	38	0	100	0	0	4	86	31	35	43	48	41	39	33	36	41	41	29	41	48	34
Lib Dem	10	0	0	100	0	2	2	42	11	10	11	11	9	11	13	7	15	12	8	7	14
Other	20	0	0	0	100	19	8	21	23	17	18	13	22	23	15	26	16	21	19	17	33

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	5	11	16	10	7	5	16	18	8	20	10	16	15	14	2
SNP / PCY	3	0	0	0	0	0	2	3	3	3	7	3	2	3	3	2	0	0	2	0	25
Green	2	0	0	0	0	0	1	6	2	3	4	3	2	2	2	2	3	4	1	1	2
BNP	1	0	0	0	0	0	0	1	0	1	0	1	1	0	0	1	1	1	0	0	0
Respect	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	1	0	0	1	0
Other	1	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	1	0	0	0	3

Non Voters

Would Not Vote	9	0	0	0	0	2	5	3	9	10	18	14	7	4	9	10	9	11	10	8	6
Don't know	16	0	0	0	0	17	8	22	10	21	18	20	13	16	16	16	16	16	21	12	14

Sep 3-4
Sep 4-5

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

Approve	30	26	79	5	39	8	56	9	20	31	22	19	27	27	29	31	21	31	30	21	23	26
Disapprove	53	58	9	88	45	80	29	83	65	59	57	61	48	60	62	54	63	57	52	62	62	59
Don't know	16	16	12	7	17	11	15	8	15	11	21	20	25	13	9	16	16	12	18	17	14	15

Fieldwork: 4th - 5th September 2013

Weighted Sample
Unweighted Sample

Total	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
1891	440	543	147	185	575	480	366	917	974	225	478	647	541	1078	813	242	615	405	465	165
1891	446	581	113	212	574	486	386	937	954	138	492	734	527	1294	597	281	676	342	423	169
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 21-22

Sep 4-5

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

It is led by people of real ability

Its leaders are prepared to take tough and unpopular decisions

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

Applies most to the Conservatives	27	26	81	3	6	25	63	8	9	28	25	19	22	26	33	30	22	26	29	26	27	14
Applies most to Labour	26	27	1	77	12	7	4	67	23	30	24	30	26	29	24	26	29	28	20	27	34	32
Applies most to the Liberal Democrats	13	10	2	4	68	4	1	3	37	10	9	12	10	10	8	13	6	10	13	7	7	12
Applies to none of them	21	24	8	11	12	56	23	16	22	22	26	16	19	25	29	19	29	23	20	27	23	33
Don't know	14	13	8	5	4	7	9	6	9	10	16	24	23	10	5	12	15	12	18	13	10	9
Applies most to the Conservatives	21	20	66	3	8	15	45	5	8	24	16	19	18	20	21	22	17	20	21	21	19	13
Applies most to Labour	15	14	1	45	10	2	2	40	11	15	14	17	15	14	13	13	16	15	12	14	18	16
Applies most to the Liberal Democrats	4	3	0	1	33	0	1	1	13	3	3	1	2	3	4	4	2	5	3	2	2	5
Applies to none of them	44	45	21	43	37	76	37	44	53	45	45	35	40	49	49	43	47	43	42	46	46	50
Don't know	16	18	12	9	12	8	15	11	15	13	22	28	24	14	12	17	18	17	22	17	15	16
Applies most to the Conservatives	49	43	82	31	27	37	69	33	32	45	41	42	37	45	45	43	42	48	41	44	43	36
Applies most to Labour	10	10	1	31	7	4	1	26	8	11	10	11	10	10	11	9	12	8	10	9	14	9
Applies most to the Liberal Democrats	4	4	1	1	36	1	1	2	14	5	3	0	3	4	5	5	2	7	3	3	3	6
Applies to none of them	23	27	11	27	24	52	21	28	32	28	27	19	24	29	31	26	29	23	26	29	27	35
Don't know	15	16	5	11	7	7	8	11	15	12	20	27	25	11	8	16	15	14	20	14	13	14
Applies most to the Conservatives	23	20	4	38	20	23	9	36	22	19	20	17	14	21	25	18	22	24	17	17	24	20
Applies most to Labour	28	29	59	7	56	27	49	11	30	32	26	23	28	29	33	34	23	26	30	29	30	28
Applies most to the Liberal Democrats	23	25	20	42	7	23	21	36	24	28	23	31	22	27	24	26	25	30	23	27	25	24
Applies to none of them	10	9	5	4	12	19	7	5	11	10	9	4	12	10	8	7	12	6	11	8	7	14
Don't know	16	17	12	9	5	8	13	11	12	11	22	25	24	13	10	15	18	13	19	19	14	13

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	58	113
	Male 25 to 39	237	238
	Male 40 to 59	360	320
	Male 60 +	282	246
	Female 18 to 24	80	112
	Female 25 to 39	255	240
	Female 40 to 59	374	327
	Female 60 +	245	295
Region			
	North England	423	465
	Midlands	266	310
	East England	200	182
	London	281	242
	South England	476	433
	Wales	76	95
	Scotland	169	165
Social Grade			
	AB	713	529
	C1	581	548
	C2	264	397
	DE	333	416
Newspaper Type			
	Express / Mail	392	303
	Sun / Star	163	444
	Mirror / Record	100	189
	Guardian / Independent	147	85
	FT / Times / Telegraph	128	180
	Other Paper	254	217
	No Paper	707	473
Political Party Identification			
	Labour	649	605
	Conservative	532	529
	Liberal Democrat	149	208
	SNP/Plaid Cymru	33	32
	Others	116	43
	None/ DK	412	473

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