

YouGov/ The Sun Survey Results

Sample Size: 1876 GB adults
Fieldwork: 4th - 5th November 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	1876	482	567	115	154	579	479	387	910	966	223	475	642	537	1069	807	240	610	401	461	163
Unweighted Sample	1876	464	578	96	191	578	483	384	900	976	169	439	748	520	1190	686	267	584	364	497	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	5	13	34	34	29	26	34	41	35	33	33	42	33	26	27
Lab	40	0	100	0	0	4	85	32	41	38	45	47	42	30	39	41	45	29	38	54	31
Lib Dem	8	0	0	100	0	1	2	35	7	9	6	12	8	6	10	5	10	11	6	6	4
Other	19	0	0	0	100	18	8	19	18	19	20	16	16	23	16	22	12	17	23	14	38

Other Parties Voting Intention

UKIP	11	0	0	0	100	15	3	9	11	10	6	7	10	16	9	13	9	13	12	9	5
SNP / PCY	3	0	0	0	0	0	3	4	3	4	4	3	3	4	3	4	0	0	4	0	31
Green	2	0	0	0	0	0	1	5	2	2	4	2	2	1	2	1	2	3	1	2	2
BNP	1	0	0	0	0	0	1	2	1	2	4	1	1	1	1	2	0	0	4	1	0
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	2	0	0	1	1	2	2	1	1	1	1	1	1	2	1	0

Non Voters

Would Not Vote	8	0	0	0	0	3	2	6	8	7	17	10	7	4	8	8	6	10	8	7	4
Don't know	16	0	0	0	0	12	10	23	8	24	19	18	15	14	14	18	15	14	17	15	24

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

	Nov 3-4	Nov 4-5																				
Approve	27	29	82	7	37	14	60	11	23	35	24	31	26	30	31	32	26	26	37	28	23	27
Disapprove	54	55	7	86	34	77	27	81	61	52	58	44	55	57	57	53	57	56	46	55	62	62
Don't know	19	16	11	7	29	8	13	8	16	14	18	25	19	14	12	15	17	18	17	17	14	11

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

	Oct 21-22	Nov 4-5																				
Strongly support	3	3	6	2	14	1	3	4	5	4	2	5	4	2	3	3	4	3	4	3	3	1
Tend to support	25	26	51	8	57	14	41	8	36	29	23	24	26	26	26	29	22	28	28	28	21	24
TOTAL SUPPORT	28	29	57	10	71	15	44	12	41	33	25	29	30	28	29	32	26	31	32	31	24	25
Tend to oppose	33	33	30	38	18	38	34	35	27	30	35	35	30	32	35	35	30	35	34	34	30	26
Strongly oppose	27	27	9	47	6	43	16	45	25	31	24	20	24	29	32	25	30	23	24	22	35	38
TOTAL OPPOSE	60	60	39	85	24	81	50	80	52	61	59	55	54	61	67	60	60	58	58	56	65	64
Don't know	12	11	4	6	5	3	5	8	8	6	15	15	15	11	5	8	14	12	8	13	11	11

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

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

The economy	66	63	67	67	68	49	62	66	68	68	58	54	65	67	59	67	57	66	58	67	61	74
Immigration & Asylum	54	55	69	41	38	92	74	46	42	48	60	36	41	59	69	49	62	49	57	59	53	46
Welfare benefits	31	30	38	23	23	39	38	25	28	28	33	18	29	34	32	28	33	22	29	31	36	30
Health	30	26	19	37	31	17	20	35	30	26	26	18	23	25	34	27	25	30	23	29	27	21
Housing	17	15	7	23	20	9	9	19	16	13	17	21	20	13	11	16	14	28	14	12	14	11
Pensions	14	15	14	17	23	15	15	16	19	15	15	6	11	18	20	15	15	14	16	17	12	17
Education	15	14	11	17	25	6	9	14	24	12	16	27	16	13	9	17	10	14	15	14	15	12
Crime	12	13	8	14	11	22	11	15	9	13	13	11	14	13	14	13	14	18	9	15	16	6
Europe	11	13	25	7	4	28	23	7	7	17	9	11	10	10	20	12	14	9	16	10	13	12
Tax	9	11	11	11	14	5	10	11	11	12	11	18	15	8	9	12	10	8	10	10	14	17
Family life & childcare	7	7	4	9	9	4	4	9	9	4	9	7	10	7	3	6	7	5	6	6	8	9
The environment	7	7	3	7	12	3	3	6	13	8	7	11	7	8	4	8	6	6	9	6	5	7
Transport	3	4	4	3	7	0	3	4	6	5	2	5	4	3	3	4	3	7	2	3	3	4
None of these	0	1	0	1	0	0	0	2	0	1	1	1	1	1	1	1	1	1	0	0	1	4
Don't know	2	3	1	1	0	0	1	1	1	4	2	12	4	1	1	3	3	3	5	1	2	3

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

The economy	57	54	56	56	55	47	54	58	54	59	50	42	53	60	53	57	51	51	51	57	54	67
Health	33	31	30	36	30	38	32	34	36	31	31	15	22	30	47	30	32	31	27	35	31	34
Pensions	30	30	37	28	29	31	37	31	30	29	30	12	14	31	48	30	30	26	28	34	29	35
Tax	21	23	30	18	25	23	27	18	20	25	22	34	28	21	18	26	19	19	22	25	25	26
Immigration & Asylum	16	17	22	14	3	37	22	16	11	18	17	12	11	18	24	13	23	19	18	17	18	11
Welfare benefits	15	14	10	18	6	16	13	15	10	12	16	11	15	15	14	9	21	7	12	16	19	13
Education	14	13	13	16	18	9	12	14	17	11	15	18	16	15	7	16	10	10	14	14	15	8
Family life & childcare	13	12	10	16	12	10	10	14	14	9	15	7	22	12	6	12	12	11	12	12	15	10
Housing	15	11	7	15	18	10	7	12	12	10	13	22	19	8	4	11	12	21	10	9	12	9
The environment	8	9	5	9	12	6	5	8	14	10	7	12	7	8	9	10	7	7	10	10	6	10
Crime	7	8	10	9	1	15	10	9	4	9	8	7	7	8	10	7	10	13	7	8	8	8
Transport	7	7	5	8	14	4	4	6	12	7	6	12	8	5	5	8	5	13	7	6	5	4
Europe	7	5	10	3	0	15	11	2	3	6	5	2	3	3	11	5	6	4	7	3	5	7
None of these	2	4	4	2	6	3	4	3	4	4	4	3	4	3	4	4	3	3	5	2	4	3
Don't know	4	4	2	1	0	0	2	1	1	4	4	15	4	2	1	4	4	5	6	2	2	5

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	72	113
Male 25 to 39	196	236
Male 40 to 59	367	317
Male 60 +	265	244
Female 18 to 24	97	111
Female 25 to 39	243	238
Female 40 to 59	381	325
Female 60 +	255	293
Region		
North England	497	461
Midlands	293	308
East England	184	180
London	267	240
South England	400	430
Wales	71	94
Scotland	164	163
Social Grade		
AB	649	525
C1	541	544
C2	307	394
DE	379	413
Newspaper Type		
Express / Mail	334	300
Sun / Star	233	441
Mirror / Record	134	188
Guardian / Independent	141	84
FT / Times / Telegraph	145	178
Other Paper	253	216
No Paper	636	469
Political Party Identification		
Labour	607	600
Conservative	522	525
Liberal Democrat	148	206
SNP/Plaid Cymru	40	32
Others	117	43
None/ DK	442	469

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