

# YouGov / The Sun Survey Results

Sample Size: 1879 GB Adults  
Fieldwork: 7th - 8th 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	
<b>Weighted Sample</b>	<b>1879</b>	482	570	140	146	548	460	378	911	968	224	475	643	537	1071	808	241	611	402	462	163	
Unweighted Sample	1879	485	590	117	184	562	457	402	927	952	151	461	754	513	1255	624	262	613	409	438	157	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	78	3	13	30	37	28	35	32	36	40	25	30	42	37	27	21
Lab	<b>39</b>	0	100	0	0	5	84	41	39	40	47	41	43	32	34	47	45	29	39	52	34
Lib Dem	<b>10</b>	0	0	100	0	2	5	30	10	9	8	13	10	7	11	8	13	10	7	9	12
Other	<b>17</b>	0	0	0	100	14	8	16	20	15	17	11	16	24	16	20	12	19	17	12	33

## Other Parties Voting Intention

UKIP	<b>10</b>	0	0	0	100	13	5	7	12	8	7	4	10	16	9	11	7	14	11	9	2
SNP / PCY	<b>3</b>	0	0	0	0	0	2	3	4	3	3	2	3	4	3	4	0	0	2	0	26
Green	<b>3</b>	0	0	0	0	0	1	5	2	3	7	3	1	2	2	3	2	3	2	2	5
BNP	<b>1</b>	0	0	0	0	0	0	0	1	0	0	1	0	1	0	1	2	0	1	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	1	0	0	1	1	1	1	1	2	1	0	0

## Non Voters

Would Not Vote	<b>9</b>	0	0	0	0	3	2	3	8	10	19	15	7	3	8	11	8	14	3	11	3
Don't know	<b>14</b>	0	0	0	0	9	10	22	9	19	20	16	13	11	14	14	14	16	16	12	8

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

	Oct 6 - 7	Oct 7-8																				
Approve	33	<b>31</b>	81	7	46	14	63	12	24	33	28	28	30	30	33	35	25	29	33	34	28	25
Disapprove	52	<b>55</b>	10	88	38	77	24	82	65	54	55	48	49	59	58	50	61	53	49	54	59	68
Don't know	15	<b>15</b>	10	5	16	8	14	6	11	12	17	24	21	11	9	15	14	18	18	12	13	7

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

	Oct 1-2	Oct 7-8																				
Strongly support	3	<b>4</b>	11	0	11	2	6	2	7	5	3	3	4	4	4	4	3	2	4	5	4	5
Tend to support	26	<b>29</b>	48	14	61	21	43	15	35	30	28	30	32	27	29	34	23	29	36	25	24	29
<b>TOTAL SUPPORT</b>	<b>29</b>	<b>33</b>	<b>59</b>	<b>14</b>	<b>72</b>	<b>23</b>	<b>49</b>	<b>17</b>	<b>42</b>	<b>35</b>	<b>31</b>	<b>33</b>	<b>36</b>	<b>31</b>	<b>33</b>	<b>38</b>	<b>26</b>	<b>31</b>	<b>40</b>	<b>30</b>	<b>28</b>	<b>34</b>
Tend to oppose	31	<b>29</b>	27	30	19	35	31	30	29	28	30	32	28	27	32	30	28	37	29	28	28	23
Strongly oppose	27	<b>25</b>	8	48	3	35	11	44	23	29	22	13	15	32	30	21	30	15	19	29	31	36
<b>TOTAL OPOSE</b>	<b>58</b>	<b>54</b>	<b>35</b>	<b>78</b>	<b>22</b>	<b>70</b>	<b>42</b>	<b>74</b>	<b>52</b>	<b>57</b>	<b>52</b>	<b>45</b>	<b>43</b>	<b>59</b>	<b>62</b>	<b>51</b>	<b>58</b>	<b>52</b>	<b>48</b>	<b>57</b>	<b>59</b>	<b>59</b>
Don't know	12	<b>13</b>	6	8	6	8	9	9	6	8	17	23	21	9	5	11	15	17	12	13	12	7

Fieldwork: 7th - 8th October 2013

Total	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
	Con	Lab	Lib Dem	UKIP	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>1879</b>	482	570	140	146	548	460	378	911	968	224	475	643	537	1071	808	241	611	402	462	163	
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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.

	Sept 23-24	Oct 7-8																				
The economy	64	63	73	65	69	57	71	60	68	67	60	61	61	70	58	68	57	66	64	64	58	72
Immigration & Asylum	55	48	63	38	32	81	62	45	41	47	49	35	37	51	60	45	52	40	50	52	49	43
Health	28	33	30	42	34	27	33	39	37	34	32	24	24	34	43	34	32	33	31	37	33	33
Welfare benefits	27	28	32	29	26	33	32	30	28	23	34	25	27	32	28	27	30	19	28	34	29	33
Housing	19	17	13	24	16	5	11	21	23	14	19	20	18	16	16	15	20	28	16	15	13	21
Pensions	14	15	12	16	20	14	15	13	16	16	13	7	11	16	20	14	16	12	12	13	18	22
Education	13	14	11	17	24	8	12	16	17	16	13	21	19	12	10	15	13	16	15	13	15	11
Crime	15	12	12	12	10	14	11	13	10	11	14	8	13	12	14	12	14	14	11	12	14	13
Europe	11	10	16	5	6	34	17	7	9	12	9	5	3	7	22	10	11	8	10	15	8	8
Tax	9	9	8	9	11	10	7	9	8	9	9	12	13	9	6	10	9	11	9	7	11	9
The environment	7	8	4	7	14	3	3	7	17	7	9	9	10	8	7	10	6	9	10	6	8	6
Family life & childcare	7	7	6	8	5	2	6	9	3	4	9	2	12	7	4	6	7	4	6	7	9	5
Transport	2	3	2	3	8	2	1	3	6	4	3	6	4	3	1	3	3	7	3	2	3	2
None of these	1	1	0	0	0	1	0	0	0	1	0	1	1	0	0	0	1	2	0	1	0	1
Don't know	3	4	2	1	2	0	2	1	2	5	4	14	9	1	0	4	5	3	7	4	3	1

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	53	53	57	56	56	45	57	56	54	54	51	36	48	65	49	56	49	50	53	58	49	56
Health	31	35	37	38	31	40	39	38	38	34	36	21	19	36	54	35	35	31	37	38	34	32
Pensions	29	26	31	25	35	37	36	29	24	27	26	11	11	29	44	30	22	21	26	28	25	35
Tax	20	21	27	15	20	22	25	16	18	22	20	27	27	19	16	22	20	18	23	22	20	18
Education	14	16	15	19	22	5	14	16	18	14	17	19	17	19	9	17	13	16	16	15	15	17
Immigration & Asylum	17	15	15	16	2	35	17	15	11	17	13	15	10	15	19	12	19	14	14	16	17	11
Housing	13	14	10	15	12	16	8	16	13	12	15	19	21	12	7	11	17	22	16	13	9	7
Family life & childcare	14	13	10	15	13	6	10	14	12	12	13	9	23	12	7	12	14	12	13	15	12	8
Welfare benefits	13	13	7	19	15	13	9	19	11	11	15	9	15	15	12	7	21	8	12	14	15	17
Crime	9	9	10	8	9	11	11	9	5	9	8	9	11	7	10	10	8	10	7	10	9	14
The environment	8	7	5	8	9	5	5	7	11	8	6	8	7	6	8	9	5	9	7	6	5	14
Transport	7	7	7	8	10	4	5	7	11	6	8	12	10	7	3	7	8	12	7	6	6	6
Europe	7	4	6	2	0	20	8	3	3	5	4	1	2	3	9	5	4	3	4	7	4	4
None of these	3	4	4	2	6	4	3	2	4	3	4	6	3	2	5	4	3	6	4	2	4	1
Don't know	4	5	2	2	3	1	3	2	3	5	6	15	11	1	1	6	5	3	8	4	6	2

## 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	66	113
Male 25 to 39	219	237
Male 40 to 59	375	318
Male 60 +	267	244
Female 18 to 24	85	111
Female 25 to 39	242	239
Female 40 to 59	379	325
Female 60 +	246	293
<b>Region</b>		
North England	438	462
Midlands	314	308
East England	190	180
London	262	241
South England	423	430
Wales	95	94
Scotland	157	163
<b>Social Grade</b>		
AB	681	526
C1	574	545
C2	255	395
DE	369	413
<b>Newspaper Type</b>		
Express / Mail	379	301
Sun / Star	114	442
Mirror / Record	90	188
Guardian / Independent	143	85
FT / Times / Telegraph	141	179
Other Paper	252	216
No Paper	760	470
<b>Political Party Identification</b>		
Labour	636	601
Conservative	534	526
Liberal Democrat	163	207
SNP/Plaid Cymru	38	32
Others	104	43
None/ DK	404	470

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)