

YouGov/ The Sun Survey Results

Sample Size: 1907 GB Adults
Fieldwork: 8th - 9th 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	1907	483	567	160	201	553	466	413	925	982	227	482	652	545	1087	820	244	620	408	469	166	
Unweighted Sample	1907	454	601	141	215	551	499	447	895	1012	135	487	800	485	1268	639	277	616	376	479	159	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	5	11	33	32	32	33	29	36	37	26	36	41	31	26	18
Lab	38	0	100	0	0	3	84	31	39	37	39	46	40	29	34	43	42	25	40	49	41
Lib Dem	11	0	0	100	0	2	4	37	11	10	13	12	10	10	13	7	6	13	11	10	10
Other	19	0	0	0	100	20	7	21	17	22	16	10	21	25	16	24	17	20	18	15	31

Other Parties Voting Intention

UKIP	13	0	0	0	100	19	5	11	12	15	3	3	15	22	9	19	11	17	14	13	4
SNP / PCY	3	0	0	0	0	0	1	2	3	2	7	3	2	1	3	2	0	0	1	0	25
Green	3	0	0	0	0	1	1	7	2	4	6	3	3	2	3	3	5	3	3	2	2
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Non Voters

Would Not Vote	7	0	0	0	0	1	2	4	6	8	12	13	5	3	6	8	6	8	8	7	3
Don't know	14	0	0	0	0	11	9	20	10	19	25	16	13	10	14	15	14	15	15	13	12

Oct 7-8 Oct 8-9

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

Approve	31	32	87	4	37	15	67	10	23	36	28	29	30	29	37	36	26	32	37	32	27	23
Disapprove	55	54	4	90	47	69	21	81	62	55	53	47	50	60	54	50	60	54	47	54	60	63
Don't know	15	14	9	5	16	16	13	9	15	9	19	23	20	11	10	14	15	14	16	13	13	14

Fieldwork: 8th - 9th 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	1907	483	567	160	201	553	466	413	925	982	227	482	652	545	1087	820	244	620	408	469	166
Unweighted Sample	1907	454	601	141	215	551	499	447	895	1012	135	487	800	485	1268	639	277	616	376	479	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these would make the best Prime Minister?

	Sept 24-25	Oct 8-9																				
David Cameron	35	37	96	4	22	33	78	10	23	38	35	37	34	32	44	40	32	38	43	39	30	26
Ed Miliband	26	23	0	66	10	5	2	55	21	27	20	25	20	27	20	22	25	31	16	21	29	27
Nick Clegg	5	6	0	2	39	3	2	1	13	6	5	4	8	6	4	7	4	2	8	4	4	8
Don't know	34	35	4	28	30	60	19	33	43	29	40	34	38	34	32	32	39	29	33	36	37	40

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	55	114
Male 25 to 39	195	240
Male 40 to 59	391	322
Male 60 +	254	248
Female 18 to 24	80	113
Female 25 to 39	292	242
Female 40 to 59	409	330
Female 60 +	231	297
Region		
North England	479	469
Midlands	292	313
East England	174	183
London	277	244
South England	442	437
Wales	84	95
Scotland	159	166
Social Grade		
AB	747	534
C1	521	553
C2	267	400
DE	372	420
Newspaper Type		
Express / Mail	376	305
Sun / Star	153	448
Mirror / Record	90	191
Guardian / Independent	128	86
FT / Times / Telegraph	144	181
Other Paper	283	219
No Paper	733	477
Political Party Identification		
Labour	660	610
Conservative	522	534
Liberal Democrat	175	210
SNP/Plaid Cymru	37	32
Others	119	44
None/ DK	394	477

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