

## YouGov / The Sun Survey Results

Sample Size: 1859 GB Adults  
Fieldwork: 9th - 10th 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	
<b>Weighted Sample</b>	<b>1859</b>	474	566	141	151	541	466	395	902	957	221	470	636	532	1060	799	238	604	398	457	162	
Unweighted Sample	1859	451	608	123	174	537	486	423	886	973	123	472	761	503	1218	641	235	642	378	438	166	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	33	100	0	0	0	79	8	9	34	33	29	33	31	37	36	30	32	39	37	31	13
Lab	40	0	100	0	0	5	85	37	37	43	41	37	44	37	36	45	41	28	39	51	53
Lib Dem	10	0	0	100	0	1	2	36	11	9	15	13	9	7	12	7	14	12	10	6	5
Other	17	0	0	0	100	15	6	18	18	16	15	16	16	19	16	19	13	21	14	12	29

### Other Parties Voting Intention

UKIP	11	0	0	0	100	13	4	8	11	10	9	7	10	14	10	12	7	16	11	8	1
SNP / PCY	3	0	0	0	0	1	1	3	4	2	4	5	2	3	3	2	4	0	1	0	27
Green	2	0	0	0	0	1	0	6	2	2	2	3	2	1	2	2	1	3	1	2	1
BNP	1	0	0	0	0	0	0	0	1	1	0	1	1	1	0	2	0	1	1	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	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0	1	1	0	0	0	0

### Non Voters

Would Not Vote	7	0	0	0	0	4	2	3	5	10	17	8	7	3	6	10	5	8	9	8	6
Don't know	16	0	0	0	0	12	9	20	12	20	20	19	15	12	16	16	15	17	17	13	20

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

	Oct 8-9	Oct 9-10																				
Approve	32	30	84	4	38	17	63	9	24	35	25	28	31	27	34	34	25	38	35	29	26	15
Disapprove	54	55	6	90	41	75	23	83	63	55	55	51	48	59	57	52	58	46	48	55	62	71
Don't know	14	15	10	5	21	8	14	8	13	10	20	21	22	14	9	14	17	16	17	16	12	14

Fieldwork: 9th - 10th October 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
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<b>Weighted Sample</b>	<b>1859</b>	474	566	141	151	541	466	395	902	957	221	470	636	532	1060	799	238	604	398	457	162
Unweighted Sample	1859	451	608	123	174	537	486	423	886	973	123	472	761	503	1218	641	235	642	378	438	166
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept 25-26  
Oct 9-10

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?

**It seems rather old and tired**

Applies most to the Conservatives	32	<b>34</b>	5	63	46	23	8	61	44	36	31	30	37	34	32	33	35	33	30	30	38	44
Applies most to Labour	28	<b>28</b>	57	5	34	41	51	7	25	31	25	20	28	29	30	32	23	34	33	26	24	18
Applies most to the Liberal Democrats	13	<b>12</b>	17	13	1	21	19	12	6	13	10	4	8	13	18	11	12	8	12	15	12	8
Applies to none of them	11	<b>10</b>	11	10	9	6	10	11	11	8	12	7	8	12	10	10	9	9	8	10	10	15
Don't know	16	<b>17</b>	11	9	11	9	12	9	14	12	22	39	19	13	10	14	21	15	18	19	16	14

**Even if I don't always agree with it, at least its heart is in the right place**

Applies most to the Conservatives	20	<b>21</b>	62	3	10	17	50	6	11	24	19	14	18	21	28	24	18	22	25	20	22	8
Applies most to Labour	32	<b>30</b>	4	71	20	15	8	63	31	31	29	17	29	34	31	30	29	33	22	31	34	41
Applies most to the Liberal Democrats	17	<b>14</b>	14	8	56	8	12	6	31	16	13	12	20	13	11	16	12	19	16	12	11	15
Applies to none of them	18	<b>21</b>	11	12	6	52	19	17	18	20	21	21	18	21	22	19	23	14	20	24	20	25
Don't know	12	<b>14</b>	9	7	8	9	11	7	9	10	18	36	16	11	7	11	19	13	17	14	13	12

**It seems to have succeeded in moving on and left its past behind it**

Applies most to the Conservatives	20	<b>18</b>	55	3	13	11	39	6	10	20	16	13	19	19	19	20	16	18	21	19	18	5
Applies most to Labour	21	<b>20</b>	3	48	11	10	7	42	21	22	17	12	18	21	23	18	22	20	16	20	25	19
Applies most to the Liberal Democrats	6	<b>8</b>	3	8	30	6	6	6	14	8	8	10	11	7	7	10	6	14	10	6	6	7
Applies to none of them	38	<b>36</b>	25	32	33	64	34	35	41	38	35	28	34	38	38	38	34	28	36	37	35	49
Don't know	16	<b>18</b>	13	10	13	9	14	12	13	12	24	38	18	15	13	15	22	20	18	18	16	20

**It seems to appeal to one section of society rather than to the whole country**

Applies most to the Conservatives	49	<b>50</b>	17	81	53	50	24	80	64	51	49	38	47	54	53	49	51	43	44	51	55	67
Applies most to Labour	23	<b>22</b>	51	5	25	29	45	6	14	25	18	16	21	22	24	25	17	25	25	21	21	8
Applies most to the Liberal Democrats	7	<b>7</b>	12	7	5	4	10	4	8	7	7	8	6	6	9	7	7	10	8	6	6	5
Applies to none of them	7	<b>7</b>	7	2	10	9	8	3	6	7	6	4	8	7	7	7	6	8	7	6	5	8
Don't know	13	<b>15</b>	12	5	7	8	13	7	8	10	19	34	17	12	7	12	19	14	16	16	14	11

## 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	50	112
Male 25 to 39	213	234
Male 40 to 59	376	314
Male 60 +	247	242
Female 18 to 24	73	110
Female 25 to 39	259	236
Female 40 to 59	385	322
Female 60 +	256	290
<b>Region</b>		
North England	438	457
Midlands	284	305
East England	184	178
London	235	238
South England	458	426
Wales	94	93
Scotland	166	162
<b>Social Grade</b>		
AB	688	521
C1	530	539
C2	278	390
DE	363	409
<b>Newspaper Type</b>		
Express / Mail	367	297
Sun / Star	178	437
Mirror / Record	119	186
Guardian / Independent	126	84
FT / Times / Telegraph	141	177
Other Paper	266	214
No Paper	662	465
<b>Political Party Identification</b>		
Labour	646	595
Conservative	486	521
Liberal Democrat	164	204
SNP/Plaid Cymru	44	32
Others	115	43
None/ DK	404	465

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)