

## YouGov / The Sun Survey Results

Sample Size: 1719 GB Adults  
Fieldwork: 10th - 11th September 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>1719</b>	416	506	125	161	539	408	322	834	885	205	435	588	492	980	739	220	559	368	423	150	
Unweighted Sample	1719	408	498	110	205	541	406	371	783	936	136	390	623	570	1144	575	201	616	337	413	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	73	5	12	31	33	32	28	31	36	37	25	21	45	31	27	18
Lab	<b>39</b>	0	100	0	0	9	85	31	37	41	45	47	37	33	35	45	42	28	41	45	52
Lib Dem	<b>10</b>	0	0	100	0	1	2	36	10	9	9	14	8	8	11	8	15	10	7	11	3
Other	<b>19</b>	0	0	0	100	17	8	21	22	17	14	11	24	23	18	22	22	17	20	17	27

### Other Parties Voting Intention

UKIP	<b>12</b>	0	0	0	100	14	6	10	15	10	1	5	16	18	10	16	16	13	14	13	3
SNP / PCY	<b>3</b>	0	0	0	0	0	2	2	4	2	5	2	3	2	4	2	0	0	2	1	21
Green	<b>2</b>	0	0	0	0	0	0	7	2	3	7	2	2	1	3	1	2	3	3	1	3
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	1	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	1	0	2	1	2	0	1	2	1	1	2	4	1	1	2	0

### Non Voters

Would Not Vote	<b>10</b>	0	0	0	0	4	3	5	9	11	23	10	8	7	7	14	15	10	9	11	3
Don't know	<b>14</b>	0	0	0	0	11	10	18	7	21	9	18	14	14	15	14	19	16	13	13	10

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

	Sep 9-10	Sep 10-11																				
Approve	28	<b>30</b>	84	8	34	14	61	10	19	34	26	27	30	27	34	35	23	23	35	25	33	20
Disapprove	56	<b>55</b>	6	87	44	71	27	83	63	55	55	50	48	61	55	51	59	55	46	59	58	67
Don't know	16	<b>16</b>	10	5	22	15	12	7	18	11	19	23	21	12	12	14	18	22	19	16	8	13

### Which of these would make the best Prime Minister?

	Aug 27-28	Sep 10-11																				
David Cameron	35	<b>34</b>	97	4	20	34	73	9	19	37	31	33	29	32	41	39	27	26	42	33	31	25
Ed Miliband	18	<b>21</b>	0	62	9	4	6	51	19	23	20	26	24	21	17	20	23	20	16	21	24	36
Nick Clegg	6	<b>5</b>	1	1	45	1	1	1	17	7	3	4	5	4	6	6	3	7	4	4	6	3
Don't know	40	<b>40</b>	2	32	26	61	20	39	46	33	46	37	41	43	36	35	46	46	37	42	39	36

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	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>1719</b>	<b>416</b>	<b>506</b>	<b>125</b>	<b>161</b>	<b>539</b>	<b>408</b>	<b>322</b>	<b>834</b>	<b>885</b>	<b>205</b>	<b>435</b>	<b>588</b>	<b>492</b>	<b>980</b>	<b>739</b>	<b>220</b>	<b>559</b>	<b>368</b>	<b>423</b>	<b>150</b>	
Unweighted Sample	1719	408	498	110	205	541	406	371	783	936	136	390	623	570	1144	575	201	616	337	413	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to choose, which of the following options would be best for Britain?

	Aug 27-28	Sep 10-11																				
A majority Conservative government	30	28	84	3	1	37	68	4	9	30	26	26	18	27	39	31	23	20	38	25	25	19
A coalition between the Conservatives and Liberal Democrats	9	10	15	3	47	7	11	5	18	12	8	5	13	10	10	11	8	13	11	10	9	5
A coalition between Labour and the Liberal Democrats	13	10	0	13	36	2	1	13	26	11	9	13	15	9	7	13	7	14	8	11	11	12
A majority Labour government	27	30	0	80	5	16	8	70	25	30	29	27	31	32	26	26	35	24	23	31	34	47
Don't know	21	22	1	3	11	38	13	8	21	17	27	30	23	22	18	18	27	29	21	23	21	17

## 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	57	103
	Male 25 to 39	152	217
	Male 40 to 59	287	291
	Male 60 +	287	223
	Female 18 to 24	79	101
	Female 25 to 39	238	218
	Female 40 to 59	336	297
	Female 60 +	283	268
<b>Region</b>			
	North England	413	423
	Midlands	270	282
	East England	173	165
	London	201	220
	South England	443	394
	Wales	67	86
	Scotland	152	150
<b>Social Grade</b>			
	AB	702	481
	C1	442	499
	C2	224	361
	DE	351	378
<b>Newspaper Type</b>			
	Express / Mail	340	275
	Sun / Star	113	404
	Mirror / Record	61	172
	Guardian / Independent	134	77
	FT / Times / Telegraph	144	163
	Other Paper	238	198
	No Paper	689	430
<b>Political Party Identification</b>			
	Labour	553	550
	Conservative	482	481
	Liberal Democrat	144	189
	SNP/Plaid Cymru	46	29
	Others	95	40
	None/ DK	399	430

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