

YouGov / The Sun Survey Results

Sample Size: 1885 GB Adults
Fieldwork: 16th - 17th 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	1885	482	570	126	151	552	463	409	914	971	224	477	645	539	1074	811	241	613	403	464	164	
Unweighted Sample	1885	456	618	97	185	564	483	404	898	987	162	477	713	533	1243	642	273	590	404	488	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	78	7	14	34	34	32	27	31	43	39	28	39	40	39	25	20
Lab	40	0	100	0	0	4	86	38	38	42	43	49	44	29	35	48	46	29	37	55	41
Lib Dem	9	0	0	100	0	2	1	31	8	10	11	11	9	6	10	7	8	13	8	6	6
Other	17	0	0	0	100	15	7	16	20	14	15	13	16	22	16	18	8	19	16	14	33

Other Parties Voting Intention

UKIP	11	0	0	0	100	14	4	9	12	10	3	7	10	17	9	13	4	14	11	11	3
SNP / PCY	3	0	0	0	0	0	2	1	4	1	3	1	4	3	3	2	0	0	2	0	27
Green	2	0	0	0	0	1	1	6	2	2	5	3	2	2	3	1	2	3	2	2	1
BNP	0	0	0	0	0	1	0	0	1	0	2	0	0	0	1	0	1	0	1	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	0	1	0	2	1	0	0	0	1	0	1	1	0	1

Non Voters

Would Not Vote	8	0	0	0	0	3	3	4	9	7	20	8	7	4	7	9	6	10	8	8	3
Don't know	17	0	0	0	0	14	9	23	12	22	16	22	17	13	17	17	13	16	17	18	23

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

	Oct 15-16	Oct 16-17																				
Approve	32	32	85	7	44	20	64	14	21	36	28	29	33	29	36	36	26	34	37	33	26	23
Disapprove	54	56	8	86	41	74	24	78	68	56	56	57	50	61	55	52	61	55	51	56	62	59
Don't know	14	12	8	7	15	7	12	8	11	8	16	14	18	11	9	11	13	11	12	11	12	18

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	82	113
Male 25 to 39	202	238
Male 40 to 59	367	319
Male 60 +	247	245
Female 18 to 24	80	111
Female 25 to 39	275	239
Female 40 to 59	346	326
Female 60 +	286	294
Region		
North England	488	464
Midlands	289	309
East England	161	181
London	273	241
South England	429	432
Wales	115	94
Scotland	130	164
Social Grade		
AB	740	528
C1	503	547
C2	266	396
DE	376	415
Newspaper Type		
Express / Mail	376	302
Sun / Star	153	443
Mirror / Record	90	189
Guardian / Independent	140	85
FT / Times / Telegraph	126	179
Other Paper	251	217
No Paper	749	471
Political Party Identification		
Labour	658	603
Conservative	520	528
Liberal Democrat	138	207
SNP/Plaid Cymru	23	32
Others	126	43
None/ DK	420	471

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