

# YouGov / The Sun Survey Results

Sample Size: 1878 GB Adults  
Fieldwork: 18th - 19th 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>1878</b>	500	515	166	166	571	455	410	911	967	223	475	642	537	1070	808	240	610	402	462	163	
Unweighted Sample	1878	460	534	145	196	553	459	440	876	1002	164	447	749	518	1262	616	244	641	377	477	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

Con	<b>34</b>	100	0	0	0	77	3	13	34	34	24	26	34	44	38	28	27	44	36	28	22
Lab	<b>35</b>	0	100	0	0	4	84	30	34	37	33	47	39	22	32	39	38	24	35	47	39
Lib Dem	<b>11</b>	0	0	100	0	3	2	37	9	14	14	14	9	10	12	10	16	16	10	7	5
Other	<b>19</b>	0	0	0	100	16	12	19	23	15	28	14	18	23	17	22	18	17	19	18	34

## Other Parties Voting Intention

UKIP	<b>11</b>	0	0	0	100	14	4	9	13	9	14	4	12	16	9	14	9	13	11	14	1
SNP / PCY	<b>4</b>	0	0	0	0	1	4	2	4	3	4	5	2	4	4	4	1	0	2	1	30
Green	<b>3</b>	0	0	0	0	1	2	8	4	2	8	3	3	2	3	3	6	2	3	2	2
BNP	<b>0</b>	0	0	0	0	0	1	0	1	0	0	0	1	1	0	1	0	0	1	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	0	1	1	2	0	1	1	0	1	1	1	1	1	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	2	4	5	8	9	23	10	5	4	7	11	10	10	8	6	7
Don't know	<b>14</b>	0	0	0	0	10	8	20	8	19	16	15	11	14	15	13	14	13	16	12	15

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

Approve	<b>29</b>	79	5	32	10	61	6	21	31	28	19	22	31	39	33	24	25	36	31	26	17
Disapprove	<b>56</b>	9	89	52	82	27	84	62	59	52	55	58	58	51	52	60	57	49	53	62	66
Don't know	<b>15</b>	12	7	17	8	12	10	16	10	20	26	19	11	11	15	15	18	15	16	12	17

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

	Sept 17-18	Sept 18-19																				
Approve	32	<b>29</b>	79	5	32	10	61	6	21	31	28	19	22	31	39	33	24	25	36	31	26	17
Disapprove	53	<b>56</b>	9	89	52	82	27	84	62	59	52	55	58	58	51	52	60	57	49	53	62	66
Don't know	15	<b>15</b>	12	7	17	8	12	10	16	10	20	26	19	11	11	15	15	18	15	16	12	17

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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> 1878	500	515	166	166	571	455	410	911	967	223	475	642	537	1070	808	240	610	402	462	163	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sep 4-5	Sept 18-19																				
<b>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?</b>																						
<b>The kind of society it wants is broadly the kind of society I want</b>																						
Applies most to the Conservatives	26	28	84	3	5	24	65	5	13	31	26	18	20	29	38	31	25	19	34	30	27	19
Applies most to Labour	27	27	1	78	7	11	4	67	22	26	28	23	30	30	21	25	29	31	19	25	35	30
Applies most to the Liberal Democrats	10	12	3	4	74	3	4	4	35	12	11	15	15	11	9	14	8	18	13	11	8	11
Applies to none of them	24	20	8	9	2	57	17	16	18	21	18	18	17	19	24	18	22	17	18	20	20	28
Don't know	13	14	4	5	12	5	9	8	11	10	17	26	18	10	8	12	15	15	16	14	10	13
<b>It is led by people of real ability</b>																						
Applies most to the Conservatives	20	20	62	4	6	10	48	4	9	23	18	12	16	20	27	23	17	16	23	21	19	14
Applies most to Labour	14	12	1	40	4	1	2	38	7	13	12	12	17	14	7	11	14	14	7	12	17	21
Applies most to the Liberal Democrats	3	6	2	2	36	1	2	5	14	5	6	5	7	6	4	6	5	12	6	4	4	2
Applies to none of them	45	44	25	43	35	81	36	42	52	47	42	39	40	45	49	44	45	40	45	43	43	53
Don't know	18	18	10	11	19	6	12	11	18	13	22	32	20	15	13	16	20	18	19	20	17	10
<b>Its leaders are prepared to take tough and unpopular decisions</b>																						
Applies most to the Conservatives	43	45	81	35	34	42	69	29	40	47	43	36	38	49	50	48	41	36	49	45	45	43
Applies most to Labour	10	9	2	26	6	2	3	25	5	10	9	11	12	11	5	9	10	11	7	8	12	8
Applies most to the Liberal Democrats	4	5	2	2	31	1	2	4	13	6	5	5	7	4	6	7	3	12	5	5	4	1
Applies to none of them	27	24	12	23	14	49	19	27	25	27	22	21	19	26	29	22	27	24	23	25	23	33
Don't know	16	16	3	15	15	6	8	15	17	11	21	27	25	11	11	15	18	17	17	17	15	15
<b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>																						
Applies most to the Conservatives	20	19	7	32	24	27	12	29	19	19	18	11	17	21	20	15	23	16	18	18	22	18
Applies most to Labour	29	28	58	6	51	28	49	6	29	32	25	21	24	30	34	32	24	23	34	29	26	23
Applies most to the Liberal Democrats	25	28	23	46	7	29	22	45	25	28	27	28	26	30	26	29	25	32	24	28	29	28
Applies to none of them	9	9	5	7	6	11	6	10	12	9	9	13	10	7	10	8	11	13	8	9	8	15
Don't know	17	16	8	9	12	6	12	10	15	11	21	27	23	13	10	16	16	16	17	16	15	16

## 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	199	237
Male 40 to 59	371	317
Male 60 +	240	244
Female 18 to 24	98	111
Female 25 to 39	248	239
Female 40 to 59	378	325
Female 60 +	278	293
<b>Region</b>		
North England	477	462
Midlands	294	308
East England	181	180
London	244	240
South England	460	430
Wales	83	94
Scotland	139	163
<b>Social Grade</b>		
AB	683	526
C1	579	545
C2	278	394
DE	338	413
<b>Newspaper Type</b>		
Express / Mail	367	300
Sun / Star	180	441
Mirror / Record	94	188
Guardian / Independent	137	85
FT / Times / Telegraph	137	178
Other Paper	259	216
No Paper	704	470
<b>Political Party Identification</b>		
Labour	632	601
Conservative	499	526
Liberal Democrat	162	207
SNP/Plaid Cymru	40	32
Others	113	43
None/ DK	432	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)