

## YouGov / The Sun Survey Results

Sample Size: 1735 GB Adults  
Fieldwork: 20th - 21st 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>1735</b>	<b>453</b>	<b>524</b>	<b>120</b>	<b>179</b>	<b>576</b>	<b>419</b>	<b>366</b>	<b>841</b>	<b>894</b>	<b>206</b>	<b>439</b>	<b>593</b>	<b>496</b>	<b>989</b>	<b>746</b>	<b>222</b>	<b>564</b>	<b>371</b>	<b>427</b>	<b>151</b>	
Unweighted Sample	1735	445	516	107	207	583	405	386	797	938	97	415	695	528	1165	570	296	586	296	428	129	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

Excluding Don't knows and Wouldn't votes]

Con	<b>33</b>	100	0	0	0	72	5	12	34	33	24	32	31	41	36	30	30	41	40	23	21
Lab	<b>38</b>	0	100	0	0	6	87	37	36	41	44	40	42	30	38	39	45	26	38	50	42
Lib Dem	<b>9</b>	0	0	100	0	1	3	32	11	7	18	13	6	5	11	6	12	11	4	10	6
Other	<b>19</b>	0	0	0	100	21	4	18	19	20	14	14	21	24	15	25	13	22	18	17	31

### Other Parties Voting Intention

UKIP	<b>13</b>	0	0	0	100	20	1	8	13	14	8	3	16	20	9	19	7	17	12	13	8
SNP / PCY	<b>2</b>	0	0	0	0	1	1	1	3	1	1	5	1	2	2	2	3	0	2	0	18
Green	<b>2</b>	0	0	0	0	0	1	5	2	3	2	4	2	1	3	2	2	2	2	1	4
BNP	<b>1</b>	0	0	0	0	0	0	1	1	1	2	1	0	1	0	2	0	1	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	0	1	3	1	1	0	1	1	1	1	1	1	1	2	1	1

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	1	4	3	4	8	6	10	4	5	5	7	6	6	4	8	3
Don't know	<b>16</b>	0	0	0	0	13	12	18	12	19	16	18	13	15	15	16	13	18	11	15	21

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

	Oct 17-18	Oct 20-21																				
Approve	30	<b>30</b>	80	5	35	11	54	10	19	35	25	30	31	27	32	33	26	35	34	34	23	15
Disapprove	56	<b>57</b>	10	88	48	81	33	79	68	55	58	49	50	62	59	56	58	51	51	56	63	69
Don't know	14	<b>14</b>	10	7	18	8	13	11	13	10	18	21	19	11	9	12	16	14	15	10	15	16

Fieldwork: 20th - 21st October 2013

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	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>1735</b>	<b>453</b>	<b>524</b>	<b>120</b>	<b>179</b>	<b>576</b>	<b>419</b>	<b>366</b>	<b>841</b>	<b>894</b>	<b>206</b>	<b>439</b>	<b>593</b>	<b>496</b>	<b>989</b>	<b>746</b>	<b>222</b>	<b>564</b>	<b>371</b>	<b>427</b>	<b>151</b>	
Unweighted Sample	1735	445	516	107	207	583	405	386	797	938	97	415	695	528	1165	570	296	586	296	428	129	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 2-3

Oct 20-21

**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?**

**The kind of society it wants is broadly the kind of society I want**

- Applies most to the Conservatives
- Applies most to Labour
- Applies most to the Liberal Democrats
- Applies to none of them
- Don't know

**It is led by people of real ability**

- Applies most to the Conservatives
- Applies most to Labour
- Applies most to the Liberal Democrats
- Applies to none of them
- Don't know

**Its leaders are prepared to take tough and unpopular decisions**

- Applies most to the Conservatives
- Applies most to Labour
- Applies most to the Liberal Democrats
- Applies to none of them
- Don't know

**It seems to chop and change all the time: you can never be quite sure what it stands for**

- Applies most to the Conservatives
- Applies most to Labour
- Applies most to the Liberal Democrats
- Applies to none of them
- Don't know

29	<b>28</b>	84	1	4	25	61	6	10	30	26	22	21	26	38	30	25	27	33	31	19	24
27	<b>29</b>	3	76	19	6	6	66	29	31	26	30	26	33	25	31	25	37	19	29	38	25
11	<b>8</b>	2	3	67	2	2	2	28	9	7	10	12	7	6	10	6	8	10	6	8	6
20	<b>22</b>	7	11	5	62	22	14	20	21	24	16	18	24	27	19	26	17	24	25	20	23
12	<b>13</b>	4	9	5	6	9	12	12	10	17	22	24	11	4	10	18	11	13	9	15	22
22	<b>23</b>	70	2	22	8	48	8	11	24	22	22	20	21	28	24	21	24	26	29	16	14
16	<b>14</b>	1	43	4	1	3	36	13	15	13	12	13	16	14	16	12	18	8	16	21	11
4	<b>3</b>	1	2	32	0	1	2	10	4	3	3	6	3	1	4	2	3	4	2	3	5
42	<b>43</b>	22	40	27	84	39	39	45	44	42	38	34	48	47	42	44	37	46	42	43	44
17	<b>17</b>	6	14	16	6	9	15	20	13	20	25	27	12	10	13	21	19	17	11	17	26
47	<b>46</b>	86	29	38	38	67	33	39	47	45	45	38	43	57	47	44	41	50	49	43	35
13	<b>11</b>	0	32	8	3	2	26	11	12	10	14	12	11	10	12	10	15	8	12	14	10
4	<b>4</b>	0	2	33	3	1	4	9	5	3	5	7	3	1	5	2	10	3	3	3	4
23	<b>24</b>	9	24	13	51	20	22	28	25	24	17	20	29	25	23	25	19	26	22	25	29
14	<b>15</b>	4	13	7	5	9	14	13	12	18	20	23	14	7	12	18	15	14	14	15	22
17	<b>20</b>	6	35	21	25	10	35	23	20	20	12	14	23	25	20	21	19	18	18	25	22
29	<b>29</b>	58	7	50	34	49	11	26	33	25	23	29	28	31	31	26	29	33	33	22	19
30	<b>28</b>	29	40	10	24	26	37	27	28	29	32	28	28	27	30	26	27	26	31	28	33
9	<b>9</b>	3	10	5	13	6	8	7	10	8	11	8	9	8	8	10	10	9	9	9	4
15	<b>14</b>	4	8	15	4	9	9	17	10	18	22	20	12	10	12	18	16	14	9	16	21

Fieldwork: 20th - 21st October 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 6 - 7  
Oct 20-21

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

**National Health Service**

Conservative	27	<b>23</b>	71	1	5	21	50	4	9	28	19	23	19	21	30	25	21	25	30	27	15	12
Labour	36	<b>36</b>	8	87	24	15	11	72	42	38	34	37	32	40	33	38	32	38	26	36	45	40
Liberal Democrat	6	<b>6</b>	2	1	51	1	2	2	18	7	4	12	8	4	3	7	4	7	7	4	5	4
Other	5	<b>5</b>	0	1	0	23	4	2	4	4	5	4	4	7	4	4	6	4	5	5	4	9
None	12	<b>15</b>	11	4	4	29	19	8	12	14	16	8	11	17	18	14	16	15	15	15	13	16
Don't know	15	<b>16</b>	8	6	16	11	14	12	15	9	22	16	26	12	11	12	20	12	17	13	17	19

**Asylum and immigration**

Conservative	30	<b>31</b>	78	10	30	9	53	13	26	35	27	35	31	27	33	35	25	34	34	36	24	20
Labour	19	<b>17</b>	0	47	13	0	2	37	18	17	17	27	13	17	15	18	16	18	10	18	23	16
Liberal Democrat	7	<b>6</b>	2	4	41	2	2	4	15	7	5	7	9	5	3	7	4	8	6	3	6	7
Other	15	<b>13</b>	5	7	4	58	17	7	9	15	11	6	9	16	16	11	16	7	15	15	11	14
None	14	<b>20</b>	11	21	4	22	17	23	19	19	21	7	14	24	26	18	22	20	19	19	20	21
Don't know	15	<b>14</b>	3	10	8	9	8	16	14	8	20	17	24	12	6	12	17	13	15	8	15	22

**Law and order**

Conservative	36	<b>35</b>	91	8	28	28	67	11	26	40	31	35	29	32	45	38	32	33	42	42	27	20
Labour	23	<b>22</b>	1	62	4	2	3	50	22	21	22	27	19	23	21	23	20	23	14	24	27	25
Liberal Democrat	6	<b>5</b>	0	3	50	1	1	5	15	7	4	7	9	5	2	7	3	10	6	2	6	4
Other	7	<b>7</b>	1	3	3	35	7	4	5	8	6	6	6	8	6	5	9	4	8	8	6	10
None	11	<b>15</b>	4	11	3	24	12	13	16	14	15	8	13	17	17	13	17	15	14	12	17	17
Don't know	17	<b>16</b>	3	13	12	10	10	17	16	10	22	18	26	15	8	13	20	15	16	12	17	25

**Education and schools**

Conservative	27	<b>25</b>	76	2	4	21	56	5	11	29	20	15	19	24	34	26	23	23	31	29	18	12
Labour	32	<b>29</b>	5	75	5	9	7	64	28	28	30	36	27	31	26	31	27	32	20	30	37	33
Liberal Democrat	9	<b>10</b>	3	5	76	3	4	6	27	13	6	17	13	8	6	12	7	13	10	5	12	6
Other	5	<b>6</b>	0	2	2	27	4	3	4	6	5	5	5	7	5	4	7	4	6	5	5	10
None	10	<b>15</b>	10	7	4	29	16	8	13	13	17	12	11	15	19	14	16	15	14	19	13	15
Don't know	16	<b>16</b>	6	10	10	11	13	14	17	11	21	16	26	14	10	13	20	13	18	12	16	24

**Taxation**

Conservative	31	<b>31</b>	86	5	20	29	62	7	18	36	26	29	23	31	38	32	29	30	37	36	24	17
Labour	27	<b>25</b>	2	67	14	6	6	56	26	26	25	33	23	26	23	27	23	28	19	26	33	24
Liberal Democrat	8	<b>6</b>	2	5	45	1	2	4	19	7	5	7	9	5	4	9	3	7	7	4	6	8
Other	5	<b>5</b>	0	1	5	27	5	4	4	6	5	3	6	7	4	5	6	6	5	4	4	10
None	12	<b>16</b>	5	11	4	30	15	13	16	14	18	10	12	18	21	15	18	14	17	16	17	15
Don't know	17	<b>16</b>	5	12	13	7	11	16	16	10	21	19	26	13	10	13	20	15	15	13	16	26

Fieldwork: 20th - 21st October 2013

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		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	
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Unweighted Sample	1735	445	516	107	207	583	405	386	797	938	97	415	695	528	1165	570	296	586	296	428	129	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Oct 6 - 7	Oct 20- 21																			
<b>Unemployment</b>																						
Conservative	28	<b>26</b>	79	2	12	16	57	5	13	30	22	15	24	25	33	28	23	23	32	30	20	16
Labour	30	<b>28</b>	5	70	23	8	7	58	33	29	28	38	26	28	27	31	24	38	21	28	35	27
Liberal Democrat	7	<b>4</b>	2	2	39	1	2	2	12	5	4	5	6	4	2	5	3	6	4	3	4	5
Other	6	<b>5</b>	0	1	0	28	4	3	6	6	5	5	5	7	5	4	7	4	6	5	4	9
None	12	<b>19</b>	10	12	8	33	18	15	19	18	20	19	13	20	21	18	20	12	19	22	20	17
Don't know	18	<b>17</b>	4	12	18	15	13	17	16	13	22	18	26	15	11	14	22	17	19	12	17	26
<b>The economy in general</b>																						
Conservative	35	<b>32</b>	89	4	18	31	68	7	19	38	26	21	27	32	42	34	29	31	41	34	26	16
Labour	23	<b>24</b>	1	68	11	6	5	53	25	26	22	30	21	26	21	25	23	25	16	24	33	25
Liberal Democrat	6	<b>4</b>	0	2	45	0	0	4	13	5	4	4	7	4	2	6	3	9	5	1	4	6
Other	6	<b>5</b>	0	1	2	23	4	2	5	5	5	4	5	6	5	4	6	5	4	6	4	9
None	12	<b>18</b>	5	15	11	33	13	17	20	16	21	21	13	19	21	17	20	15	18	23	18	16
Don't know	18	<b>16</b>	4	11	13	7	10	16	18	10	22	20	26	13	9	14	19	14	17	13	16	27
<b>Europe</b>																						
Conservative	20	<b>21</b>	66	3	5	4	43	6	9	24	18	19	21	19	24	23	18	19	26	24	14	17
Labour	21	<b>19</b>	2	52	13	1	3	42	21	19	19	30	20	18	14	22	15	25	12	19	26	18
Liberal Democrat	9	<b>8</b>	3	7	55	0	1	5	22	10	6	11	10	6	6	10	5	8	9	5	8	10
Other	18	<b>13</b>	7	4	6	61	17	6	9	15	10	9	7	16	15	11	14	8	15	12	11	14
None	12	<b>21</b>	13	18	7	29	21	20	19	20	21	10	14	23	28	18	24	20	21	23	21	16
Don't know	20	<b>19</b>	10	17	13	4	14	20	19	12	26	21	28	18	13	16	23	21	18	18	20	25

## 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	43	104
Male 25 to 39	161	219
Male 40 to 59	331	293
Male 60 +	262	226
Female 18 to 24	54	102
Female 25 to 39	254	220
Female 40 to 59	364	300
Female 60 +	266	271
<b>Region</b>		
North England	428	427
Midlands	219	285
East England	184	167
London	296	222
South England	402	397
Wales	77	87
Scotland	129	151
<b>Social Grade</b>		
AB	694	486
C1	471	503
C2	241	364
DE	329	382
<b>Newspaper Type</b>		
Express / Mail	367	278
Sun / Star	113	408
Mirror / Record	73	174
Guardian / Independent	117	78
FT / Times / Telegraph	139	165
Other Paper	244	200
No Paper	682	434
<b>Political Party Identification</b>		
Labour	535	555
Conservative	501	486
Liberal Democrat	144	191
SNP/Plaid Cymru	35	29
Others	109	40
None/ DK	411	434

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)