

YouGov / The Sun Survey Results

Sample Size: 1677 GB Adults
Fieldwork: 23rd - 24th 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	1677	413	496	135	167	490	416	365	813	864	200	424	574	480	956	721	215	545	359	413	146
Unweighted Sample	1677	454	478	92	214	548	384	361	778	899	108	370	683	516	1092	585	250	588	317	382	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	74	3	9	32	31	30	29	29	37	36	26	29	42	31	26	15
Lab	38	0	100	0	0	5	88	35	35	41	32	43	41	33	34	43	43	27	41	47	37
Lib Dem	10	0	0	100	0	3	1	31	11	9	17	13	7	9	13	7	12	10	9	12	8
Other	20	0	0	0	100	18	7	24	22	18	20	15	22	22	17	24	17	21	18	15	40

Other Parties Voting Intention

UKIP	13	0	0	0	100	16	5	11	14	11	9	5	15	17	10	17	10	16	13	13	5
SNP / PCY	3	0	0	0	0	0	1	4	3	2	2	3	2	2	3	2	1	0	1	0	24
Green	3	0	0	0	0	1	0	8	2	4	6	4	3	2	4	2	5	3	3	1	7
BNP	1	0	0	0	0	0	0	0	1	1	1	1	1	0	0	1	0	1	1	1	0
Respect	0	0	0	0	0	0	0	1	1	0	2	0	0	0	0	1	1	0	0	0	3
Other	1	0	0	0	0	0	0	0	1	0	0	1	1	0	1	1	1	0	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	3	1	2	6	8	11	10	7	4	8	7	3	9	7	9	2
Don't know	15	0	0	0	0	8	8	19	10	19	24	18	12	12	16	14	20	13	16	14	13

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

	Oct 22-23	Oct 23-24																				
Approve	28	28	83	3	38	16	61	6	20	32	24	23	27	28	31	31	24	30	34	27	24	14
Disapprove	58	57	7	92	44	71	26	88	65	59	56	44	54	63	58	51	65	57	50	57	62	70
Don't know	14	15	11	5	18	13	13	6	15	9	21	33	19	9	12	18	11	14	15	16	14	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 9-10

Oct 23-24

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	34	34	4	63	39	26	10	57	46	37	31	32	36	39	28	33	35	30	29	37	34	50
Applies most to Labour	28	28	59	6	42	40	52	8	28	30	26	23	24	27	35	30	25	34	33	25	23	20
Applies most to the Liberal Democrats	12	13	17	15	6	15	16	16	5	15	11	12	6	15	16	10	16	7	14	11	16	13
Applies to none of them	10	9	13	6	12	8	11	7	10	8	11	6	10	8	11	10	7	13	10	9	8	5
Don't know	17	16	8	10	1	12	11	12	11	11	21	27	24	12	10	16	16	16	14	18	19	12

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

Applies most to the Conservatives	21	22	63	4	7	25	52	5	10	23	21	15	15	22	30	22	21	15	27	24	18	15
Applies most to Labour	30	30	5	70	20	13	8	62	32	31	29	29	28	33	28	28	31	32	22	30	37	34
Applies most to the Liberal Democrats	14	16	13	7	61	14	12	7	31	16	15	19	16	16	13	17	14	19	19	13	12	13
Applies to none of them	21	20	13	14	10	40	19	18	18	20	20	12	20	20	23	19	22	19	20	18	18	31
Don't know	14	13	7	5	2	8	9	8	8	10	16	25	21	8	6	13	13	14	11	14	15	7

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

Applies most to the Conservatives	18	18	54	2	18	11	40	4	10	22	15	23	16	19	17	19	18	17	22	17	18	10
Applies most to Labour	20	18	3	46	17	6	6	41	17	19	18	13	14	21	21	17	20	17	15	19	23	19
Applies most to the Liberal Democrats	8	7	7	5	27	4	5	5	11	6	9	9	7	8	6	8	7	9	6	9	8	6
Applies to none of them	36	39	28	37	34	66	37	36	49	41	38	28	40	39	44	41	38	41	41	38	32	56
Don't know	18	16	8	10	4	13	12	13	12	13	20	27	23	12	11	16	17	17	16	18	19	9

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

Applies most to the Conservatives	50	49	20	79	51	42	26	74	68	48	50	36	46	57	47	49	48	49	45	48	49	62
Applies most to Labour	22	23	53	5	25	31	45	8	13	26	20	23	19	21	28	25	20	28	28	19	20	15
Applies most to the Liberal Democrats	7	8	12	3	17	7	12	2	4	9	6	13	5	7	9	7	9	3	7	10	9	7
Applies to none of them	7	6	7	4	3	9	6	5	6	6	7	4	9	6	5	6	7	7	7	5	6	7
Don't know	15	15	8	8	3	10	11	10	9	11	17	25	21	10	10	13	16	13	13	17	16	9

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	42	101
Male 25 to 39	164	211
Male 40 to 59	320	283
Male 60 +	252	218
Female 18 to 24	66	99
Female 25 to 39	206	213
Female 40 to 59	363	290
Female 60 +	264	262
Region		
North England	382	413
Midlands	237	275
East England	178	161
London	250	215
South England	410	384
Wales	80	84
Scotland	140	146
Social Grade		
AB	582	470
C1	510	486
C2	247	352
DE	338	369
Newspaper Type		
Express / Mail	356	268
Sun / Star	152	394
Mirror / Record	78	168
Guardian / Independent	146	75
FT / Times / Telegraph	137	159
Other Paper	223	193
No Paper	585	419
Political Party Identification		
Labour	512	537
Conservative	515	470
Liberal Democrat	121	184
SNP/Plaid Cymru	23	29
Others	127	39
None/ DK	379	419

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