

YouGov / The Sun Survey Results

Sample Size: 1747 GB Adults
Fieldwork: 3rd - 4th November 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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	1747	441	535	119	158	514	433	356	847	900	208	442	597	500	996	751	224	568	374	430	152
Unweighted Sample	1747	437	539	109	188	531	431	383	833	914	121	437	676	513	1095	652	307	546	348	401	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	4	15	31	35	22	33	32	37	35	30	31	45	34	24	19
Lab	40	0	100	0	0	7	89	33	38	41	47	42	43	32	37	44	46	29	38	52	37
Lib Dem	9	0	0	100	0	2	1	34	8	10	12	10	6	10	11	6	10	7	11	8	10
Other	18	0	0	0	100	14	7	18	24	13	19	15	18	21	17	20	13	19	17	16	34
Other Parties Voting Intention																					
UKIP	12	0	0	0	100	13	4	10	15	8	10	6	12	16	11	13	7	16	12	13	1
SNP / PCY	3	0	0	0	0	0	1	1	4	3	3	3	4	4	3	4	0	0	2	1	30
Green	2	0	0	0	0	1	1	5	2	2	3	3	2	1	3	1	3	2	1	1	2
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	2	1	0	3	2	0	0	1	1	2	1	1	0	1
Non Voters																					
Would Not Vote	9	0	0	0	0	3	3	3	11	7	19	14	7	2	9	9	8	12	9	6	6
Don't know	14	0	0	0	0	11	8	20	10	18	19	15	14	12	14	15	13	16	14	14	14

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

		Oct 31- Nov 1	Nov 3-4																			
Approve	27	27	75	6	41	11	57	6	23	29	25	20	25	27	32	29	25	27	31	26	24	21
Disapprove	57	54	9	88	38	78	26	86	58	54	54	43	49	59	57	51	57	55	45	54	61	67
Don't know	15	19	16	6	21	11	17	8	19	17	21	37	26	15	11	20	18	18	24	20	15	11

Fieldwork: 3rd - 4th November 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	1747	441	535	119	158	514	433	356	847	900	208	442	597	500	996	751	224	568	374	430	152
Unweighted Sample	1747	437	539	109	188	531	431	383	833	914	121	437	676	513	1095	652	307	546	348	401	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 20-21

Nov 3-4

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	23	23	73	2	9	17	56	2	14	24	21	17	18	22	30	24	22	21	29	22	21	14
Labour	36	35	4	85	22	21	9	79	37	37	34	29	30	41	35	35	35	40	27	31	46	40
Liberal Democrat	6	5	2	1	43	2	2	2	17	5	5	7	4	4	6	5	5	6	4	5	6	4
Other	5	5	1	0	0	30	5	2	5	6	5	5	5	5	7	4	7	5	5	6	4	10
None	15	16	11	6	9	23	15	9	13	16	16	15	19	17	13	18	14	11	18	17	14	18
Don't know	16	15	9	6	16	8	14	6	14	11	20	26	24	10	9	14	17	18	17	19	9	14

Asylum and immigration

Conservative	31	27	72	11	26	9	55	13	20	28	26	18	25	29	30	29	25	25	33	25	25	20
Labour	17	17	2	45	3	1	4	41	14	16	17	17	17	17	16	16	18	21	9	15	24	22
Liberal Democrat	6	7	2	4	45	5	2	3	19	7	7	15	6	5	6	8	5	7	7	9	5	7
Other	13	14	7	7	2	66	17	11	11	17	12	8	11	14	20	12	17	11	15	13	17	11
None	20	20	8	21	10	16	13	22	19	22	18	15	21	21	19	21	18	18	20	21	19	22
Don't know	14	15	9	12	14	2	9	11	17	10	21	27	20	13	9	14	17	18	17	17	10	18

Law and order

Conservative	35	31	83	8	25	22	66	9	24	33	29	19	27	32	40	34	27	30	38	30	29	18
Labour	22	22	1	64	4	3	5	57	19	21	24	14	21	26	23	21	25	27	15	20	32	26
Liberal Democrat	5	6	1	3	36	5	0	3	15	7	5	18	6	3	4	7	5	4	5	9	7	4
Other	7	7	0	1	4	44	6	4	7	8	6	3	5	8	9	5	9	6	8	6	7	8
None	15	16	5	11	6	19	11	14	13	18	13	14	18	17	13	17	14	14	16	16	14	24
Don't know	16	18	10	12	25	7	12	13	23	12	23	31	23	15	11	16	20	20	19	20	12	21

Education and schools

Conservative	25	24	74	2	8	21	57	3	14	25	23	11	21	26	30	25	23	20	29	24	22	14
Labour	29	32	4	80	7	16	8	73	28	33	31	24	29	37	31	32	31	38	24	28	42	31
Liberal Democrat	10	9	4	2	62	3	4	3	26	10	7	18	9	5	8	9	8	7	7	10	10	9
Other	6	6	1	0	1	34	5	2	6	6	5	6	4	6	7	5	7	5	6	5	5	9
None	15	15	8	7	7	18	13	10	11	16	15	14	16	16	14	16	14	12	17	16	12	18
Don't know	16	15	9	8	15	8	12	8	15	10	20	26	21	11	11	14	17	18	17	16	9	19

Taxation

Conservative	31	26	78	4	9	22	62	6	15	29	24	16	23	27	33	29	22	24	32	26	23	17
Labour	25	27	2	74	6	7	7	66	26	27	27	20	25	31	28	26	29	32	20	24	37	30
Liberal Democrat	6	8	2	4	57	6	1	4	24	9	7	16	9	6	7	9	7	7	7	11	8	7
Other	5	6	1	1	2	36	6	3	6	8	5	4	5	7	8	5	8	5	6	7	6	9
None	16	17	7	10	10	22	13	12	14	18	16	17	17	18	15	18	15	14	17	17	16	22
Don't know	16	16	10	8	16	8	12	8	16	10	21	28	22	11	10	14	18	18	18	17	10	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.
Age and Gender		
Male 18 to 24	46	105
Male 25 to 39	189	220
Male 40 to 59	351	295
Male 60 +	247	227
Female 18 to 24	75	103
Female 25 to 39	248	222
Female 40 to 59	325	302
Female 60 +	266	273
Region		
North England	401	430
Midlands	274	287
East England	163	168
London	307	224
South England	383	400
Wales	74	87
Scotland	145	152
Social Grade		
AB	590	489
C1	505	507
C2	278	367
DE	374	384
Newspaper Type		
Express / Mail	363	280
Sun / Star	183	411
Mirror / Record	94	175
Guardian / Independent	112	79
FT / Times / Telegraph	102	166
Other Paper	222	201
No Paper	671	437
Political Party Identification		
Labour	567	559
Conservative	496	489
Liberal Democrat	158	192
SNP/Plaid Cymru	44	30
Others	101	40
None/ DK	381	437

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