

YouGov / The Sun Survey Results

Sample Size: 1615 GB Adults
Fieldwork: 8th - 9th 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	
Weighted Sample	1615	404	464	104	169	508	380	336	783	832	192	409	552	462	921	694	207	525	346	397	141	
Unweighted Sample	1615	400	438	84	205	555	362	331	770	845	94	389	608	524	1084	531	276	515	324	367	133	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	73	5	13	34	31	22	37	30	36	37	27	32	40	32	27	24
Lab	38	0	100	0	0	6	86	34	37	38	59	40	36	30	35	42	44	24	43	49	37
Lib Dem	8	0	0	100	0	1	1	33	8	9	6	10	11	5	10	6	13	10	5	7	6
Other	21	0	0	0	100	20	9	20	21	21	13	14	22	29	18	26	11	26	20	17	32

Other Parties Voting Intention

UKIP	14	0	0	0	100	19	5	9	14	13	9	5	15	21	11	17	5	21	14	12	2
SNP / PCY	3	0	0	0	0	0	2	3	3	3	1	3	3	4	2	4	2	0	2	0	25
Green	3	0	0	0	0	0	1	5	2	4	2	3	3	3	2	4	4	3	2	2	4
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
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	1	1	2	2	1	0	3	1	1	1	2	1	1	2	2	1

Non Voters

Would Not Vote	7	0	0	0	0	2	3	4	5	9	16	7	6	4	6	8	3	10	6	7	4
Don't know	17	0	0	0	0	13	12	21	11	22	14	19	16	17	14	20	19	14	19	18	16

Sep 5-6 Sep 8-9

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

Approve	29	26	80	5	22	12	56	9	20	30	23	16	28	28	28	31	21	35	28	26	22	21
Disapprove	57	56	8	86	57	78	31	78	70	55	58	58	47	57	63	53	60	50	51	61	62	62
Don't know	15	17	11	9	22	10	14	13	11	15	19	26	26	15	9	16	19	16	21	13	16	18

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

Aug
26-27
Sep 8-9

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	24	76	1	5	18	57	2	11	26	21	15	23	24	27	27	20	22	27	24	22	17
Labour	36	33	3	85	16	10	9	74	34	39	27	39	32	32	32	33	33	38	24	34	41	32
Liberal Democrat	5	6	2	2	58	1	2	1	20	6	6	6	6	8	4	7	4	9	8	4	4	4
Other	5	7	0	1	0	36	6	2	7	6	7	3	4	9	7	5	8	4	7	7	5	13
None	13	13	11	5	5	16	13	11	14	11	15	6	15	13	16	13	13	10	14	13	12	18
Don't know	19	18	7	6	15	18	13	10	14	11	24	31	20	14	14	15	21	16	21	18	15	16

Asylum and immigration

Conservative	29	26	72	10	12	5	53	12	16	27	24	16	27	27	28	31	18	26	28	27	22	25
Labour	17	15	1	46	2	1	3	32	14	16	13	30	17	11	10	16	14	19	8	15	22	11
Liberal Democrat	6	8	3	6	57	2	1	4	24	10	6	8	11	8	5	9	6	11	9	4	9	4
Other	14	19	12	10	8	71	26	10	14	21	17	9	11	23	25	15	23	15	20	20	17	19
None	15	16	7	16	5	13	10	22	18	16	16	8	14	18	19	15	17	15	14	18	16	17
Don't know	18	17	4	13	15	9	7	19	13	10	24	29	20	13	14	13	22	13	19	17	14	25

Law and order

Conservative	35	33	88	9	22	19	69	12	20	37	29	17	33	35	37	38	25	34	38	32	29	22
Labour	21	21	2	60	5	2	3	50	19	24	18	34	20	19	18	19	23	23	12	21	29	23
Liberal Democrat	5	6	1	4	56	2	1	3	21	6	6	5	7	8	5	7	5	11	7	4	6	4
Other	7	9	2	2	0	48	11	3	10	10	9	3	7	12	11	8	11	4	11	11	7	15
None	12	13	3	12	4	14	7	13	15	13	13	10	13	11	15	12	13	11	12	14	13	13
Don't know	21	18	3	13	13	14	8	18	15	11	25	32	21	15	14	16	22	17	20	18	16	22

Education and schools

Conservative	25	24	74	2	3	23	61	5	9	28	21	8	21	27	31	27	21	25	28	26	19	20
Labour	30	31	8	78	16	7	7	66	33	36	26	45	31	29	27	31	31	36	23	30	39	31
Liberal Democrat	8	8	3	3	68	2	3	3	25	7	8	6	8	10	5	10	5	12	9	6	6	5
Other	6	7	0	0	0	38	7	2	6	6	8	3	3	10	9	6	9	3	8	8	6	11
None	12	12	7	8	3	14	11	10	12	11	13	7	15	10	14	11	12	9	11	13	13	13
Don't know	20	18	7	9	10	16	12	14	15	12	25	30	22	14	15	16	22	14	21	17	17	21

Taxation

Conservative	28	28	83	3	16	19	62	7	15	33	23	16	25	31	31	32	22	25	30	29	27	22
Labour	25	25	2	71	8	6	7	55	24	27	23	42	25	22	22	26	23	30	18	26	32	20
Liberal Democrat	8	7	1	4	61	2	1	3	23	8	6	2	9	9	5	8	5	11	7	5	6	5
Other	6	8	1	2	0	39	8	3	7	7	8	5	5	9	9	7	8	5	9	7	6	13
None	14	13	8	10	4	16	12	13	15	13	14	4	15	13	16	12	15	12	12	16	13	16
Don't know	19	19	5	11	11	19	10	19	15	12	27	31	21	15	18	15	26	16	23	18	16	24

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Unweighted Sample	1615	400	438	84	205	555	362	331	770	845	94	389	608	524	1084	531	276	515	324	367	133	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug
26-27

Sep 8-9

Unemployment

Conservative	24	25	80	3	6	19	60	7	10	30	21	15	26	26	29	28	22	27	29	27	23	13
Labour	29	27	3	75	13	3	6	61	31	31	24	36	25	27	26	28	27	30	20	30	31	34
Liberal Democrat	5	6	3	2	53	2	2	2	19	7	5	5	8	7	4	7	4	10	8	3	4	4
Other	6	8	1	0	9	40	9	3	7	8	8	4	5	11	10	7	10	5	9	8	7	10
None	14	14	6	11	6	16	11	12	16	13	15	10	14	14	16	15	14	11	12	15	16	18
Don't know	21	19	7	9	13	19	12	15	16	12	26	31	22	16	16	16	24	17	22	16	18	22

The economy in general

Conservative	31	30	89	2	13	23	66	7	18	34	25	20	27	32	34	34	24	33	35	28	27	17
Labour	25	23	2	71	6	1	5	56	23	28	18	34	25	21	19	24	22	26	16	22	29	28
Liberal Democrat	4	5	2	1	53	2	1	1	17	5	5	3	6	6	4	6	4	9	6	4	3	3
Other	5	7	0	0	0	41	8	3	7	7	8	1	5	10	9	6	9	3	8	8	7	11
None	13	14	4	11	14	14	10	12	17	13	15	11	15	14	15	14	14	12	12	15	14	18
Don't know	21	21	3	14	14	19	10	22	18	13	29	31	22	18	19	16	27	16	23	22	20	23

Europe

Conservative	23	21	68	3	7	3	48	6	10	22	20	17	21	22	22	24	18	23	24	19	20	18
Labour	21	20	4	57	6	0	3	46	21	22	18	31	23	18	14	21	18	23	12	21	25	23
Liberal Democrat	8	8	2	6	60	2	2	4	25	10	6	6	7	9	6	9	5	11	9	6	7	6
Other	14	17	10	7	5	72	26	8	11	20	15	3	11	22	24	15	20	13	19	20	14	16
None	13	13	6	12	8	11	9	14	15	14	13	11	14	12	15	13	13	11	12	15	15	12
Don't know	21	21	11	15	13	12	12	21	18	12	29	32	23	18	19	18	26	18	24	20	19	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.
Age and Gender			
	Male 18 to 24	31	97
	Male 25 to 39	164	203
	Male 40 to 59	293	273
	Male 60 +	282	210
	Female 18 to 24	63	95
	Female 25 to 39	225	205
	Female 40 to 59	315	279
	Female 60 +	242	252
Region			
	North England	367	397
	Midlands	246	265
	East England	171	155
	London	276	207
	South England	344	370
	Wales	78	81
	Scotland	133	141
Social Grade			
	AB	633	452
	C1	451	468
	C2	237	339
	DE	294	355
Newspaper Type			
	Express / Mail	328	258
	Sun / Star	114	380
	Mirror / Record	63	162
	Guardian / Independent	101	73
	FT / Times / Telegraph	140	153
	Other Paper	237	186
	No Paper	632	404
Political Party Identification			
	Labour	486	517
	Conservative	473	452
	Liberal Democrat	122	178
	SNP/Plaid Cymru	32	27
	Others	108	37
	None/ DK	394	404

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