

YouGov / The Sun Survey Results

Sample Size: 1895 GB Adults
Fieldwork: 22nd - 23rd 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	1895	481	580	139	170	565	483	370	919	976	226	479	648	542	1080	815	243	616	406	466	165
Unweighted Sample	1895	457	585	134	214	561	466	416	902	993	157	441	774	523	1220	675	252	648	377	489	129
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	6	8	33	32	34	31	26	40	38	24	36	39	30	29	18
Lab	39	0	100	0	0	6	86	32	40	37	35	40	47	30	35	44	38	26	46	49	42
Lib Dem	9	0	0	100	0	0	1	41	9	10	11	11	8	9	10	8	10	12	6	9	6
Other	20	0	0	0	100	18	8	19	18	21	20	18	19	21	17	23	16	23	18	13	35

Other Parties Voting Intention

UKIP	11	0	0	0	100	16	3	9	11	12	4	7	13	16	9	14	10	16	10	9	5
SNP / PCY	3	0	0	0	0	0	3	1	2	4	3	4	2	3	3	4	1	1	1	0	26
Green	3	0	0	0	0	1	1	6	3	3	7	5	2	1	3	2	5	3	3	2	3
BNP	1	0	0	0	0	0	1	2	1	1	5	1	1	1	1	2	0	0	3	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	0	1	1	1	1	1	0	1	1	1	2	1	0	1

Non Voters

Would Not Vote	6	0	0	0	0	2	1	4	6	7	15	10	3	4	6	7	7	8	6	6	2
Don't know	15	0	0	0	0	12	8	19	10	20	11	18	14	14	13	17	14	15	14	14	18

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

	Oct 21-22	Oct 22-23																				
Approve	27	28	79	4	35	14	56	10	22	31	25	28	29	23	34	33	22	28	35	24	26	17
Disapprove	58	58	10	91	51	74	29	83	65	59	57	50	53	66	56	53	65	57	49	62	61	74
Don't know	15	14	11	5	15	12	15	7	13	10	18	22	19	11	10	14	13	15	16	13	13	9

Which of these would make the best Prime Minister?

	Oct 8-9	Oct 22-23																				
David Cameron	37	35	93	5	25	31	72	9	22	37	32	34	34	29	43	40	27	36	41	31	33	21
Ed Miliband	23	24	0	63	11	4	4	54	25	28	20	21	24	29	20	20	30	17	20	27	29	29
Nick Clegg	6	4	0	2	38	2	1	2	15	5	4	5	5	5	3	5	4	5	4	4	4	7
Don't know	35	37	6	30	27	63	24	35	38	30	43	41	37	37	34	35	39	43	35	37	33	42

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	70	114
Male 25 to 39	186	239
Male 40 to 59	380	320
Male 60 +	266	246
Female 18 to 24	87	112
Female 25 to 39	255	241
Female 40 to 59	394	328
Female 60 +	257	296
Region		
North England	489	466
Midlands	292	311
East England	178	182
London	252	243
South England	470	434
Wales	85	95
Scotland	129	165
Social Grade		
AB	698	531
C1	522	550
C2	277	398
DE	398	417
Newspaper Type		
Express / Mail	352	303
Sun / Star	187	445
Mirror / Record	106	190
Guardian / Independent	148	85
FT / Times / Telegraph	128	180
Other Paper	281	218
No Paper	693	474
Political Party Identification		
Labour	619	606
Conservative	522	531
Liberal Democrat	193	208
SNP/Plaid Cymru	25	32
Others	130	44
None/ DK	406	474

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