

YouGov / The Sun Survey Results

Sample Size: 1806 GB Adults
Fieldwork: 6th - 7th 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	1806	468	549	135	159	544	405	363	876	930	215	457	618	517	1029	777	231	587	386	444	157
Unweighted Sample	1806	471	567	112	165	551	436	380	867	939	117	416	781	492	1187	619	246	587	376	454	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	4	10	35	31	31	29	29	41	40	24	28	42	32	31	17
Lab	39	0	100	0	0	6	87	35	35	43	44	47	39	29	36	42	43	26	41	49	45
Lib Dem	10	0	0	100	0	1	1	39	9	10	11	13	9	7	10	9	11	14	10	5	2
Other	19	0	0	0	100	17	8	16	21	16	14	10	23	22	14	25	18	19	17	15	36

Other Parties Voting Intention

SNP / PCY	4	0	0	0	0	1	2	1	4	3	3	3	4	4	3	4	2	0	3	0	30
Green	2	0	0	0	0	0	1	6	3	2	3	3	3	0	3	2	4	2	2	1	4
UKIP	11	0	0	0	100	16	4	8	13	9	4	3	14	17	7	17	11	14	10	12	2
BNP	1	0	0	0	0	0	0	0	0	1	3	0	1	1	0	1	0	1	2	0	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	0	1	1	1	0	1	1	1	1	1	1	0

Non Voters

Would Not Vote	8	0	0	0	0	2	2	5	8	8	16	8	7	4	7	8	7	8	7	8	6
Don't know	14	0	0	0	0	11	11	18	9	19	14	15	14	13	13	15	10	15	15	15	12

Nov
05-06

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

Approve	29	29	79	7	28	12	58	10	17	34	24	25	30	26	33	32	24	24	32	32	29	15
Disapprove	54	57	10	88	49	77	26	85	69	55	60	45	54	63	58	53	63	60	50	55	61	75
Don't know	16	14	11	5	23	10	16	5	14	12	16	29	16	11	9	15	12	15	18	13	11	11

Fieldwork: 6th - 7th 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	1806	468	549	135	159	544	405	363	876	930	215	457	618	517	1029	777	231	587	386	444	157	
Unweighted Sample	1806	471	567	112	165	551	436	380	867	939	117	416	781	492	1187	619	246	587	376	454	143	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 23-24
Nov 06-07

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	36	5	62	48	29	9	57	49	37	35	35	42	41	25	34	38	41	30	38	34	48
Applies most to Labour	28	27	57	3	38	38	53	7	23	30	24	12	20	27	37	30	22	23	32	24	26	18
Applies most to the Liberal Democrats	13	13	17	16	1	16	17	17	5	14	13	10	10	12	19	11	17	16	13	12	15	10
Applies to none of them	9	10	14	10	9	6	12	11	10	9	10	9	9	9	11	11	8	8	9	11	10	13
Don't know	16	14	6	9	5	11	10	8	12	10	18	33	18	11	7	14	14	11	16	15	15	11

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

Applies most to the Conservatives	22	23	64	6	10	21	55	4	9	25	21	14	16	20	35	25	19	22	29	20	19	15
Applies most to Labour	30	31	4	73	19	15	6	70	30	30	32	29	31	36	26	29	34	31	25	30	37	42
Applies most to the Liberal Democrats	16	15	14	8	60	7	11	7	35	16	14	9	22	15	13	17	13	15	15	21	12	14
Applies to none of them	20	19	11	9	9	49	18	14	19	19	18	20	16	19	20	18	20	21	18	16	22	20
Don't know	13	12	7	5	2	9	10	5	7	10	14	28	15	11	6	11	14	11	13	13	12	9

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

Applies most to the Conservatives	18	17	49	5	14	8	36	8	10	22	13	19	17	14	20	20	13	17	19	17	18	9
Applies most to Labour	18	22	3	52	14	14	8	45	23	24	20	15	19	24	26	21	24	22	17	21	25	33
Applies most to the Liberal Democrats	7	6	6	4	23	6	5	5	10	5	7	5	8	6	5	6	6	8	10	4	4	4
Applies to none of them	39	38	32	29	39	61	38	34	45	36	41	31	34	42	41	38	39	39	39	36	38	42
Don't know	16	16	10	10	10	10	13	9	13	13	19	30	21	14	8	14	18	14	16	20	15	11

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

Applies most to the Conservatives	49	51	19	77	65	45	28	71	66	50	52	45	48	54	52	50	53	52	47	48	55	63
Applies most to Labour	23	22	48	7	26	24	39	11	17	25	18	19	22	20	25	24	18	24	23	24	21	9
Applies most to the Liberal Democrats	8	8	16	5	2	12	14	6	2	8	7	5	6	7	10	7	8	7	8	7	8	8
Applies to none of them	6	7	8	5	2	12	9	7	5	6	8	3	8	9	6	7	7	6	9	6	4	9
Don't know	15	13	9	5	5	6	10	5	9	11	15	28	16	10	7	12	13	11	13	14	12	10

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	55	108
Male 25 to 39	178	228
Male 40 to 59	387	305
Male 60 +	247	235
Female 18 to 24	62	107
Female 25 to 39	238	229
Female 40 to 59	394	312
Female 60 +	245	282
Region		
North England	454	444
Midlands	279	296
East England	182	173
London	246	231
South England	405	414
Wales	97	90
Scotland	143	157
Social Grade		
AB	683	506
C1	504	524
C2	258	379
DE	361	397
Newspaper Type		
Express / Mail	404	289
Sun / Star	149	424
Mirror / Record	66	181
Guardian / Independent	147	81
FT / Times / Telegraph	126	172
Other Paper	248	208
No Paper	666	452
Political Party Identification		
Labour	602	578
Conservative	522	506
Liberal Democrat	162	199
SNP/Plaid Cymru	38	31
Others	65	42
None/ DK	417	452

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