

YouGov / The Sun Survey Results

Sample Size: 1852 GB Adults
Fieldwork: 9th - 10th December 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	1852	480	539	122	162	552	431	405	898	954	220	469	633	530	1056	796	237	602	396	456	161	
Unweighted Sample	1852	460	560	103	180	555	465	401	906	946	142	417	761	532	1216	636	286	610	348	463	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	3	11	32	37	32	32	30	43	38	29	37	42	29	32	23
Lab	39	0	100	0	0	7	88	37	38	39	43	43	42	30	38	40	40	28	44	48	36
Lib Dem	9	0	0	100	0	1	1	32	9	8	12	11	8	6	11	6	9	12	9	5	6
Other	18	0	0	0	100	16	8	20	20	16	14	15	20	21	13	25	15	18	18	15	35

Other Parties Voting Intention

UKIP	12	0	0	0	100	14	3	13	12	11	7	5	14	17	7	19	9	14	13	12	2
SNP / PCY	3	0	0	0	0	0	2	2	3	2	1	4	3	2	3	3	0	0	1	0	26
Green	2	0	0	0	0	0	1	4	2	3	4	4	2	1	3	2	3	2	2	1	6
BNP	0	0	0	0	0	0	1	0	1	0	0	1	0	1	0	1	0	0	1	1	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	1	1	1	2	1	2	2	1	1	1	2	2	1	1	2	2

Non Voters

Would Not Vote	9	0	0	0	0	3	5	8	6	11	14	12	7	5	8	9	5	7	12	11	7
Don't know	16	0	0	0	0	10	11	19	11	21	17	18	15	15	14	18	15	17	16	14	18

Dec 08-09
Dec 09-10

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

Approve	28	30	84	6	41	16	62	7	22	32	29	28	28	26	38	35	24	32	37	24	28	27
Disapprove	58	52	7	87	41	71	25	81	65	56	49	45	49	59	51	49	56	46	47	57	56	62
Don't know	14	17	9	7	18	13	13	12	12	11	22	27	23	14	11	15	20	22	16	19	16	11

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

Nov
25-26
**Dec
09-10**

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

Sticks to what he believes in	21	21	42	12	26	17	36	12	14	23	19	15	20	20	25	23	18	18	24	17	23	15
Strong	13	16	38	6	21	12	28	7	12	17	15	13	17	16	15	17	14	13	20	13	13	17
Charismatic	16	15	32	8	15	11	26	9	12	14	16	16	14	17	14	16	14	14	18	15	13	14
Decisive	15	14	35	6	14	7	27	5	9	14	15	14	13	13	17	16	12	16	16	9	16	11
A natural leader	14	14	35	6	15	3	24	9	9	14	14	16	15	14	13	16	13	15	16	12	15	11
Good in a crisis	14	13	35	3	21	4	25	5	10	13	14	13	14	12	15	16	9	14	16	10	12	13
Honest	12	13	38	3	12	6	33	3	5	14	13	8	11	10	21	14	12	12	18	8	11	16
In touch with the concerns of ordinary people	5	6	19	1	5	1	14	2	2	6	6	2	7	5	9	6	6	7	8	3	7	6
None of these	46	46	11	70	29	66	25	67	56	47	45	38	41	51	47	43	49	42	40	54	47	51
Don't know	8	9	3	4	7	6	5	4	8	6	12	16	9	8	7	7	12	11	7	10	10	8

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	25	24	8	55	16	10	9	48	27	26	22	23	22	25	25	26	22	24	20	24	27	29
Sticks to what he believes in	16	16	8	37	9	4	8	35	14	19	13	18	13	16	18	18	14	17	14	13	22	13
Honest	16	15	5	36	11	3	6	33	13	18	12	17	12	17	14	16	13	19	13	11	17	19
Strong	6	6	5	14	8	1	5	12	4	7	6	8	6	6	6	6	7	6	7	4	8	5
Decisive	7	5	3	13	2	1	2	10	4	6	5	7	5	5	4	6	5	5	6	6	5	2
Good in a crisis	5	4	2	12	1	0	1	9	3	6	3	2	5	4	4	5	4	4	4	4	6	2
A natural leader	4	3	1	8	3	0	1	8	1	4	3	4	2	5	2	3	4	3	4	3	4	2
Charismatic	5	3	1	7	1	0	1	7	1	4	2	4	2	4	2	3	3	4	2	3	4	3
None of these	50	48	71	19	54	80	70	27	48	49	48	35	44	50	56	49	48	45	53	52	42	46
Don't know	11	13	7	8	8	7	9	7	13	9	18	25	16	13	7	12	16	13	10	15	17	12

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	12	11	17	5	39	9	14	5	19	9	13	11	12	10	12	13	9	9	14	8	9	12
Honest	11	10	17	4	36	4	14	4	16	10	9	4	11	9	11	12	6	10	13	5	8	10
Charismatic	9	10	11	9	28	5	10	8	14	10	10	12	11	8	9	12	7	12	9	9	7	18
Sticks to what he believes in	8	7	14	3	25	3	11	3	8	8	7	9	5	7	9	8	7	9	9	5	7	8
Decisive	4	4	7	2	15	0	5	1	4	4	4	2	4	3	5	4	3	5	5	2	3	3
Good in a crisis	3	4	3	3	26	0	3	2	8	5	3	4	6	2	3	5	3	3	6	2	3	3
Strong	3	3	4	2	20	0	4	1	5	4	3	4	4	2	3	4	2	2	6	2	3	2
A natural leader	4	3	3	2	18	0	2	2	6	3	3	1	4	3	2	4	1	3	4	3	2	4
None of these	59	58	50	72	17	78	55	75	52	62	54	48	50	64	62	57	59	54	54	65	59	58
Don't know	11	14	7	8	7	8	10	8	12	9	18	23	17	11	11	10	19	13	12	15	18	8

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	60	111
Male 25 to 39	191	233
Male 40 to 59	355	313
Male 60 +	300	241
Female 18 to 24	82	109
Female 25 to 39	226	235
Female 40 to 59	406	320
Female 60 +	232	289
Region		
North England	463	456
Midlands	263	304
1	185	178
London	286	237
South England	425	424
Wales	85	93
Scotland	145	161
Social Grade		
AB	699	519
C1	517	537
C2	240	389
DE	396	407
Newspaper Type		
Express / Mail	361	296
Sun / Star	192	435
Mirror / Record	96	185
Guardian / Independent	145	83
FT / Times / Telegraph	136	176
Other Paper	254	213
No Paper	668	463
Political Party Identification		
Labour	635	593
Conservative	500	519
Liberal Democrat	162	204
SNP/Plaid Cymru	45	31
Others	111	43
None/ DK	399	463

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