

YouGov / The Sun Survey Results

Sample Size: 2032 GB Adults
Fieldwork: 11th - 12th 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	2032	494	642	126	161	644	526	401	986	1046	242	514	695	581	1158	874	260	660	435	500	177	
Unweighted Sample	2032	462	684	103	202	602	561	409	996	1036	181	516	780	555	1345	687	341	612	396	508	175	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	6	12	31	33	18	31	29	41	34	29	26	44	32	26	20
Lab	42	0	100	0	0	5	86	37	42	42	55	42	45	34	38	47	45	30	42	52	44
Lib Dem	8	0	0	100	0	1	2	30	8	8	10	13	7	6	11	5	11	9	7	8	5
Other	18	0	0	0	100	18	6	20	19	17	18	15	19	20	17	19	18	17	19	14	31

Other Parties Voting Intention

UKIP	10	0	0	0	100	15	4	6	11	10	3	4	12	16	9	13	10	13	13	10	1
SNP / PCY	3	0	0	0	0	0	1	4	4	3	7	3	3	3	3	4	1	0	2	0	29
Green	3	0	0	0	0	1	1	7	2	3	5	5	2	0	4	1	4	3	2	2	2
BNP	1	0	0	0	0	1	0	1	1	1	1	1	1	1	1	1	0	1	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	0	1	1	1	2	2	0	0	1	1	2	0	0	1	0

Non Voters

Would Not Vote	10	0	0	0	0	4	2	5	10	10	20	16	5	6	9	11	5	14	12	7	8
Don't know	14	0	0	0	0	14	7	18	9	19	15	15	16	11	13	16	13	17	14	14	9

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

	Nov 10-11	Nov 11-12																				
Approve	28	28	83	6	41	11	58	12	20	32	25	18	30	25	35	31	24	28	34	24	26	24
Disapprove	59	56	7	89	44	80	29	82	68	55	58	52	49	63	57	53	61	55	47	60	63	63
Don't know	13	15	10	5	15	9	13	6	12	13	17	31	21	12	8	16	15	17	18	15	10	13

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

Oct 28-29
Nov 11-12

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	22	23	56	10	20	12	41	13	19	25	21	10	21	23	29	24	22	24	27	20	22	17
Charismatic	15	16	33	9	13	11	28	8	15	16	15	13	18	15	16	18	13	17	19	14	16	7
Decisive	15	15	37	8	20	6	26	9	13	17	14	14	18	14	14	17	12	16	16	13	16	13
A natural leader	13	14	35	4	13	8	26	5	12	16	12	8	17	11	17	15	13	15	16	12	13	11
Good in a crisis	13	14	41	2	17	6	28	4	10	16	13	11	15	12	18	15	13	16	16	14	11	13
Strong	15	14	37	6	14	7	25	10	10	15	14	9	16	14	16	15	13	14	15	15	13	15
Honest	14	13	38	3	14	5	28	4	9	15	11	6	8	12	21	15	11	14	15	11	11	14
In touch with the concerns of ordinary people	6	5	16	1	5	1	10	2	4	6	4	3	4	5	8	6	4	5	7	6	4	1
None of these	47	47	8	68	44	64	24	67	54	45	48	44	41	52	47	43	52	41	37	51	54	59
Don't know	8	8	3	3	7	6	4	3	6	7	9	20	11	5	3	9	6	8	11	8	5	4

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	25	7	58	28	7	8	53	29	25	26	18	19	30	29	25	26	27	21	29	28	24
Honest	17	18	6	40	23	1	4	37	20	21	15	15	14	19	21	19	17	21	14	19	18	25
Sticks to what he believes in	17	18	8	41	12	5	7	38	18	19	17	15	13	21	20	17	19	21	14	21	21	17
Decisive	8	8	3	19	2	1	2	17	7	8	7	10	8	7	7	7	8	7	5	8	10	13
Strong	7	7	2	17	3	1	3	17	5	7	7	8	7	8	6	7	7	8	5	7	8	8
Charismatic	5	5	2	11	2	1	2	11	3	5	4	7	5	5	3	4	5	5	3	4	7	4
Good in a crisis	5	5	2	13	5	1	2	12	3	7	4	11	5	5	4	6	4	8	3	6	7	4
A natural leader	4	4	1	10	3	0	1	9	3	5	3	3	4	4	3	3	4	5	2	5	4	5
None of these	47	49	71	17	51	82	72	24	45	51	47	36	46	52	54	49	49	41	53	49	49	46
Don't know	12	12	10	6	8	7	9	7	10	9	15	22	17	8	8	12	12	14	16	10	9	9

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

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

Honest	12	10	18	4	37	3	13	6	17	13	8	6	9	12	11	13	7	12	13	8	9	8
In touch with the concerns of ordinary people	11	10	14	7	42	3	11	7	18	10	11	8	9	10	13	12	8	11	11	11	9	6
Charismatic	10	9	14	7	21	6	9	9	14	10	8	6	11	9	7	10	7	11	10	8	8	6
Sticks to what he believes in	8	8	16	2	28	2	11	3	14	9	8	2	7	9	12	9	8	8	9	8	8	8
A natural leader	3	4	5	4	12	0	3	5	5	5	2	4	5	3	3	4	4	5	3	5	4	0
Decisive	5	4	7	2	16	0	5	2	6	4	3	3	4	3	4	4	4	4	3	6	3	3
Good in a crisis	3	4	6	2	16	0	5	1	5	4	3	3	5	3	3	4	3	3	4	4	3	4
Strong	4	3	4	2	16	0	3	3	5	4	2	3	5	3	1	4	2	4	3	4	1	3
None of these	59	59	47	72	23	81	58	71	51	62	57	54	52	62	65	56	64	53	53	64	64	70
Don't know	13	13	11	7	6	7	10	7	11	8	17	25	17	9	8	14	12	14	18	11	9	7

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	83	122
Male 25 to 39	249	256
Male 40 to 59	391	343
Male 60 +	273	264
Female 18 to 24	98	120
Female 25 to 39	267	258
Female 40 to 59	389	352
Female 60 +	282	317
Region		
North England	508	500
Midlands	296	333
East England	173	195
London	341	260
South England	439	465
Wales	100	102
Scotland	175	177
Social Grade		
AB	749	569
C1	596	589
C2	296	427
DE	391	447
Newspaper Type		
Express / Mail	362	325
Sun / Star	243	478
Mirror / Record	128	203
Guardian / Independent	153	91
FT / Times / Telegraph	134	193
Other Paper	250	234
No Paper	762	508
Political Party Identification		
Labour	710	650
Conservative	526	569
Liberal Democrat	151	224
SNP/Plaid Cymru	38	35
Others	135	47
None/ DK	472	508

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