

YouGov / The Sun Survey Results

Sample Size: 1902 GB Adults
Fieldwork: 11th - 12th 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	1902	504	568	134	157	591	450	403	922	980	226	481	650	544	1084	818	243	618	407	468	165	
Unweighted Sample	1902	458	614	110	189	582	493	404	900	1002	140	477	734	551	1243	659	290	608	361	473	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	77	5	12	34	36	32	33	32	40	37	32	31	41	41	28	23
Lab	39	0	100	0	0	6	86	35	38	40	48	43	40	32	36	44	43	29	37	49	44
Lib Dem	9	0	0	100	0	1	2	36	9	10	9	8	10	9	11	6	13	10	7	9	7
Other	17	0	0	0	100	17	7	17	20	14	12	16	18	19	16	18	13	20	15	14	27

Other Parties Voting Intention

UKIP	11	0	0	0	100	15	4	11	12	9	3	7	12	15	11	11	9	16	9	11	2
SNP / PCY	3	0	0	0	0	0	1	1	3	2	0	3	3	3	2	3	1	0	2	0	21
Green	2	0	0	0	0	0	1	4	2	2	5	4	2	1	3	2	1	2	3	2	3
BNP	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	1	1	0	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	1	1	1	1	3	0	1	0	0	1	1	1	0	0	1

Non Voters

Would Not Vote	8	0	0	0	0	3	3	7	6	10	18	12	7	4	8	9	5	11	6	9	7	
Don't know	15	0	0	0	0	14	10	19	10	20	20	14	15	14	15	15	16	17	16	14	10	
		Dec 10-11	Dec 11-12																			

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

Approve	29	32	79	8	41	17	58	12	25	35	29	25	35	32	32	35	28	31	33	36	30	21
Disapprove	55	53	11	87	47	73	27	83	62	55	52	49	47	56	57	51	57	57	47	50	58	68
Don't know	16	15	10	5	11	10	15	6	13	10	19	25	19	12	11	14	16	12	20	14	11	12

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

Nov
27-28

Dec
11-12

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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	26	27	77	5	4	22	60	6	9	27	26	23	22	26	32	29	23	24	28	34	22	19
Applies most to Labour	27	27	3	76	7	7	5	66	23	29	26	25	27	30	25	26	29	27	22	24	36	32
Applies most to the Liberal Democrats	9	11	4	6	79	3	3	4	36	11	11	11	10	12	10	14	7	12	14	8	9	13
Applies to none of them	23	22	10	9	6	65	21	16	21	23	20	13	19	22	27	19	25	24	19	22	22	25
Don't know	15	14	7	4	4	2	10	8	10	10	17	27	22	9	6	11	17	12	17	13	12	11

It is led by people of real ability

Applies most to the Conservatives	20	23	68	3	15	15	48	5	11	23	23	18	20	20	30	24	21	19	26	28	19	11
Applies most to Labour	14	15	0	46	5	1	1	38	12	17	13	15	16	16	14	13	17	18	11	13	19	21
Applies most to the Liberal Democrats	3	4	1	3	32	2	1	3	13	5	4	3	6	4	4	6	3	5	4	3	4	6
Applies to none of them	44	43	25	39	38	78	40	42	50	45	41	33	37	49	45	44	41	40	41	43	43	52
Don't know	19	15	6	9	11	4	9	12	15	11	19	31	21	12	7	14	17	17	17	14	14	10

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	40	45	82	30	30	40	70	33	35	43	47	34	41	47	50	47	42	41	46	48	47	34
Applies most to Labour	11	12	1	35	4	4	2	28	10	13	11	12	13	11	11	11	13	15	9	11	13	19
Applies most to the Liberal Democrats	4	5	2	4	36	2	1	2	16	5	4	4	6	4	4	6	2	4	5	4	5	7
Applies to none of them	29	24	12	22	22	49	19	25	27	27	21	19	20	28	25	23	26	20	24	27	23	29
Don't know	15	14	3	10	8	5	8	12	13	11	17	31	19	9	9	12	17	20	17	10	13	11

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	22	22	8	37	25	31	12	37	23	24	20	16	15	22	30	20	23	20	21	23	21	27
Applies most to Labour	25	27	52	9	52	24	43	9	30	30	23	22	23	30	28	29	23	26	29	28	24	27
Applies most to the Liberal Democrats	26	26	25	39	6	23	24	35	24	25	26	20	31	26	24	29	22	29	23	26	29	24
Applies to none of them	10	9	6	5	9	16	8	6	7	9	9	8	11	8	8	8	9	10	7	10	9	9
Don't know	17	17	9	9	8	6	13	12	16	12	22	35	20	15	9	14	22	15	22	14	17	13

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	62	114
Male 25 to 39	204	240
Male 40 to 59	355	321
Male 60 +	279	247
Female 18 to 24	78	112
Female 25 to 39	273	242
Female 40 to 59	379	329
Female 60 +	272	297
Region		
North England	473	468
Midlands	283	312
1	172	183
London	290	243
South England	436	436
Wales	78	95
Scotland	170	165
Social Grade		
AB	715	533
C1	528	552
C2	291	399
DE	368	418
Newspaper Type		
Express / Mail	339	304
Sun / Star	212	447
Mirror / Record	131	190
Guardian / Independent	148	86
FT / Times / Telegraph	127	181
Other Paper	292	219
No Paper	653	476
Political Party Identification		
Labour	674	609
Conservative	519	533
Liberal Democrat	149	209
SNP/Plaid Cymru	45	32
Others	110	44
None/ DK	405	476

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