

YouGov / The Sun Survey Results

Sample Size: 1937 GB Adults
Fieldwork: 17th - 18th December 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	1937	506	568	145	163	581	484	412	939	998	231	490	662	554	1104	833	248	630	415	477	169	
Unweighted Sample	1937	469	591	131	210	563	492	438	949	988	143	464	799	531	1297	640	282	620	353	503	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	76	6	13	34	35	35	31	32	39	38	29	29	47	33	26	23
Lab	38	0	100	0	0	5	85	33	39	38	39	41	43	31	33	46	44	27	41	51	33
Lib Dem	10	0	0	100	0	2	1	39	8	11	8	13	8	10	12	7	11	11	11	7	8
Other	18	0	0	0	100	17	7	16	19	16	19	14	17	20	17	18	16	16	15	17	36

Other Parties Voting Intention

UKIP	11	0	0	0	100	15	5	8	13	9	4	7	11	17	9	14	10	12	11	11	8
SNP / PCY	3	0	0	0	0	0	2	1	3	2	5	3	3	2	3	2	0	0	2	0	24
Green	2	0	0	0	0	0	0	6	2	3	5	3	2	1	3	1	4	2	1	3	4
BNP	1	0	0	0	0	1	0	0	1	0	4	1	1	0	1	1	0	1	0	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	0	0	0	0	0	0	0	1	0	1	1	0	1	0	1	0	1	0	0	0	1

Non Voters

Would Not Vote	8	0	0	0	0	3	3	5	9	8	11	14	9	2	7	10	10	8	9	9	4
Don't know	15	0	0	0	0	10	11	20	9	21	16	14	15	15	13	17	17	14	19	13	15

Dec 16-17
Dec 17-18

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

Approve	28	29	79	8	32	12	57	11	23	33	26	25	31	28	32	34	23	26	36	29	25	25
Disapprove	56	56	8	87	39	82	29	81	62	56	56	47	54	61	57	51	62	58	47	56	64	64
Don't know	16	14	13	5	29	6	14	9	16	11	17	29	15	12	11	14	14	16	16	16	11	10

Dec 03-04
Dec 17-18

Which of these would make the best Prime Minister?

David Cameron	33	35	93	7	21	28	73	12	21	39	32	35	32	32	43	40	29	29	48	33	26	30
Ed Miliband	24	20	0	58	6	7	5	47	17	22	19	19	18	22	21	18	23	23	14	20	25	28
Nick Clegg	6	5	1	2	46	1	1	1	18	5	5	3	7	5	5	6	4	8	6	5	4	2
Don't know	37	39	6	34	27	65	21	39	44	35	44	43	43	41	32	36	44	40	33	42	45	40

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	116
Male 25 to 39	205	244
Male 40 to 59	400	327
Male 60 +	282	252
Female 18 to 24	81	114
Female 25 to 39	259	246
Female 40 to 59	399	335
Female 60 +	249	302
Region		
North England	503	477
Midlands	269	318
1	176	186
London	282	248
South England	444	444
Wales	84	97
Scotland	179	169
Social Grade		
AB	722	542
C1	575	562
C2	272	407
DE	368	426
Newspaper Type		
Express / Mail	366	310
Sun / Star	225	455
Mirror / Record	113	194
Guardian / Independent	138	87
FT / Times / Telegraph	129	184
Other Paper	274	223
No Paper	692	484
Political Party Identification		
Labour	662	620
Conservative	518	542
Liberal Democrat	190	213
SNP/Plaid Cymru	54	33
Others	114	45
None/ DK	399	484

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