

YouGov / The Sun Survey Results

Sample Size: 1784 GB Adults
Fieldwork: 18th - 19th 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	1784	467	545	147	164	525	413	372	865	919	212	451	610	510	1017	767	228	580	382	439	155	
Unweighted Sample	1784	462	534	117	192	548	435	374	920	864	105	426	737	516	1195	589	249	604	360	386	185	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	4	15	33	34	24	32	31	41	39	27	38	39	33	29	24
Lab	39	0	100	0	0	6	88	33	40	38	47	47	37	32	35	45	38	31	40	50	38
Lib Dem	11	0	0	100	0	1	1	38	9	12	19	11	9	8	12	8	11	13	11	7	8
Other	17	0	0	0	100	16	7	14	18	15	10	10	22	18	14	20	13	17	16	14	30

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	5	10	13	10	4	6	16	15	9	15	10	13	12	14	3
SNP / PCY	3	0	0	0	0	0	1	1	3	2	2	2	4	2	2	3	1	0	1	0	24
Green	1	0	0	0	0	1	1	1	1	2	3	1	1	1	2	1	1	2	2	0	1
BNP	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0	1	1
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	0	0	1	1	0	1	1	0	1	1	0	1

Non Voters

Would Not Vote	8	0	0	0	0	3	2	5	6	10	17	10	7	4	8	8	8	9	7	9	6
Don't know	14	0	0	0	0	11	11	17	9	18	12	14	15	13	12	16	17	12	13	15	12

Dec
17-18
**Dec
18-19**

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

Approve	29	30	82	5	29	15	63	6	24	34	26	28	29	25	38	36	22	36	34	28	28	20
Disapprove	56	55	6	87	55	77	24	87	67	56	55	40	56	62	53	50	62	48	53	57	57	64
Don't know	14	15	12	7	16	8	13	8	9	10	19	31	15	14	9	14	16	17	13	15	15	15

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

Dec
04-05

Dec
18-19

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	36	34	3	62	49	27	8	60	47	36	32	33	40	34	29	33	35	33	35	30	34	39
Applies most to Labour	28	30	60	6	32	42	55	11	24	35	25	17	24	30	40	31	27	27	29	34	30	25
Applies most to the Liberal Democrats	11	11	15	13	3	13	13	12	6	10	13	18	7	11	13	11	13	11	11	10	13	14
Applies to none of them	9	9	10	8	9	8	11	7	10	8	9	6	9	10	8	10	7	11	7	11	7	7
Don't know	16	16	13	12	7	11	13	9	13	12	20	26	21	15	10	15	17	19	17	14	16	15

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

Applies most to the Conservatives	19	22	59	2	12	21	50	4	11	23	20	12	15	20	34	22	21	19	23	21	24	18
Applies most to Labour	30	31	5	71	26	15	6	68	36	31	31	33	32	31	29	31	32	28	28	33	35	33
Applies most to the Liberal Democrats	15	15	14	6	51	10	13	8	27	15	15	18	18	16	10	15	15	21	16	16	10	12
Applies to none of them	22	20	13	12	7	47	22	14	20	21	19	14	20	21	20	21	18	17	19	21	19	23
Don't know	14	13	9	9	4	6	10	6	7	10	15	24	15	11	7	12	14	15	14	9	13	13

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

Applies most to the Conservatives	17	20	52	5	10	15	40	8	11	22	18	16	21	17	23	20	19	23	18	20	21	16
Applies most to Labour	18	19	1	47	15	9	5	41	21	21	17	27	16	18	20	17	21	14	18	18	22	26
Applies most to the Liberal Democrats	7	7	5	6	27	3	4	5	12	7	7	12	8	6	5	8	7	12	10	6	4	3
Applies to none of them	41	38	30	32	39	64	40	37	43	38	39	24	36	43	41	40	36	35	38	42	37	41
Don't know	18	16	12	10	9	9	11	9	13	12	19	22	19	15	11	15	17	16	16	14	17	14

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

Applies most to the Conservatives	51	50	15	75	68	47	23	73	65	48	52	41	49	55	50	49	51	46	45	52	53	63
Applies most to Labour	20	19	43	6	17	23	42	7	12	22	17	14	17	19	23	22	15	21	21	19	18	10
Applies most to the Liberal Democrats	7	9	18	6	6	11	11	6	8	10	8	11	9	6	11	8	10	9	11	8	7	11
Applies to none of them	7	8	11	6	4	10	11	7	7	9	7	8	8	9	6	8	8	8	7	9	9	4
Don't know	15	14	13	8	5	10	13	6	8	11	17	25	18	12	9	13	16	15	17	13	12	12

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	37	107
Male 25 to 39	207	225
Male 40 to 59	389	301
Male 60 +	287	232
Female 18 to 24	68	105
Female 25 to 39	219	227
Female 40 to 59	348	309
Female 60 +	229	278
Region		
North England	386	439
Midlands	261	293
1	176	171
London	249	228
South England	428	409
Wales	99	89
Scotland	185	155
Social Grade		
AB	693	500
C1	502	517
C2	247	375
DE	342	392
Newspaper Type		
Express / Mail	345	285
Sun / Star	169	419
Mirror / Record	75	178
Guardian / Independent	128	80
FT / Times / Telegraph	141	169
Other Paper	243	205
No Paper	683	446
Political Party Identification		
Labour	570	571
Conservative	514	500
Liberal Democrat	136	196
SNP/Plaid Cymru	55	30
Others	122	41
None/ DK	387	446

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