

YouGov / The Sun Survey Results

Sample Size: 1919 GB Adults

Fieldwork: 25th - 26th November 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Country	
	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	England	England and Wales
Weighted Sample	1919	477	578	141	174	612	478	406	931	988	228	486	656	549	1094	825	246	624	411	472	167	1656	1752
Unweighted Sample	1919	448	593	120	202	593	496	406	895	1024	164	448	780	527	1255	664	279	616	384	439	201	1621	1718
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																							
<i>Excluding Don't knows and Wouldn't votes</i>																							
Con	32	100	0	0	0	75	4	9	30	35	19	28	35	38	36	27	34	36	38	26	19	34	34
Lab	39	0	100	0	0	6	86	36	38	40	52	48	38	30	36	44	40	32	37	50	41	39	39
Lib Dem	10	0	0	100	0	1	3	33	9	10	14	12	10	6	12	7	11	11	8	9	8	10	10
Other	19	0	0	0	100	18	7	22	22	15	16	12	17	27	16	22	16	21	17	15	33	17	17
Other Parties Voting Intention																							
UKIP	12	0	0	0	100	17	3	10	14	10	4	5	11	20	9	15	10	15	10	12	4	13	13
SNP / PCY	3	0	0	0	0	1	2	2	4	2	5	3	2	4	3	3	3	0	2	0	27	1	1
Green	3	0	0	0	0	0	1	10	3	2	6	3	3	2	3	3	3	4	2	2	2	3	3
BNP	1	0	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	0	2	0	0	0	1
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Non Voters																							
Would Not Vote	8	0	0	0	0	5	3	4	6	9	19	10	6	4	8	8	6	8	11	8	3	8	8
Don't know	15	0	0	0	0	12	12	22	11	20	12	20	16	12	14	18	15	15	17	14	19	15	15
Do you approve or disapprove of the Government's record to date?																							
Disapprove	56	8	90	49	76	29	82	65	57	56	63	56	55	56	52	62	56	53	54	62	62	56	56
Approve	29	80	5	35	16	57	9	21	31	27	16	25	33	33	33	23	32	31	29	27	20	30	30
Don't know	15	11	6	16	9	14	9	14	12	17	21	18	12	11	15	14	11	16	17	11	18	14	14

Fieldwork: 25th - 26th November 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Country	
	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	England	England and Wales
Weighted Sample	1919	477	578	141	174	612	478	406	931	988	228	486	656	549	1094	825	246	624	411	472	167	1656	1752
Unweighted Sample	1919	448	593	120	202	593	496	406	895	1024	164	448	780	527	1255	664	279	616	384	439	201	1621	1718
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	23	21	49	9	15	17	36	11	18	23	20	16	18	24	23	23	19	22	23	23	19	17	22	22
Charismatic	16	16	32	9	19	12	24	9	19	18	15	19	13	19	16	19	13	13	18	21	13	13	16	17
Decisive	15	15	37	5	18	5	25	6	12	14	17	14	16	17	14	19	11	18	19	13	14	7	16	16
Good in a crisis	14	14	40	3	15	11	29	6	7	16	13	14	11	16	15	16	12	18	15	16	12	11	15	15
A natural leader	14	14	35	5	17	5	24	6	12	15	13	14	12	16	13	17	9	14	16	14	14	7	15	15
Strong	14	13	38	4	8	2	27	6	8	12	14	10	13	16	11	15	11	14	14	17	11	6	14	14
Honest	13	12	34	4	13	6	25	3	8	12	12	7	8	12	16	13	10	14	13	13	8	10	12	12
In touch with the concerns of ordinary people	5	5	16	1	1	2	12	1	1	5	5	3	4	6	5	5	4	5	6	5	4	4	5	5
None of these	47	46	9	69	44	65	26	66	52	46	47	43	48	43	51	41	54	41	45	41	52	57	45	45
Don't know	8	8	4	3	3	2	6	4	7	6	9	12	9	6	6	7	8	8	8	7	7	7	8	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	25	7	57	18	10	9	48	28	28	21	25	25	25	24	23	27	30	22	22	28	24	24	25
Honest	18	16	5	39	9	3	4	32	20	21	11	23	11	16	17	17	14	18	16	15	15	18	16	16
Sticks to what he believes in	18	16	8	36	11	9	8	31	18	19	14	17	12	17	19	18	14	14	17	15	21	12	17	17
Decisive	8	7	3	16	9	2	3	13	6	8	6	12	7	5	7	6	8	7	6	6	7	8	7	7
Strong	7	6	2	13	10	1	2	12	5	6	5	8	6	6	5	5	6	6	5	5	6	6	6	6
Charismatic	5	5	2	10	7	1	3	9	7	6	5	7	5	4	6	5	6	5	6	5	5	4	5	5
Good in a crisis	5	5	2	13	5	0	1	11	2	7	3	11	5	4	3	3	8	5	4	2	10	5	5	5
A natural leader	4	4	1	10	3	0	1	9	5	5	3	3	2	5	4	2	5	3	4	4	4	5	3	4
None of these	49	50	73	18	55	78	74	28	47	50	51	36	40	56	59	50	50	44	51	55	48	53	50	50
Don't know	12	11	6	7	7	4	6	7	12	7	15	17	19	9	6	10	13	10	13	10	10	12	11	11

Fieldwork: 25th - 26th November 2013

0.13

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					Country		
	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	England	England and Wales
Weighted Sample	1919	477	578	141	174	612	478	406	931	988	228	486	656	549	1094	825	246	624	411	472	167	1656	1752
Unweighted Sample	1919	448	593	120	202	593	496	406	895	1024	164	448	780	527	1255	664	279	616	384	439	201	1621	1718
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	10	12	22	6	40	4	13	6	20	12	13	17	12	14	10	14	10	11	14	10	13	10	13	13
Honest	10	11	17	6	40	5	10	5	19	12	10	10	10	12	10	12	10	10	12	11	10	10	11	11
Charismatic	9	9	15	6	22	3	10	7	14	11	8	9	8	10	9	10	8	11	11	8	8	5	9	10
Sticks to what he believes in	8	8	14	2	24	5	12	3	10	9	7	3	8	9	8	9	6	9	8	6	8	7	8	8
A natural leader	4	4	5	2	18	1	3	2	7	5	3	6	3	5	2	5	2	4	5	3	3	2	4	4
Decisive	4	4	4	4	18	1	4	4	5	5	3	4	6	4	1	5	3	5	4	3	3	3	4	4
Good in a crisis	4	3	3	1	18	0	3	3	5	3	2	3	3	3	1	3	2	5	3	2	2	0	3	3
Strong	3	3	4	1	21	0	3	2	6	3	3	2	4	4	1	4	2	5	4	3	1	2	3	3
None of these	59	59	46	74	22	81	58	74	53	59	60	55	50	60	69	57	63	59	56	62	60	66	59	59
Don't know	13	11	6	6	5	5	7	6	10	8	14	15	17	9	6	10	12	7	11	10	13	13	11	11

Next year there will be a referendum in Scotland on whether it should become an independent country
If you were able to vote in the referendum on Scotland's future and this was the question, how would you vote?

Should Scotland be an independent country?

Yes	22	20	19	22	25	21	20	18	24	20	19	24	23	19	20	24	22	22	22	20	27	22	21
No	55	65	60	62	55	60	58	57	57	54	53	48	54	65	61	48	54	55	53	56	61	55	55
Would not vote	8	6	7	6	9	7	7	7	7	8	13	8	5	7	6	9	9	8	8	8	2	8	8
Don't know	15	9	13	10	10	13	16	18	11	19	14	19	18	9	13	19	14	15	16	17	11	16	16

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	70	115
	Male 25 to 39	184	242
	Male 40 to 59	361	324
	Male 60 +	280	249
	Female 18 to 24	94	113
	Female 25 to 39	264	244
	Female 40 to 59	419	332
	Female 60 +	247	299
Region			
	North England	439	472
	Midlands	287	315
	East England	173	184
	London	279	246
	South England	443	439
	Wales	97	96
	Scotland	201	167
Social Grade			
	AB	707	537
	C1	548	557
	C2	283	403
	DE	381	422
Newspaper Type			
	Express / Mail	360	307
	Sun / Star	212	451
	Mirror / Record	123	192
	Guardian / Independent	152	86
	FT / Times / Telegraph	148	182
	Other Paper	270	221
	No Paper	654	480
Political Party Identification			
	Labour	659	614
	Conservative	511	537
	Liberal Democrat	161	211
	SNP/Plaid Cymru	47	33
	Others	114	44
	None/ DK	427	480

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