

YouGov / The Sun Survey Results

Sample Size: 1765 GB Adults
Fieldwork: 13th - 14th November 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	1765	431	541	135	171	546	429	373	856	909	210	447	604	505	1006	759	226	574	378	434	154	
Unweighted Sample	1765	407	534	113	212	550	418	388	804	961	134	409	718	504	1153	612	225	604	337	439	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	72	4	12	31	32	30	25	33	36	36	25	30	39	29	26	31
Lab	40	0	100	0	0	6	88	34	41	38	41	45	42	32	36	45	37	30	49	48	33
Lib Dem	10	0	0	100	0	1	2	38	10	10	8	17	8	7	12	8	17	12	8	7	7
Other	19	0	0	0	100	21	6	16	19	19	21	12	17	25	16	23	17	19	15	19	29

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	3	9	12	13	7	4	14	19	10	15	10	15	12	13	5
SNP / PCY	3	0	0	0	0	0	1	2	3	3	5	2	2	4	3	3	3	0	2	0	20
Green	2	0	0	0	0	1	0	5	1	2	2	4	1	1	2	2	2	3	1	1	2
BNP	1	0	0	0	0	1	1	0	1	1	2	1	0	1	0	1	0	1	0	1	2
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	0	1	1	4	1	0	1	0	2	2	0	0	2	0

Non Voters

Would Not Vote	8	0	0	0	0	2	3	4	6	10	17	9	8	3	6	10	9	9	11	6	2
Don't know	15	0	0	0	0	12	8	23	10	19	17	18	14	12	14	15	12	18	14	14	9

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

	Nov 12-13	Nov 13-14																				
Approve	28	30	82	5	46	11	60	7	25	35	25	35	29	25	34	34	25	35	33	26	27	28
Disapprove	57	54	6	87	33	81	26	82	59	53	55	40	51	59	57	51	59	50	49	57	59	58
Don't know	15	16	11	8	21	8	14	11	17	11	20	25	20	16	9	15	16	15	17	17	14	14

Fieldwork: 13th - 14th 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	1765	431	541	135	171	546	429	373	856	909	210	447	604	505	1006	759	226	574	378	434	154
Unweighted Sample	1765	407	534	113	212	550	418	388	804	961	134	409	718	504	1153	612	225	604	337	439	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 30-31
Nov 13-14

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	28	25	81	3	4	23	61	4	10	28	22	20	19	24	34	30	19	20	29	24	23	26
Applies most to Labour	29	29	2	77	9	8	6	67	26	31	27	33	27	31	27	28	31	26	22	33	35	35
Applies most to the Liberal Democrats	9	10	2	4	72	3	4	3	34	11	10	7	17	8	8	12	8	16	13	8	7	8
Applies to none of them	22	23	9	10	8	60	23	14	20	21	25	18	19	24	27	20	27	24	24	21	24	23
Don't know	12	12	5	6	7	7	7	11	10	8	16	21	18	12	4	10	16	15	12	14	11	8

It is led by people of real ability

Applies most to the Conservatives	22	22	71	4	9	12	50	5	13	24	20	24	18	20	28	25	19	20	23	21	23	22
Applies most to Labour	16	14	0	41	7	2	3	36	12	16	12	12	16	15	13	15	14	10	12	15	19	15
Applies most to the Liberal Democrats	5	5	0	1	40	1	2	1	13	4	5	8	8	2	3	5	4	7	5	4	3	7
Applies to none of them	42	43	21	42	33	77	37	44	44	43	43	29	37	48	49	42	45	44	44	43	41	44
Don't know	16	16	7	12	10	7	9	14	18	11	19	26	22	15	7	13	18	19	15	17	14	12

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	44	43	85	29	29	33	68	30	36	42	44	39	39	44	46	45	40	42	45	37	44	46
Applies most to Labour	13	12	1	32	8	3	3	28	9	15	9	10	10	13	14	12	13	11	8	13	16	15
Applies most to the Liberal Democrats	4	5	1	2	41	1	2	2	13	5	5	3	8	3	4	5	4	7	6	3	3	3
Applies to none of them	25	26	9	25	17	55	21	25	27	27	26	30	24	25	29	27	26	26	25	30	25	28
Don't know	14	14	4	12	5	8	7	15	15	11	17	19	20	14	7	11	18	13	16	16	12	8

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

Applies most to the Conservatives	21	21	7	37	20	18	10	34	25	22	20	16	14	23	27	19	25	24	21	21	22	20
Applies most to Labour	28	28	61	9	41	27	52	10	25	31	25	26	27	27	31	32	23	25	31	28	26	29
Applies most to the Liberal Democrats	27	26	22	40	16	28	20	38	26	27	26	27	24	26	28	30	22	24	25	27	28	30
Applies to none of them	9	10	2	7	10	20	7	6	9	9	11	11	11	9	9	7	14	11	10	10	9	10
Don't know	15	15	8	7	14	7	10	11	15	11	18	21	23	14	5	13	17	17	14	15	15	11