

YouGov / The Sun Survey Results

Sample Size: 1833 GB Adults
Fieldwork: 4th - 5th 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	1833	401	565	121	195	550	462	364	889	944	218	464	627	524	1045	788	235	596	392	451	159	
Unweighted Sample	1833	385	592	123	216	532	490	378	893	940	168	392	759	514	1196	637	280	585	364	465	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	29	100	0	0	0	70	4	12	30	27	30	30	25	32	33	24	33	38	30	23	12
Lab	41	0	100	0	0	5	89	30	39	43	45	44	47	31	37	46	46	30	37	53	43
Lib Dem	9	0	0	100	0	1	1	37	10	8	9	9	7	10	11	5	11	11	7	7	9
Other	21	0	0	0	100	23	7	21	21	22	16	17	21	27	19	25	11	22	25	17	37

Other Parties Voting Intention

UKIP	14	0	0	0	100	22	4	11	15	13	6	7	14	22	12	17	7	17	18	14	4
SNP / PCY	3	0	0	0	0	0	2	2	3	3	0	6	4	2	4	3	0	0	3	0	29
Green	2	0	0	0	0	0	0	5	1	3	4	2	2	1	2	1	3	2	3	1	1
BNP	1	0	0	0	0	1	0	0	1	1	1	1	0	1	0	2	0	1	1	1	1
Respect	0	0	0	0	0	0	0	0	1	0	4	0	0	0	0	1	0	0	0	1	1
Other	1	0	0	0	0	0	0	1	0	1	1	0	1	1	1	1	0	1	0	0	0

Non Voters

Would Not Vote	7	0	0	0	0	3	2	4	7	8	14	11	7	3	7	9	11	9	9	5	0
Don't know	17	0	0	0	0	17	8	21	10	23	25	19	15	14	16	19	17	19	15	14	20

Dec 03-04
Dec 04-05

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

Approve	29	28	81	10	41	14	55	10	23	34	21	28	30	24	30	31	23	29	31	30	24	15
Disapprove	55	57	11	84	44	70	31	80	62	55	59	48	52	61	60	53	62	51	52	56	62	75
Don't know	16	15	8	6	15	16	14	10	15	11	20	23	19	15	10	16	15	20	17	14	14	11

Total	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	
1833	401	565	121	195	550	462	364	889	944	218	464	627	524	1045	788	235	596	392	451	159	
1833	385	592	123	216	532	490	378	893	940	168	392	759	514	1196	637	280	585	364	465	139	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted Sample
Unweighted Sample

Nov
20-21
Dec
04-05

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	35	36	5	65	36	26	8	62	43	38	34	39	35	39	31	33	39	34	30	33	43	46
Applies most to Labour	30	28	60	4	49	43	51	7	29	32	24	17	24	26	38	31	24	30	33	29	21	22
Applies most to the Liberal Democrats	12	11	14	14	0	17	14	14	9	11	12	10	8	11	15	12	11	11	10	12	12	13
Applies to none of them	10	9	12	8	9	6	13	8	9	7	11	7	10	10	8	11	7	6	10	11	8	12
Don't know	14	16	9	9	5	8	14	10	9	12	20	27	23	13	8	13	19	20	16	15	17	8

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

Applies most to the Conservatives	23	19	56	3	14	22	46	4	12	20	18	5	17	19	27	21	17	18	22	21	16	14
Applies most to Labour	29	30	4	67	19	16	6	64	28	31	29	32	26	34	28	29	31	26	26	26	39	35
Applies most to the Liberal Democrats	17	15	15	10	56	11	12	11	28	17	13	20	15	13	15	18	12	19	16	14	13	17
Applies to none of them	19	22	16	12	9	47	22	14	24	21	23	20	20	23	24	22	22	19	21	28	19	26
Don't know	12	14	8	7	2	4	13	7	7	11	16	23	22	10	6	10	18	18	16	10	13	7

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

Applies most to the Conservatives	19	17	50	6	15	14	35	7	10	20	14	13	20	16	18	18	16	16	18	19	15	15
Applies most to Labour	20	18	3	45	4	7	5	41	13	18	17	15	12	23	17	17	19	17	13	19	24	17
Applies most to the Liberal Democrats	9	7	5	4	30	3	6	5	13	7	6	9	6	6	7	8	5	7	7	7	5	9
Applies to none of them	37	41	32	32	42	71	39	36	51	42	40	35	36	41	47	43	38	36	42	42	39	46
Don't know	16	18	10	13	8	5	15	11	13	12	23	29	25	14	11	15	22	24	19	14	17	14

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

Applies most to the Conservatives	50	51	19	78	57	46	27	74	64	50	51	41	47	56	52	49	53	44	45	50	56	69
Applies most to Labour	21	20	51	5	26	27	40	7	17	23	17	16	17	16	28	23	16	22	21	25	17	7
Applies most to the Liberal Democrats	8	7	12	6	4	12	12	7	4	9	6	8	9	6	7	8	7	7	10	6	7	5
Applies to none of them	7	7	8	4	8	9	8	4	6	6	8	9	5	9	6	8	7	7	8	8	7	6
Don't know	13	15	10	8	4	7	14	9	9	11	18	25	22	13	8	13	17	21	16	12	14	14

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	75	110
Male 25 to 39	177	231
Male 40 to 59	381	310
Male 60 +	260	238
Female 18 to 24	93	108
Female 25 to 39	215	233
Female 40 to 59	378	317
Female 60 +	254	286
Region		
North England	465	451
Midlands	269	301
East England	151	176
London	280	235
South England	434	420
Wales	95	92
Scotland	139	159
Social Grade		
AB	666	513
C1	530	532
C2	276	385
DE	361	403
Newspaper Type		
Express / Mail	337	293
Sun / Star	195	431
Mirror / Record	97	183
Guardian / Independent	116	82
FT / Times / Telegraph	147	174
Other Paper	265	211
No Paper	676	458
Political Party Identification		
Labour	631	587
Conservative	479	513
Liberal Democrat	180	202
SNP/Plaid Cymru	32	31
Others	116	42
None/ DK	395	458

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