

# YouGov/ The Sun Survey Results

Sample Size: 1909 GB Adults  
Fieldwork: 20th - 21st 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	
<b>Weighted Sample</b>	<b>1909</b>	478	592	154	187	583	445	393	926	983	227	483	653	546	1088	821	244	620	409	470	166	
Unweighted Sample	1909	464	624	134	188	585	504	405	900	1009	120	494	766	529	1264	645	304	587	389	471	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	76	3	10	31	32	30	30	27	38	34	28	30	42	32	25	15
Lab	<b>39</b>	0	100	0	0	5	87	36	41	37	39	46	43	29	37	42	42	28	40	51	37
Lib Dem	<b>10</b>	0	0	100	0	2	2	35	8	12	9	12	11	8	12	7	14	10	12	6	10
Other	<b>19</b>	0	0	0	100	17	9	18	20	18	22	13	18	24	17	23	15	19	16	18	39

## Other Parties Voting Intention

UKIP	<b>12</b>	0	0	0	100	16	4	8	13	11	12	5	11	20	10	16	11	14	11	15	3
SNP / PCY	<b>4</b>	0	0	0	0	0	4	3	5	3	3	4	5	3	4	5	1	2	3	1	31
Green	<b>2</b>	0	0	0	0	0	1	6	1	3	7	2	1	1	3	1	2	3	1	1	5
BNP	<b>1</b>	0	0	0	0	0	1	0	1	0	0	1	1	0	0	1	1	1	1	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	3	3	6	5	10	10	13	6	4	7	8	6	10	9	5	5
Don't know	<b>13</b>	0	0	0	0	11	10	17	8	18	15	13	15	10	12	14	12	13	13	11	17

Nov 19-20  
Nov 20-21

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

Approve	28	<b>29</b>	82	5	33	11	60	7	19	32	25	24	29	26	33	32	25	28	35	29	25	15
Disapprove	56	<b>56</b>	9	89	41	78	28	86	64	59	54	55	52	61	55	53	60	54	48	55	63	74
Don't know	16	<b>15</b>	10	7	26	11	12	6	16	9	21	21	19	13	12	15	15	18	17	16	11	11

Fieldwork: 20th - 21st 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	
<b>Weighted Sample</b>	<b>1909</b>	478	592	154	187	583	445	393	926	983	227	483	653	546	1088	821	244	620	409	470	166	
Unweighted Sample	1909	464	624	134	188	585	504	405	900	1009	120	494	766	529	1264	645	304	587	389	471	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov  
06-07

Nov 20-  
21

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	<b>35</b>	6	62	40	35	11	60	40	40	30	39	37	39	26	33	36	39	30	34	37	38
Applies most to Labour	27	<b>30</b>	59	6	40	40	52	10	30	32	28	24	26	29	37	32	27	27	36	27	28	25
Applies most to the Liberal Democrats	13	<b>12</b>	17	14	1	13	17	13	7	12	12	11	7	12	17	12	12	7	8	18	14	14
Applies to none of them	10	<b>10</b>	11	9	12	6	10	10	10	8	11	8	10	10	9	11	7	10	10	8	9	12
Don't know	14	<b>14</b>	8	9	7	5	10	7	12	8	19	18	20	11	10	12	17	16	16	13	12	11

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

Applies most to the Conservatives	23	<b>23</b>	64	3	3	22	53	5	7	23	22	19	15	20	34	23	22	21	26	21	23	13
Applies most to Labour	31	<b>29</b>	5	68	10	11	9	63	29	33	26	28	33	31	24	29	30	30	25	25	37	32
Applies most to the Liberal Democrats	15	<b>17</b>	15	10	68	10	12	8	36	18	15	16	18	19	13	20	12	20	14	21	14	17
Applies to none of them	19	<b>19</b>	9	10	11	54	16	17	19	19	20	19	16	20	21	18	21	14	20	20	16	30
Don't know	12	<b>12</b>	7	9	7	3	9	7	9	8	16	17	17	10	9	10	15	14	14	12	10	8

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

Applies most to the Conservatives	17	<b>19</b>	50	4	12	12	38	7	8	20	17	17	16	18	22	19	18	15	23	17	18	11
Applies most to Labour	22	<b>20</b>	4	46	17	6	4	41	22	23	17	24	16	21	20	21	18	22	15	22	23	22
Applies most to the Liberal Democrats	6	<b>9</b>	10	6	28	5	9	6	12	8	9	16	10	7	6	9	8	11	8	7	11	7
Applies to none of them	38	<b>37</b>	27	33	35	68	36	36	46	38	37	24	37	41	40	37	38	34	37	38	36	46
Don't know	16	<b>16</b>	10	12	8	9	13	11	12	10	20	19	21	13	12	14	18	17	17	16	13	14

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

Applies most to the Conservatives	51	<b>50</b>	22	76	54	51	26	76	65	52	49	46	47	59	46	49	52	54	42	52	54	66
Applies most to Labour	22	<b>21</b>	43	8	23	27	40	8	14	23	19	16	19	20	26	24	16	15	24	21	22	12
Applies most to the Liberal Democrats	8	<b>8</b>	17	5	7	7	14	6	3	8	8	5	8	6	12	8	8	7	9	7	9	3
Applies to none of them	7	<b>7</b>	10	2	7	9	9	4	9	8	7	13	8	6	7	7	8	7	8	7	7	8
Don't know	13	<b>13</b>	10	8	9	5	11	7	10	9	17	21	19	10	9	12	16	17	17	12	9	11

## 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.
<b>Age and Gender</b>		
Male 18 to 24	49	115
Male 25 to 39	215	241
Male 40 to 59	371	323
Male 60 +	265	248
Female 18 to 24	71	113
Female 25 to 39	279	242
Female 40 to 59	395	330
Female 60 +	264	298
<b>Region</b>		
North England	471	470
Midlands	277	313
East England	159	183
London	304	244
South England	428	437
Wales	112	95
Scotland	158	166
<b>Social Grade</b>		
AB	711	535
C1	553	554
C2	283	401
DE	362	420
<b>Newspaper Type</b>		
Express / Mail	365	305
Sun / Star	161	449
Mirror / Record	101	191
Guardian / Independent	155	86
FT / Times / Telegraph	126	181
Other Paper	263	220
No Paper	738	477
<b>Political Party Identification</b>		
Labour	663	610
Conservative	531	535
Liberal Democrat	164	210
SNP/Plaid Cymru	46	32
Others	104	44
None/ DK	401	477

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)