

# YouGov / The Sun Survey Results

Sample Size: 1945 GB Adults  
Fieldwork: 3rd - 4th 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	
<b>Weighted Sample</b>	<b>1943</b>	501	593	145	150	568	500	406	942	1001	231	490	665	556	1106	836	249	630	416	478	169	
Unweighted Sample	1943	469	636	117	175	556	537	421	919	1024	178	484	794	487	1256	687	300	653	384	438	168	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>34</b>	100	0	0	0	80	4	12	33	35	29	32	33	37	39	27	34	40	41	22	25
Lab	<b>40</b>	0	100	0	0	5	87	33	40	40	40	41	40	38	38	42	40	31	36	53	40
Lib Dem	<b>10</b>	0	0	100	0	1	1	38	9	10	11	13	8	9	10	9	11	12	9	7	7
Other	<b>17</b>	0	0	0	100	14	8	17	19	15	21	15	19	16	14	21	14	17	14	18	28

## Other Parties Voting Intention

UKIP	<b>10</b>	0	0	0	100	12	5	6	11	9	7	6	11	13	8	14	7	13	8	11	6
SNP / PCY	<b>3</b>	0	0	0	0	0	1	2	4	1	4	1	3	2	2	3	1	0	3	0	21
Green	<b>3</b>	0	0	0	0	1	1	7	3	2	9	4	2	0	2	3	4	2	2	4	1
BNP	<b>1</b>	0	0	0	0	1	0	0	0	1	0	2	1	0	1	1	0	1	1	2	1
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>1</b>	0	0	0	0	0	1	2	1	1	1	1	1	0	1	1	1	1	0	1	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	3	2	5	8	8	15	12	6	3	7	9	9	9	7	7	7
Don't know	<b>15</b>	0	0	0	0	11	9	23	9	21	20	13	15	15	14	17	17	14	16	15	16

Dec  
02-03  
**Dec  
03-04**

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

Approve	29	<b>29</b>	80	4	39	13	60	9	25	33	25	26	29	30	31	33	25	34	33	32	22	22
Disapprove	56	<b>55</b>	10	91	33	76	26	87	56	54	55	46	52	58	58	52	59	51	48	52	65	64
Don't know	15	<b>16</b>	10	5	28	12	15	5	18	12	19	28	19	13	12	15	17	15	19	16	13	14

Dec  
02-03  
**Dec  
03-04**

## Which of these would make the best Prime Minister?

David Cameron	34	<b>33</b>	94	3	18	25	77	7	19	36	31	28	31	32	39	38	27	37	38	38	24	25
Ed Miliband	23	<b>24</b>	0	65	9	11	3	57	19	26	22	20	23	24	25	22	26	20	18	22	32	32
Nick Clegg	5	<b>6</b>	1	3	42	2	2	2	15	7	4	6	8	6	3	5	6	8	6	6	4	4
Don't know	39	<b>37</b>	4	28	30	62	18	34	47	32	43	47	38	37	33	35	41	34	38	34	40	39

## 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	78	117
Male 25 to 39	219	245
Male 40 to 59	370	329
Male 60 +	253	253
Female 18 to 24	100	115
Female 25 to 39	267	247
Female 40 to 59	424	336
Female 60 +	234	303
<b>Region</b>		
North England	438	478
Midlands	285	319
East England	168	187
London	300	249
South England	487	445
Wales	99	97
Scotland	168	169
<b>Social Grade</b>		
AB	732	545
C1	526	564
C2	303	408
DE	384	428
<b>Newspaper Type</b>		
Express / Mail	371	311
Sun / Star	210	457
Mirror / Record	112	195
Guardian / Independent	141	88
FT / Times / Telegraph	124	185
Other Paper	256	224
No Paper	731	486
<b>Political Party Identification</b>		
Labour	682	622
Conservative	522	545
Liberal Democrat	170	214
SNP/Plaid Cymru	37	33
Others	103	45
None/ DK	431	486

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)