

YouGov / The Sun Survey Results

Sample Size: 1817 GB Adults
Fieldwork: 27th - 28th 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	1817	439	520	109	186	557	438	392	881	936	216	460	621	520	1036	781	233	591	389	447	158	
Unweighted Sample	1817	446	544	92	201	569	440	403	894	923	145	421	763	488	1197	620	248	591	350	446	182	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention
[Excluding Don't knows and Wouldn't votes]

Con	33	100	0	0	0	74	2	12	33	32	31	32	33	33	36	27	29	44	32	24	25
Lab	39	0	100	0	0	4	88	33	36	41	38	45	40	33	37	41	42	25	39	55	34
Lib Dem	8	0	0	100	0	1	2	32	8	8	9	10	6	8	9	7	10	10	7	8	5
Other	21	0	0	0	100	22	9	23	22	19	22	13	21	26	18	24	19	22	22	13	35

Other Parties Voting Intention

UKIP	14	0	0	0	100	20	7	14	15	12	13	7	14	19	11	18	13	18	18	10	4
SNP / PCY	3	0	0	0	0	1	2	2	4	3	4	3	3	4	4	3	1	1	1	1	26
Green	2	0	0	0	0	0	0	5	1	2	2	3	2	1	2	1	3	2	1	2	3
BNP	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0
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	1	0	1	1	1	2	0	1	1	1	1	1	2	0	0	2

Non Voters

Would Not Vote	10	0	0	0	0	3	4	6	10	11	29	14	7	4	9	12	11	14	9	9	4
Don't know	16	0	0	0	0	14	10	23	11	20	18	17	15	14	16	15	19	16	14	14	17

Nov 26-27
Nov 27-28

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

Approve	29	28	79	7	42	6	55	10	21	30	26	16	29	28	32	31	24	26	34	27	23	26
Disapprove	56	55	8	88	41	84	30	80	65	57	54	49	49	60	58	52	59	58	45	58	64	57
Don't know	15	17	13	5	17	10	15	10	14	13	20	35	21	13	10	16	17	15	21	15	13	16

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	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	
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Unweighted Sample	1817	446	544	92	201	569	440	403	894	923	145	421	763	488	1197	620	248	591	350	446	182	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov
13-14

Nov
27-28

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

It is led by people of real ability

Its leaders are prepared to take tough and unpopular decisions

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

Applies most to Labour	29	27	1	79	4	7	4	67	20	27	26	20	28	29	25	27	26	33	18	25	37	25
Applies most to the Conservatives	25	26	80	2	3	20	63	4	8	28	24	14	21	27	34	29	22	27	29	27	21	25
Applies most to the Liberal Democrats	10	9	3	3	79	1	2	2	34	9	9	8	11	8	10	10	8	10	10	8	8	12
Applies to none of them	23	23	8	9	6	61	22	18	24	23	23	23	19	27	23	21	26	19	24	24	22	28
Don't know	12	15	7	6	8	11	9	10	14	12	17	35	21	8	8	12	18	11	19	16	12	11
Applies most to the Conservatives	22	20	64	3	4	10	44	4	8	22	18	12	19	20	24	21	18	16	27	17	16	16
Applies most to Labour	14	14	1	42	5	2	2	35	11	13	15	10	16	13	16	13	15	18	10	13	18	11
Applies most to the Liberal Democrats	5	3	0	1	37	1	0	2	11	3	3	3	3	3	4	3	4	3	4	2	2	4
Applies to none of them	43	44	21	40	41	76	38	45	52	45	42	35	37	50	45	46	41	47	38	43	47	49
Don't know	16	19	13	14	12	11	15	14	18	16	22	40	25	14	12	17	22	15	20	24	16	19
Applies most to the Conservatives	43	40	80	25	33	26	63	28	32	41	39	27	38	44	43	42	38	42	41	40	39	41
Applies most to Labour	12	11	1	32	4	3	2	26	9	10	11	5	13	11	10	10	12	11	9	10	13	12
Applies most to the Liberal Democrats	5	4	2	2	36	2	2	3	12	6	3	6	5	4	3	4	4	3	6	4	3	4
Applies to none of them	26	29	10	29	18	57	26	30	32	30	29	25	24	32	33	30	28	32	26	29	33	30
Don't know	14	15	6	12	8	12	8	13	15	14	17	37	20	9	10	13	18	12	18	18	12	12
Applies most to the Liberal Democrats	26	26	25	38	9	22	22	34	27	26	25	30	24	26	25	28	23	28	20	23	32	28
Applies most to Labour	28	25	55	7	55	22	45	8	26	27	24	13	22	29	29	28	22	23	31	23	21	25
Applies most to the Conservatives	21	22	6	38	24	29	13	36	25	23	21	9	22	25	25	21	24	24	19	24	25	18
Applies to none of them	10	10	5	7	4	15	7	11	8	9	10	10	10	10	9	8	12	9	10	10	8	13
Don't know	15	17	10	10	9	12	13	11	15	15	20	38	23	10	12	15	20	15	20	19	14	15

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	62	109
Male 25 to 39	197	229
Male 40 to 59	381	307
Male 60 +	254	236
Female 18 to 24	83	107
Female 25 to 39	224	231
Female 40 to 59	382	314
Female 60 +	234	283
Region		
North England	446	447
Midlands	272	298
East England	170	174
London	248	233
South England	421	416
Wales	78	91
Scotland	182	158
Social Grade		
AB	696	509
C1	501	527
C2	273	382
DE	347	400
Newspaper Type		
Express / Mail	360	291
Sun / Star	180	427
Mirror / Record	93	182
Guardian / Independent	129	82
FT / Times / Telegraph	132	173
Other Paper	258	209
No Paper	665	454
Political Party Identification		
Labour	602	581
Conservative	512	509
Liberal Democrat	136	200
SNP/Plaid Cymru	40	31
Others	105	42
None/ DK	422	454

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