

YouGov / The Sun Survey Results

Sample Size: 1972 GB Adults
Fieldwork: 6th - 7th January 2014

	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	1972	478	555	145	205	582	502	422	956	1016	235	499	674	564	1124	848	252	641	422	485	172
Unweighted Sample	1972	467	563	120	214	557	506	448	919	1053	164	483	760	565	1278	694	307	617	385	457	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	76	4	13	29	35	29	30	30	36	37	25	27	38	37	28	18
Lab	37	0	100	0	0	3	84	34	37	36	40	40	39	30	33	42	45	28	35	44	39
Lib Dem	10	0	0	100	0	1	2	35	10	9	8	14	10	7	11	7	12	10	8	11	5
Other	22	0	0	0	100	21	10	19	24	19	24	15	21	27	19	26	16	23	20	17	37

Other Parties Voting Intention

SNP / PCY	4	0	0	0	0	1	2	3	4	4	7	4	4	3	4	4	1	0	2	1	30
Green	3	0	0	0	0	0	1	6	3	2	6	2	3	1	2	4	5	3	1	2	2
UKIP	14	0	0	0	100	18	7	9	15	12	10	7	13	22	11	17	10	19	16	11	3
BNP	1	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0	1	0	1	0
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	1	0	1	1	0	1	1	1	0	1	1	0	1	0	1	2

Non Voters

Would Not Vote	7	0	0	0	0	3	4	4	7	7	10	10	6	5	6	9	7	9	8	6	1
Don't know	17	0	0	0	0	12	11	21	12	21	18	19	15	16	16	18	14	20	16	18	9

Jan 5-6
Jan 6-7

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

Approve	28	30	84	5	44	14	60	8	25	32	28	30	29	30	30	34	24	32	32	31	27	22
Disapprove	55	56	7	90	35	75	25	84	62	59	54	56	54	59	55	53	61	54	53	52	61	70
Don't know	18	14	9	5	21	11	15	8	14	9	18	14	17	11	15	13	15	14	14	17	13	8

Fieldwork: 6th - 7th January 2014

Weighted Sample
Unweighted Sample

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
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec
09-10
2013
Jan 6-7
2014

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

Sticks to what he believes in	21	23	50	10	25	19	40	12	19	25	21	15	22	24	26	24	22	21	23	25	23	22
Charismatic	15	16	32	9	22	14	26	8	16	18	14	13	15	20	12	18	13	20	17	14	13	15
Decisive	14	16	37	7	22	7	28	7	12	17	15	21	19	15	12	16	16	15	19	15	14	15
Strong	16	14	36	6	18	5	26	6	12	15	14	20	17	14	10	15	13	17	15	13	13	14
A natural leader	14	13	32	4	20	11	25	6	12	15	12	13	16	13	13	16	10	13	17	11	14	9
Good in a crisis	13	12	34	2	20	6	25	3	10	15	10	16	11	13	10	14	9	18	14	12	10	7
Honest	13	11	31	3	10	6	26	3	7	12	11	7	8	13	15	13	9	11	13	12	10	9
In touch with the concerns of ordinary people	6	6	19	1	9	2	14	1	6	6	7	3	6	6	9	7	6	7	9	4	6	3
None of these	46	46	9	71	29	59	23	68	53	46	47	40	41	50	50	43	51	42	46	44	50	52
Don't know	9	7	3	2	8	5	6	4	4	4	10	10	10	6	4	7	7	8	6	10	7	3

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	24	22	8	53	20	12	7	46	24	25	20	19	18	25	24	21	24	27	19	20	24	29
Sticks to what he believes in	16	18	10	40	13	11	7	36	18	20	16	12	13	21	21	17	19	17	18	18	17	21
Honest	15	15	4	41	14	3	3	36	17	18	13	10	11	19	17	16	15	16	14	14	16	21
Decisive	5	6	1	18	2	0	2	14	5	8	4	5	6	7	6	4	8	6	6	3	7	9
Strong	6	6	3	16	3	1	2	13	5	8	4	8	5	6	6	5	7	6	7	3	6	8
Charismatic	3	5	2	10	5	4	1	9	4	5	5	8	3	4	5	4	6	5	4	4	6	4
A natural leader	3	4	1	11	1	1	2	9	2	5	3	5	3	4	5	3	5	6	4	2	4	5
Good in a crisis	4	4	2	11	6	0	1	10	3	6	3	8	3	4	5	5	4	6	5	3	3	7
None of these	48	51	73	19	40	74	76	25	49	51	51	45	45	52	58	53	49	42	55	51	51	47
Don't know	13	12	7	7	19	5	7	8	12	8	17	19	22	8	7	13	12	13	12	14	12	8

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	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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec
09-10
2013
**Jan 6-7
2014**

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Honest	10	11	15	6	44	10	11	7	19	15	8	7	13	13	9	13	9	11	12	10	10	13
Sticks to what he believes in	7	10	14	4	30	10	11	6	16	11	8	5	7	11	12	10	9	6	10	11	9	9
In touch with the concerns of ordinary people	11	10	12	6	44	3	8	7	20	11	9	8	11	11	8	11	7	12	9	10	10	8
Charismatic	10	9	12	9	28	4	9	8	13	10	8	12	10	10	5	10	7	10	8	9	8	10
Strong	3	4	5	2	24	2	5	2	7	6	2	5	8	4	2	5	4	5	4	4	5	2
Decisive	4	3	4	2	16	1	3	2	6	3	4	3	6	2	3	5	2	6	3	3	3	4
A natural leader	3	3	3	2	19	0	2	1	8	5	2	3	5	3	2	4	2	4	3	3	3	3
Good in a crisis	4	2	3	1	17	1	2	1	6	4	1	1	3	3	3	3	2	4	3	1	3	1
None of these	58	60	52	72	14	75	60	69	52	61	59	50	51	62	69	59	62	57	60	58	62	63
Don't know	14	11	6	7	7	6	8	8	9	7	15	17	17	8	7	10	13	9	12	13	11	6

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	80	118
Male 25 to 39	212	248
Male 40 to 59	361	333
Male 60 +	266	256
Female 18 to 24	84	116
Female 25 to 39	271	250
Female 40 to 59	399	341
Female 60 +	299	308
Region		
North England	457	485
Midlands	281	323
1	193	189
London	307	252
South England	424	452
Wales	104	99
Scotland	206	172
Social Grade		
AB	746	552
C1	532	572
C2	301	414
DE	393	434
Newspaper Type		
Express / Mail	383	316
Sun / Star	168	463
Mirror / Record	89	197
Guardian / Independent	165	89
FT / Times / Telegraph	137	187
Other Paper	322	227
No Paper	708	493
Political Party Identification		
Labour	634	631
Conservative	539	552
Liberal Democrat	175	217
SNP/Plaid Cymru	61	34
Others	124	45
None/ DK	439	493

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