

YouGov / The Sun Survey Results

Sample Size: 1988 GB Adults
Fieldwork: 3rd - 4th November 2014

	Westminster VI					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	1988	493	529	115	237	581	486	402	964	1024	237	503	680	569	1133	855	254	646	425	489	173
Unweighted Sample	1988	467	554	108	254	565	523	395	963	1025	189	414	807	578	1284	704	250	607	398	526	207
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	72	4	16	29	34	26	32	27	39	37	25	33	39	34	25	16
Lab	34	0	100	0	0	3	77	32	35	34	36	40	36	26	33	36	40	28	33	44	22
Lib Dem	7	0	0	100	0	1	1	27	7	7	8	5	9	8	9	6	7	9	5	7	6
Other	27	0	0	0	100	24	18	25	29	25	30	23	28	27	22	34	20	23	27	23	57

Other Parties Voting Intention

UKIP	15	0	0	0	100	21	7	10	17	14	9	9	18	19	12	20	12	17	17	17	4
Green	6	0	0	0	0	1	5	10	6	6	14	7	4	4	6	7	7	5	8	5	7
SNP / PCY	5	0	0	0	0	1	5	5	5	4	5	6	5	4	4	6	0	0	2	0	45
BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	1	1	0	1	0	1	0	1	0	1	0	0	0	0

Non Voters

Would Not Vote	7	0	0	0	0	2	4	2	5	8	10	10	5	3	5	8	8	7	5	7	4
Don't know	15	0	0	0	0	13	9	22	12	18	20	19	13	13	14	16	12	14	20	16	10

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

	Nov 2-3	Nov 3-4																				
Approve	32	32	85	7	35	18	61	9	30	33	31	27	31	29	37	37	24	29	38	32	26	25
Disapprove	53	53	7	85	45	72	27	78	55	55	51	43	49	60	53	48	59	50	46	52	59	68
Don't know	15	15	7	9	20	10	12	13	15	13	18	31	20	11	10	14	17	20	15	16	15	7

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

	Oct 20-21	Nov 3-4																				
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	24	23	50	15	20	16	37	15	22	23	22	20	18	26	24	25	19	20	25	23	21	19
Strong	16	16	40	7	16	7	26	8	16	15	17	17	15	17	15	18	13	18	16	15	16	11
A natural leader	16	16	41	6	14	8	28	6	19	18	15	16	16	18	15	19	13	14	18	16	16	12
Decisive	16	15	39	6	11	5	26	8	14	15	14	16	16	14	14	17	11	14	15	14	15	15
Good in a crisis	15	15	40	4	15	10	30	5	11	16	14	17	12	14	18	17	12	15	18	13	14	11
Charismatic	15	15	28	9	22	12	24	9	15	18	13	19	15	15	14	17	13	16	17	14	16	12
Honest	13	13	37	3	13	5	30	3	9	14	12	10	8	13	20	15	10	11	17	10	12	12
In touch with the concerns of ordinary people	6	5	18	1	3	1	13	1	2	5	6	5	4	6	6	6	4	7	7	4	6	1
None of these	45	47	12	66	46	64	28	63	49	47	48	36	43	49	53	43	52	44	44	45	50	61
Don't know	10	8	5	5	4	1	6	8	4	7	10	21	12	6	4	7	11	14	7	10	8	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	18	16	5	43	13	7	5	35	15	18	15	19	13	18	16	16	17	19	15	15	21	6
Honest	14	14	5	35	12	3	4	31	15	16	13	12	12	17	13	15	13	15	13	10	20	11
Sticks to what he believes in	14	13	5	33	12	5	5	27	14	15	10	12	9	16	13	14	12	12	14	12	14	8
Strong	4	3	1	9	3	1	1	6	1	2	3	4	4	2	3	3	3	4	2	2	6	1
Decisive	5	3	1	10	1	1	1	8	2	4	3	6	4	3	3	3	4	3	3	3	5	2
Good in a crisis	3	3	1	7	5	0	1	5	2	2	3	4	3	3	1	2	3	3	2	3	4	0
Charismatic	2	3	1	7	2	3	1	4	3	3	3	6	3	2	3	3	3	3	3	2	4	2
A natural leader	2	2	0	4	4	1	1	3	2	2	2	2	3	2	1	2	1	2	0	2	3	1
None of these	56	60	82	24	62	82	82	34	60	59	60	46	57	59	68	60	60	51	62	62	54	73
Don't know	13	11	5	9	6	5	6	12	10	9	13	23	16	8	6	10	13	17	10	13	11	7
Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.																						
Honest	12	11	18	6	44	6	14	7	19	12	10	3	9	13	15	13	9	10	13	11	10	11
In touch with the concerns of ordinary people	10	10	14	8	45	3	10	7	21	11	9	9	9	11	10	12	7	10	11	12	10	5
Sticks to what he believes in	9	8	12	3	34	6	11	4	12	8	8	4	6	8	11	9	6	8	10	6	7	9
Charismatic	9	8	12	6	25	4	10	6	14	10	6	5	8	9	8	9	6	9	9	6	8	8
Strong	2	3	3	1	16	1	3	1	4	3	3	2	2	2	4	3	2	3	2	2	3	2
Decisive	3	3	3	3	16	2	3	3	6	3	3	1	2	4	4	3	2	3	3	1	5	2
Good in a crisis	3	3	3	1	21	0	2	1	6	3	3	5	2	3	2	3	3	5	3	2	3	2
A natural leader	3	3	5	1	13	2	3	1	7	3	3	2	3	3	3	3	3	3	4	3	3	2
None of these	60	62	54	70	17	83	60	70	52	62	62	57	59	63	66	60	65	56	62	59	64	73
Don't know	12	11	6	9	3	2	7	11	7	9	14	26	15	9	5	10	13	18	10	13	12	4

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	70	119
Male 25 to 39	178	250
Male 40 to 59	414	336
Male 60 +	301	258
Female 18 to 24	119	117
Female 25 to 39	236	252
Female 40 to 59	393	344
Female 60 +	277	310
Region		
North England	526	489
Midlands	257	326
East	182	191
London	250	254
South England	425	455
Wales	141	99
Scotland	207	173
Social Grade		
AB	682	557
C1	602	577
C2	309	417
DE	395	437
Newspaper Type		
Express / Mail	378	282
Sun / Star	236	400
Mirror / Record	138	175
Guardian / Independent	148	87
FT / Times / Telegraph	153	159
Other Paper	307	229
No Paper	628	656
Political Party Identification		
Labour	665	628
Conservative	517	553
Liberal Democrat	171	189
SNP/Plaid Cymru	51	38
Others	163	97
None/ DK	421	483

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