

## YouGov / The Sun Survey Results

Sample Size: 1782 GB Adults  
Fieldwork: 12th - 13th January 2015

	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	
<b>Weighted Sample</b>	<b>1782</b>	458	473	102	205	516	453	864	918	212	451	609	510	1016	766	228	579	381	438	155	
Unweighted Sample	1782	454	456	77	240	534	425	878	904	190	309	703	580	1233	549	187	604	394	426	171	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	32	100	0	0	0	73	6	11	34	31	37	34	29	33	37	26	37	39	35	24	16
Lab	33	0	100	0	0	4	74	30	30	36	25	29	41	30	29	39	32	25	38	43	31
Lib Dem	7	0	0	100	0	1	2	29	7	7	6	12	5	6	9	5	11	10	2	7	3
UKIP	14	0	0	0	100	19	6	12	14	14	5	10	13	22	11	19	9	18	17	15	2
Other	13	0	0	0	0	3	12	18	14	12	27	14	12	9	14	12	11	8	7	11	48

### Other Parties Voting Intention

Green	7	0	0	0	0	1	5	13	7	7	18	8	5	4	8	4	7	8	5	8	1
SNP/ PCY	5	0	0	0	0	0	5	5	6	4	6	6	5	4	5	5	1	0	2	0	46
BNP	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	2	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	1	1	0	1	1	2	0	2	0	1	2	1	0	1	2	1

### Non Voters

Would Not Vote	5	0	0	0	0	1	2	3	4	6	8	9	4	2	5	5	5	3	7	6	4
Don't know	15	0	0	0	0	11	10	22	11	19	19	18	13	14	15	16	22	14	16	15	7

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

	Jan 11-12	Jan 12-13																				
Approve	31	32	86	7	37	20	64	13	22	37	28	32	35	31	31	37	25	34	39	31	26	21
Disapprove	55	52	6	86	39	70	23	77	60	52	53	40	44	58	57	47	59	47	47	52	58	61
Don't know	15	16	8	8	24	10	13	10	18	12	20	28	20	11	12	15	16	19	14	17	16	18

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	Westminster VI					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	
<b>Weighted Sample</b>	458	473	102	205	516	453	354	864	918	212	451	609	510	1016	766	228	579	381	438	155	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 15-16	Jan 12-13																				
<b>Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.</b>																						
Sticks to what he believes in	21	23	51	11	26	13	41	11	19	26	20	25	17	25	24	25	20	18	26	24	20	22
Decisive	16	19	47	7	19	9	36	10	13	21	18	22	20	20	17	22	15	20	21	20	19	13
Strong	15	17	44	5	11	8	33	8	8	20	14	21	16	17	16	18	15	16	18	15	18	14
Good in a crisis	15	17	49	3	8	9	35	7	9	19	15	21	17	16	17	20	13	17	21	15	14	15
Charismatic	16	17	34	6	16	13	27	5	14	17	16	27	16	16	14	19	13	18	19	18	13	15
A natural leader	18	16	42	3	11	11	30	7	10	19	13	16	17	16	14	19	11	17	17	15	15	13
Honest	11	12	33	2	18	4	24	3	7	14	9	9	10	11	14	15	7	14	14	9	10	8
In touch with the concerns of ordinary people	6	6	19	1	3	3	14	2	2	7	5	7	6	6	6	6	5	7	8	5	4	3
None of these	48	46	8	71	47	59	23	67	56	45	47	27	42	50	53	40	54	44	45	43	49	54
Don't know	8	8	4	4	2	6	5	7	7	8	9	14	14	5	4	9	8	12	6	9	11	5
<b>Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.</b>																						
In touch with the concerns of ordinary people	17	19	7	49	10	6	6	39	22	19	20	17	13	23	22	18	21	18	19	21	19	18
Honest	15	17	6	43	20	3	5	33	21	19	15	12	17	20	17	19	15	18	14	15	22	19
Sticks to what he believes in	13	16	9	37	18	6	6	30	18	17	14	14	9	18	20	15	16	15	16	14	16	17
Decisive	4	6	2	14	11	1	2	12	7	7	4	4	6	6	6	5	7	7	5	6	5	6
Strong	4	5	1	13	9	3	2	10	6	5	5	4	5	6	4	4	6	6	4	7	4	7
Charismatic	3	4	1	8	7	2	1	5	5	4	3	5	2	4	4	3	5	3	2	4	4	5
Good in a crisis	3	3	1	10	5	0	1	7	3	4	3	3	1	5	4	3	4	3	2	6	3	6
A natural leader	2	2	0	7	2	1	0	6	2	2	2	2	1	4	2	2	3	3	2	3	2	3
None of these	60	56	78	20	52	81	79	31	51	58	54	50	53	56	59	56	55	51	59	56	51	61
Don't know	11	11	6	10	5	4	6	11	11	8	14	18	14	9	8	10	12	13	9	13	13	10
<b>Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.</b>																						
Honest	10	12	20	7	41	4	15	7	20	13	11	11	11	12	14	15	8	14	15	10	10	12
In touch with the concerns of ordinary people	10	10	14	6	42	3	10	5	18	11	10	13	8	10	11	12	8	10	13	7	9	10
Charismatic	8	10	16	7	25	7	11	6	16	11	9	15	11	11	6	13	6	13	11	10	9	7
Sticks to what he believes in	7	9	14	5	34	3	11	5	16	11	7	7	9	9	10	11	6	8	11	7	9	7
Strong	2	4	4	3	18	2	3	3	6	4	3	4	4	3	3	3	4	5	4	3	4	1
Decisive	3	4	5	1	23	3	5	2	7	5	3	6	4	4	3	5	2	7	4	2	4	2
Good in a crisis	2	3	4	2	12	2	3	1	5	3	3	4	2	3	2	3	3	4	3	1	4	1
A natural leader	3	3	3	2	11	3	3	2	4	3	3	5	3	3	2	4	2	2	3	3	3	4
None of these	64	60	50	72	16	77	59	70	46	61	59	53	51	65	64	54	67	55	58	64	58	68
Don't know	12	12	8	8	6	7	9	10	12	8	15	18	19	8	9	11	14	13	10	13	13	12

## 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	86	107
Male 25 to 39	120	225
Male 40 to 59	321	301
Male 60 +	351	232
Female 18 to 24	104	105
Female 25 to 39	189	226
Female 40 to 59	382	308
Female 60 +	229	278
<b>Region</b>		
North England	426	438
Midlands	275	292
East	170	171
London	187	228
South England	434	408
Wales	119	89
Scotland	171	155
<b>Social Grade</b>		
AB	730	499
C1	503	517
C2	252	374
DE	297	392
<b>Newspaper Type</b>		
Express / Mail	279	253
Sun / Star	265	358
Mirror / Record	122	157
Guardian / Independent	164	78
FT / Times / Telegraph	141	143
Other Paper	226	205
No Paper	585	588
<b>Political Party Identification</b>		
Labour	513	563
Conservative	489	495
Liberal Democrat	118	169
SNP/Plaid Cymru	66	34
Others	174	87
None/ DK	422	433

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)