

# YouGov / The Sun Survey Results

Sample Size: 2141 GB Adults  
Fieldwork: 22nd - 23rd September 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	
<b>Weighted Sample</b>	<b>2141</b>	530	622	125	251	650	545	403	1038	1103	255	542	732	612	1220	921	274	696	458	527	186	
Unweighted Sample	2141	487	665	109	255	599	603	395	1038	1103	233	457	856	595	1368	773	350	581	434	472	304	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	31	100	0	0	0	72	5	14	31	32	31	25	29	37	36	24	34	37	28	28	19
Lab	37	0	100	0	0	6	82	32	36	37	31	45	40	29	33	41	41	26	40	48	28
Lib Dem	7	0	0	100	0	1	1	30	8	7	6	8	7	7	8	6	8	11	7	4	6
Other	25	0	0	0	100	22	12	25	25	25	32	22	24	27	22	29	17	26	25	20	47

## Other Parties Voting Intention

UKIP	15	0	0	0	100	20	6	11	16	14	10	9	15	20	12	19	12	18	16	15	2
SNP / PCY	5	0	0	0	0	1	4	1	5	4	9	4	4	4	4	5	1	1	2	1	38
Green	5	0	0	0	0	0	2	11	3	6	11	7	4	2	5	4	4	6	5	3	5
BNP	0	0	0	0	0	0	0	0	1	0	2	1	0	0	0	1	0	0	0	1	1
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	0	0	1	0	1	1	1	0	1	0	1	1	0	1	0	1

## Non Voters

Would Not Vote	7	0	0	0	0	3	3	2	5	9	13	10	6	2	5	10	8	8	6	6	5
Don't know	13	0	0	0	0	9	8	16	9	17	18	14	14	10	13	14	14	13	12	16	10

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

	Sept 21-22	Sept 22-23																				
Approve	31	31	84	6	42	19	63	8	28	35	26	30	27	29	37	36	23	29	36	32	27	22
Disapprove	52	54	8	84	39	73	26	83	56	54	54	48	51	57	55	50	58	56	46	55	59	60
Don't know	17	16	7	10	18	8	11	9	16	11	20	23	22	14	9	13	18	14	18	13	14	18

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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
<b>Weighted Sample</b>	<b>2141</b>	<b>530</b>	<b>622</b>	<b>125</b>	<b>251</b>	<b>650</b>	<b>545</b>	<b>403</b>	<b>1038</b>	<b>1103</b>	<b>255</b>	<b>542</b>	<b>732</b>	<b>612</b>	<b>1220</b>	<b>921</b>	<b>274</b>	<b>696</b>	<b>458</b>	<b>527</b>	<b>186</b>
Unweighted Sample	2141	487	665	109	255	599	603	395	1038	1103	233	457	856	595	1368	773	350	581	434	472	304
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Sept 8-9	Sept 22-23	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
Sticks to what he believes in	23	<b>21</b>	47	10	27	16	37	13	20	23	20	18	15	23	27	24	19	21	25	22	17	19
Decisive	15	<b>18</b>	39	9	20	12	29	10	17	19	17	18	21	15	17	20	15	19	18	19	15	19
Good in a crisis	13	<b>16</b>	41	6	19	10	30	7	13	18	14	23	13	13	19	19	13	18	18	17	14	12
A natural leader	15	<b>16</b>	36	6	22	13	29	5	18	18	14	20	16	15	14	19	12	16	19	15	13	12
Strong	13	<b>15</b>	37	6	11	13	28	6	13	17	14	19	16	14	15	18	13	14	17	15	16	11
Charismatic	15	<b>15</b>	28	8	23	11	24	8	16	16	13	19	13	17	12	17	12	16	14	14	16	10
Honest	11	<b>12</b>	36	3	9	6	25	4	9	13	11	8	7	12	18	14	8	12	14	10	9	11
In touch with the concerns of ordinary people	5	<b>5</b>	16	1	2	2	12	1	3	5	5	5	3	5	8	6	5	4	5	7	4	4
None of these	47	<b>46</b>	12	68	28	59	23	67	45	46	46	40	40	49	50	42	51	40	39	48	52	58
Don't know	8	<b>8</b>	4	5	6	2	7	4	8	6	11	12	13	6	5	6	11	11	9	7	9	5

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

	Sept 8-9	Sept 22-23	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
In touch with the concerns of ordinary people	20	<b>19</b>	6	47	23	5	6	39	27	22	17	14	19	21	20	20	18	20	18	20	22	16
Sticks to what he believes in	16	<b>16</b>	7	38	16	5	6	33	17	19	13	15	13	18	18	17	15	18	15	18	16	12
Honest	16	<b>15</b>	4	37	23	4	3	33	20	18	12	10	15	16	16	16	15	17	13	18	15	12
Strong	5	<b>6</b>	2	14	4	2	2	11	5	7	4	8	6	6	4	5	6	7	5	4	8	3
Decisive	6	<b>6</b>	1	15	8	2	1	12	7	8	4	2	8	5	6	6	6	6	7	6	6	3
Good in a crisis	4	<b>4</b>	0	10	3	0	1	8	3	5	3	3	4	3	4	4	3	5	3	4	3	3
A natural leader	4	<b>3</b>	0	9	3	1	1	8	3	5	3	2	5	3	3	3	4	4	3	4	4	1
Charismatic	4	<b>3</b>	1	8	5	1	1	8	2	4	3	3	3	3	4	3	4	5	3	5	3	1
None of these	54	<b>55</b>	77	25	46	85	76	33	51	55	55	47	48	57	62	57	53	49	56	55	55	64
Don't know	13	<b>13</b>	7	8	11	2	10	8	10	9	16	20	20	9	7	9	17	14	14	11	12	9

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Unweighted Sample	2141	487	665	109	255	599	603	395	1038	1103	233	457	856	595	1368	773	350	581	434	472	304
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Sept 8-9	Sept 22-23	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
Honest	11	11	18	5	40	5	12	6	20	13	9	9	10	10	13	12	9	13	12	10	9	8
In touch with the concerns of ordinary people	8	9	12	7	38	2	7	6	20	9	8	12	9	9	7	10	7	13	10	7	8	7
Charismatic	9	8	12	8	25	3	8	6	16	10	7	10	8	11	5	9	7	7	9	10	8	5
Sticks to what he believes in	8	7	12	4	20	10	9	5	13	8	7	3	5	8	10	8	6	9	8	7	7	3
A natural leader	3	4	4	2	23	2	3	2	9	4	3	3	4	5	2	4	3	3	4	5	3	2
Strong	3	3	3	2	11	0	3	2	4	3	2	3	3	3	2	3	3	2	4	3	2	3
Decisive	3	3	4	2	13	4	3	2	6	4	3	5	3	3	3	4	3	3	3	3	4	2
Good in a crisis	2	2	3	1	11	1	2	1	4	2	2	3	3	2	1	2	2	2	2	2	2	1
None of these	62	61	54	70	21	79	61	72	47	61	60	49	51	64	70	61	60	54	59	62	62	69
Don't know	11	13	9	10	5	4	12	9	9	10	17	22	22	10	7	10	18	16	13	13	13	13

## 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	106	128
Male 25 to 39	192	270
Male 40 to 59	426	362
Male 60 +	314	278
Female 18 to 24	127	126
Female 25 to 39	265	272
Female 40 to 59	430	370
Female 60 +	281	334
<b>Region</b>		
North England	472	527
Midlands	301	351
East	168	206
London	350	274
South England	413	490
Wales	133	107
Scotland	304	186
<b>Social Grade</b>		
AB	811	599
C1	557	621
C2	337	450
DE	436	471
<b>Newspaper Type</b>		
Express / Mail	401	304
Sun / Star	273	430
Mirror / Record	168	188
Guardian / Independent	167	94
FT / Times / Telegraph	154	171
Other Paper	332	246
No Paper	646	707
<b>Political Party Identification</b>		
Labour	757	677
Conservative	543	595
Liberal Democrat	166	203
SNP/Plaid Cymru	83	41
Others	167	105
None/ DK	425	520

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)