

## YouGov / The Sun Survey Results

Sample Size: 1961 GB Adults  
Fieldwork: 20th - 21st January 2014

	Voting intention				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>Weighed Sample</b>	<b>1961</b>	<b>498</b>	<b>561</b>	<b>137</b>	<b>191</b>	<b>577</b>	<b>448</b>	<b>419</b>	<b>951</b>	<b>1010</b>	<b>233</b>	<b>496</b>	<b>671</b>	<b>561</b>	<b>1118</b>	<b>843</b>	<b>251</b>	<b>637</b>	<b>420</b>	<b>482</b>	<b>171</b>	
<b>Unweighted Sample</b>	<b>1961</b>	<b>483</b>	<b>562</b>	<b>113</b>	<b>223</b>	<b>596</b>	<b>444</b>	<b>415</b>	<b>944</b>	<b>1017</b>	<b>172</b>	<b>468</b>	<b>761</b>	<b>560</b>	<b>1231</b>	<b>730</b>	<b>306</b>	<b>631</b>	<b>398</b>	<b>452</b>	<b>174</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>34</b>	100	0	0	0	76	5	10	33	35	39	29	27	42	37	29	29	36	34	22	
Lab	<b>38</b>	0	100	0	0	6	87	35	37	38	34	44	44	27	35	42	45	29	38	45	38
Lib Dem	<b>9</b>	0	0	100	0	1	2	36	9	9	7	14	8	7	12	5	10	15	7	5	3
Other	<b>19</b>	0	0	0	100	17	6	20	21	18	19	13	20	23	16	24	15	20	19	15	37

### Other Parties Voting Intention

UKIP	<b>13</b>	0	0	0	100	16	4	11	14	11	9	7	14	17	10	18	10	17	14	12	3
SNP / PCY	<b>3</b>	0	0	0	0	0	1	2	4	2	5	2	2	3	3	2	0	0	1	0	31
Green	<b>3</b>	0	0	0	0	1	1	5	2	4	4	3	2	2	3	2	4	2	3	3	2
BNP	<b>0</b>	0	0	0	0	0	1	0	1	0	1	0	1	1	0	1	0	0	1	1	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	1	0	0	1	0	0	1	1	1	1	0	1

### Non Voters

Would Not Vote	<b>9</b>	0	0	0	0	2	3	5	9	10	19	14	8	3	6	13	10	9	11	9	8
Don't know	<b>15</b>	0	0	0	0	10	11	23	9	21	13	16	15	14	14	16	13	17	13	14	18

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

	Jan 19-20	Jan 20-21																				
Approve	28	<b>29</b>	84	5	36	13	63	8	21	32	27	29	28	26	35	34	23	29	34	30	27	20
Disapprove	57	<b>54</b>	7	86	41	74	26	82	61	53	55	43	51	60	55	51	58	55	48	56	58	62
Don't know	15	<b>16</b>	9	8	23	14	12	11	18	15	18	28	21	14	10	15	19	16	19	14	15	18

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

	Jan 6-7	Jan 20-21																				
Sticks to what he believes in	23	<b>24</b>	51	14	19	11	40	17	21	26	21	18	21	23	28	25	22	19	24	31	21	16
Decisive	16	<b>18</b>	39	7	21	11	27	7	21	20	15	26	22	14	15	21	14	14	21	22	14	12
Charismatic	16	<b>16</b>	30	11	21	11	25	12	14	18	15	23	18	16	12	19	13	18	16	17	14	17
Strong	14	<b>15</b>	40	7	14	6	31	6	11	18	13	18	14	16	14	17	12	17	15	16	16	10
A natural leader	13	<b>14</b>	32	7	18	11	27	9	13	16	13	10	17	14	14	17	11	15	16	14	15	9
Good in a crisis	12	<b>12</b>	34	4	14	2	26	3	9	12	12	13	9	10	15	13	10	9	15	12	10	8
Honest	11	<b>12</b>	32	3	10	7	28	5	6	13	11	6	6	11	21	15	8	9	15	14	9	10
In touch with the concerns of ordinary people	6	<b>6</b>	19	1	3	2	15	1	2	7	6	7	3	5	10	8	4	4	7	9	5	3
None of these	46	<b>43</b>	8	62	38	66	23	62	48	43	44	31	38	48	49	40	48	45	38	41	49	54
Don't know	7	<b>9</b>	7	6	5	3	6	6	5	7	11	18	12	7	5	6	12	7	13	6	7	10

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	Voting intention					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>Weighed Sample</b>	<b>1961</b>	<b>498</b>	<b>561</b>	<b>137</b>	<b>191</b>	<b>577</b>	<b>448</b>	<b>419</b>	<b>951</b>	<b>1010</b>	<b>233</b>	<b>496</b>	<b>671</b>	<b>561</b>	<b>1118</b>	<b>843</b>	<b>251</b>	<b>637</b>	<b>420</b>	<b>482</b>	<b>171</b>
Unweighted Sample	1961	483	562	113	223	596	444	415	944	1017	172	468	761	560	1231	730	306	631	398	452	174
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	22	<b>22</b>	8	53	20	8	7	45	25	25	20	18	21	25	23	23	21	28	19	20	25	22
Honest	15	<b>15</b>	3	40	13	4	4	33	17	19	11	7	12	19	15	16	13	13	13	15	17	15
Sticks to what he believes in	18	<b>14</b>	6	34	10	6	7	32	15	15	13	9	10	20	13	13	15	14	11	16	18	13
Decisive	6	<b>7</b>	4	14	10	2	2	15	6	6	7	9	8	6	5	7	7	8	6	7	7	7
Strong	6	<b>5</b>	2	13	1	2	2	12	3	6	4	5	5	6	3	4	6	8	3	6	6	2
Charismatic	5	<b>4</b>	1	8	7	2	1	7	4	3	4	3	6	3	3	4	3	6	4	3	4	2
A natural leader	4	<b>3</b>	1	7	1	0	1	8	2	3	3	2	3	3	2	3	3	2	1	3	6	0
Good in a crisis	4	<b>3</b>	1	9	4	0	2	8	2	3	3	3	4	2	4	4	3	4	3	3	3	3
None of these	51	<b>52</b>	74	18	45	81	77	27	48	54	51	44	51	49	60	53	51	44	54	53	52	54
Don't know	12	<b>13</b>	8	9	11	6	7	9	11	9	16	27	14	10	9	10	16	14	15	11	11	9

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

Honest	11	<b>12</b>	19	8	38	7	16	7	21	15	10	10	11	14	12	14	10	13	13	11	13	5
In touch with the concerns of ordinary people	10	<b>11</b>	14	8	41	5	10	10	19	11	11	10	10	11	12	13	8	12	13	10	11	4
Charismatic	9	<b>10</b>	14	9	21	6	12	8	15	12	7	10	13	9	8	11	7	14	10	9	10	4
Sticks to what he believes in	10	<b>8</b>	11	4	28	3	9	5	13	7	8	3	7	10	8	8	7	5	9	8	8	3
A natural leader	3	<b>3</b>	5	2	6	1	5	2	4	4	2	2	3	3	3	3	3	4	2	2	5	0
Decisive	3	<b>3</b>	4	2	17	0	2	2	8	4	3	5	4	3	3	4	2	5	3	3	4	3
Good in a crisis	2	<b>3</b>	4	2	11	0	2	2	4	3	2	2	3	2	3	3	2	2	4	2	1	4
Strong	4	<b>3</b>	4	3	7	0	3	3	4	3	2	2	4	3	2	2	3	4	3	2	3	1
None of these	60	<b>58</b>	48	68	15	78	57	70	43	58	58	49	51	57	67	56	60	52	54	61	59	72
Don't know	11	<b>12</b>	8	8	9	3	8	7	9	8	16	21	15	11	6	10	15	12	14	12	11	8

## 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	83	118
Male 25 to 39	211	247
Male 40 to 59	361	331
Male 60 +	289	255
Female 18 to 24	89	116
Female 25 to 39	257	249
Female 40 to 59	400	339
Female 60 +	271	306
<b>Region</b>		
North England	452	482
Midlands	301	322
1	179	188
London	306	251
South England	452	449
Wales	97	98
Scotland	174	171
<b>Social Grade</b>		
AB	677	549
C1	554	569
C2	318	412
DE	412	431
<b>Newspaper Type</b>		
Express / Mail	371	314
Sun / Star	180	461
Mirror / Record	111	196
Guardian / Independent	157	88
FT / Times / Telegraph	151	186
Other Paper	287	226
No Paper	704	490
<b>Political Party Identification</b>		
Labour	613	628
Conservative	536	549
Liberal Democrat	151	216
SNP/Plaid Cymru	44	33
Others	154	45
None/ DK	463	490

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)