

## YouGov / The Sun Survey Results

Sample Size: 1912 GB Adults  
Fieldwork: 1st - 2nd December 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>1912</b>	502	508	107	242	569	464	390	927	985	228	484	654	547	1090	822	245	621	409	470	166	
Unweighted Sample	1912	491	551	97	237	560	500	399	948	964	157	391	774	590	1318	594	246	632	409	450	175	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	32	100	0	0	0	73	4	16	29	36	33	28	29	40	37	26	33	38	34	29	17
Lab	33	0	100	0	0	4	78	28	33	33	27	35	38	27	31	36	34	26	32	43	30
Lib Dem	7	0	0	100	0	1	2	25	7	6	10	7	7	5	9	4	9	9	7	4	6
Other	28	0	0	0	100	22	16	30	31	25	31	30	26	28	24	34	24	28	27	24	47

### Other Parties Voting Intention

UKIP	16	0	0	0	100	20	8	10	18	13	9	14	16	19	12	21	13	18	18	16	4
Green	7	0	0	0	0	1	4	15	6	7	15	12	4	3	7	6	9	7	6	7	2
SNP / PCY	5	0	0	0	0	1	3	4	5	4	6	4	5	5	4	6	1	1	3	0	41
BNP	0	0	0	0	0	0	1	0	1	0	1	0	0	1	0	1	0	1	1	1	0
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	1	0	1	0	1	1	0	1	1	0	0	0

### Non Voters

Would Not Vote	6	0	0	0	0	1	3	2	4	8	11	8	6	2	4	8	8	6	5	6	3
Don't know	13	0	0	0	0	10	10	19	9	16	14	16	12	11	12	13	14	14	12	12	11

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

		Nov 30 - Dec 1	Dec 1-2	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		
Approve	33	30	81	5	39	16	62	9	25	32	28	27	28	29	36	35	24	32	34	32	25	23	
Disapprove	53	56	6	89	45	78	24	83	62	58	53	46	55	59	56	52	61	53	49	55	62	71	
Don't know	14	14	13	7	16	6	14	8	13	9	18	27	17	12	8	13	15	15	17	12	14	5	

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	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>1912</b>	<b>502</b>	<b>508</b>	<b>107</b>	<b>242</b>	<b>569</b>	<b>464</b>	<b>390</b>	<b>927</b>	<b>985</b>	<b>228</b>	<b>484</b>	<b>654</b>	<b>547</b>	<b>1090</b>	<b>822</b>	<b>245</b>	<b>621</b>	<b>409</b>	<b>470</b>	<b>166</b>	
Unweighted Sample	1912	491	551	97	237	560	500	399	948	964	157	391	774	590	1318	594	246	632	409	450	175	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Nov 17-18

Sticks to what he believes in	22	<b>20</b>	48	10	16	9	35	11	19	21	19	16	18	22	21	22	18	17	20	23	21	17
Decisive	17	<b>17</b>	38	8	27	6	27	6	16	17	16	22	15	16	16	18	14	14	20	15	15	17
A natural leader	17	<b>17</b>	42	7	14	9	32	9	14	18	16	15	19	18	16	20	13	12	22	14	17	15
Charismatic	16	<b>16</b>	33	10	21	8	26	10	12	17	15	16	16	16	15	19	11	12	20	13	13	19
Strong	16	<b>15</b>	41	6	13	8	30	6	12	16	15	11	17	16	15	18	12	17	17	15	13	15
Good in a crisis	15	<b>14</b>	39	4	12	8	30	5	9	15	14	16	11	14	17	17	10	15	17	13	12	11
Honest	11	<b>12</b>	33	4	10	4	25	4	8	13	11	12	9	11	15	15	8	9	14	13	11	8
In touch with the concerns of ordinary people	5	<b>5</b>	18	0	2	1	13	1	3	5	6	5	4	5	7	7	3	4	6	7	4	3
None of these	46	<b>47</b>	9	69	32	66	25	66	53	48	45	37	41	50	52	43	51	47	40	46	52	58
Don't know	7	<b>8</b>	7	4	3	4	6	5	5	5	11	15	11	7	4	7	10	12	8	8	7	5

**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	20	<b>18</b>	6	48	13	7	4	39	18	19	17	18	13	22	18	16	21	15	14	20	23	18
Honest	17	<b>17</b>	5	44	17	6	6	36	18	20	14	13	12	19	20	17	16	14	15	14	23	17
Sticks to what he believes in	16	<b>15</b>	4	40	15	5	5	32	18	18	14	7	12	19	18	15	16	15	13	15	19	17
Decisive	5	<b>6</b>	3	17	2	0	2	15	2	6	5	6	4	6	7	5	7	6	4	7	8	4
Strong	4	<b>5</b>	2	13	7	1	2	12	2	5	5	5	3	5	5	4	5	7	4	5	6	3
Good in a crisis	5	<b>4</b>	1	12	2	0	1	10	2	5	3	3	4	6	3	3	6	5	4	3	5	7
A natural leader	4	<b>3</b>	1	9	5	0	0	8	2	4	3	2	2	5	3	2	5	2	3	3	5	4
Charismatic	3	<b>3</b>	1	8	1	1	1	7	1	4	2	6	3	2	3	3	4	4	3	4	2	2
None of these	56	<b>57</b>	77	21	53	84	78	33	57	59	55	52	57	55	62	59	55	50	61	59	53	62
Don't know	11	<b>10</b>	8	7	8	3	8	6	10	6	14	18	15	9	5	10	11	17	12	8	9	5

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

Honest	10	<b>11</b>	17	6	43	6	12	6	20	13	9	8	11	11	12	13	7	13	12	9	9	12
Charismatic	9	<b>10</b>	12	10	20	5	10	8	11	10	9	16	10	9	7	11	7	11	12	9	7	7
In touch with the concerns of ordinary people	10	<b>8</b>	9	7	38	4	8	6	18	8	9	8	8	9	8	10	7	11	10	5	8	10
Sticks to what he believes in	7	<b>7</b>	11	3	33	4	9	3	15	9	6	5	5	8	9	9	5	7	10	6	6	6
Strong	3	<b>3</b>	3	1	15	1	2	2	5	3	2	3	3	2	3	3	2	5	3	3	1	3
Decisive	4	<b>3</b>	4	2	13	0	2	1	7	4	2	4	3	3	2	3	3	2	4	2	1	5
A natural leader	4	<b>3</b>	4	2	11	1	2	3	7	4	2	5	6	3	1	4	2	6	3	2	4	3
Good in a crisis	2	<b>2</b>	2	2	11	0	2	2	3	2	2	2	1	3	1	2	1	3	3	1	1	2
None of these	60	<b>64</b>	56	73	21	84	65	74	52	66	62	56	58	66	69	61	68	59	56	69	69	73
Don't know	12	<b>10</b>	10	6	1	2	9	6	9	6	14	18	15	8	6	9	12	17	11	10	8	3

## 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	71	115
Male 25 to 39	197	241
Male 40 to 59	381	323
Male 60 +	299	249
Female 18 to 24	86	113
Female 25 to 39	194	243
Female 40 to 59	393	331
Female 60 +	291	298
<b>Region</b>		
North England	450	470
Midlands	306	314
East	173	184
London	246	245
South England	459	438
Wales	103	96
Scotland	175	166
<b>Social Grade</b>		
AB	778	535
C1	540	554
C2	262	402
DE	332	421
<b>Newspaper Type</b>		
Express / Mail	411	272
Sun / Star	201	384
Mirror / Record	122	168
Guardian / Independent	164	84
FT / Times / Telegraph	112	153
Other Paper	251	220
No Paper	651	631
<b>Political Party Identification</b>		
Labour	645	604
Conservative	506	532
Liberal Democrat	151	182
SNP/Plaid Cymru	43	36
Others	136	94
None/ DK	431	465

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)