

YouGov / The Sun Survey Results

Sample Size: 1978 GB Adults
Fieldwork: 2nd - 3rd September 2013

	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	
Weighted Sample 1978	493	559	138	187	566	485	414	959	1019	235	500	676	566	1127	851	253	643	423	487	172	
Unweighted Sample 1978	490	567	132	211	587	474	441	934	1044	170	447	786	575	1280	698	291	681	381	472	153	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	74	5	11	32	34	29	31	32	37	35	30	37	42	31	26	24
Lab	37	0	100	0	0	5	85	36	37	38	40	40	38	34	35	41	35	27	38	53	34
Lib Dem	9	0	0	100	0	1	2	38	8	10	8	13	9	7	12	6	14	10	11	6	6
Other	20	0	0	0	100	20	7	15	23	17	24	16	20	21	19	23	14	22	21	15	36

Other Parties Voting Intention

UKIP	13	0	0	0	100	17	4	7	14	11	5	8	14	17	12	14	10	15	14	13	4
SNP / PCY	3	0	0	0	0	1	2	2	5	2	4	5	3	3	3	4	1	0	2	0	30
Green	3	0	0	0	0	1	1	4	3	3	10	3	2	1	3	2	2	5	1	1	2
BNP	1	0	0	0	0	1	0	1	1	1	3	1	1	1	1	2	0	0	3	0	1
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	0	1	2	1	0	0	1	0	0	0	1	0	0

Non Voters

Would Not Vote	9	0	0	0	0	3	4	3	11	7	17	15	7	3	7	11	7	10	10	8	6
Don't know	16	0	0	0	0	10	11	25	10	21	11	17	17	14	15	17	17	17	13	16	12

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

	Sept 1-2	Sept 2-3																				
Approve	28	27	82	3	34	8	58	8	19	29	25	23	24	27	31	31	22	32	31	26	22	21
Disapprove	57	58	8	91	41	73	30	83	63	61	55	53	57	60	59	55	62	53	53	57	64	71
Don't know	15	15	10	6	25	19	12	9	19	10	20	24	19	13	10	15	15	15	16	17	14	8

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	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug
19-20
Sept 1-
2

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	23	24	51	13	22	14	40	16	21	25	23	22	23	22	29	26	22	25	25	25	23	23
Charismatic	18	15	30	7	22	14	24	8	15	17	14	24	16	15	12	20	10	21	16	16	13	10
Decisive	13	15	33	6	18	8	25	7	12	17	13	21	14	14	14	15	14	17	14	17	12	16
Strong	14	14	35	3	21	8	25	4	14	15	13	15	15	13	13	16	11	17	13	15	12	14
A natural leader	12	13	28	4	17	6	22	3	13	14	11	22	14	11	10	15	9	15	15	10	11	11
Honest	12	13	40	3	13	8	31	5	8	15	11	7	11	12	19	16	10	18	14	14	10	13
Good in a crisis	12	10	27	3	10	3	21	4	6	13	7	9	10	10	12	11	9	12	10	9	8	13
In touch with the concerns of ordinary people	8	6	22	1	8	1	16	2	3	7	6	3	7	7	7	7	5	8	8	6	3	8
None of these	48	45	8	72	33	63	27	66	47	44	46	32	40	50	49	40	52	40	39	41	55	56
Don't know	7	10	5	5	8	4	7	6	9	7	12	16	15	7	6	9	10	11	13	7	8	4

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	19	19	4	49	13	9	5	42	20	20	18	15	16	20	21	18	20	18	14	23	20	21
Honest	16	14	3	37	13	5	3	30	18	17	11	11	11	16	16	14	14	12	14	14	17	13
Sticks to what he believes in	13	12	6	28	8	4	6	23	13	13	11	8	12	12	14	12	12	11	10	13	14	16
Decisive	6	6	2	15	7	1	2	12	5	7	5	7	5	5	7	4	7	4	4	8	7	9
Good in a crisis	3	5	3	11	5	0	2	10	3	6	4	6	6	4	4	5	4	6	5	4	5	6
Charismatic	4	4	3	8	3	0	3	6	2	6	2	9	4	3	3	2	6	6	4	3	4	3
Strong	5	3	1	9	4	0	2	8	4	4	3	3	4	4	2	3	4	2	3	3	6	2
A natural leader	3	2	1	7	1	1	1	6	1	4	1	4	2	3	3	2	3	3	1	3	4	2
None of these	52	54	75	22	54	83	78	30	52	56	53	45	50	56	59	56	53	51	56	53	54	57
Don't know	14	15	9	11	15	3	8	12	15	12	18	23	19	12	10	13	17	15	16	15	13	11

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

Charismatic	9	9	12	8	21	9	10	7	15	10	9	13	11	10	5	11	7	10	9	9	11	5
Honest	10	9	14	4	31	4	11	3	16	10	7	7	9	8	9	10	6	10	9	11	7	4
In touch with the concerns of ordinary people	10	9	12	5	35	5	10	4	16	9	9	10	11	8	7	11	6	12	10	8	7	6
Sticks to what he believes in	8	7	13	2	25	4	10	4	11	7	7	3	5	7	11	9	5	10	7	7	6	5
A natural leader	3	3	4	2	17	1	3	2	7	4	3	4	4	3	3	4	2	6	3	4	2	0
Decisive	3	3	5	1	14	1	3	2	6	4	2	4	5	3	2	4	2	7	3	2	4	0
Good in a crisis	3	2	3	1	12	0	2	1	4	3	1	2	3	1	2	2	1	3	1	3	2	1
Strong	4	2	3	1	12	0	2	2	5	2	2	0	3	3	1	2	2	2	2	3	3	1
None of these	61	60	49	76	22	77	60	73	49	60	60	50	54	62	68	57	65	56	57	59	65	70
Don't know	11	14	10	9	13	6	10	12	13	12	17	20	20	13	10	13	17	13	16	15	14	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.
Age and Gender			
	Male 18 to 24	70	119
	Male 25 to 39	214	249
	Male 40 to 59	371	334
	Male 60 +	279	257
	Female 18 to 24	100	117
	Female 25 to 39	233	251
	Female 40 to 59	415	342
	Female 60 +	296	309
Region			
	North England	472	487
	Midlands	292	324
	East England	205	190
	London	291	253
	South England	476	453
	Wales	89	99
	Scotland	153	172
Social Grade			
	AB	762	554
	C1	518	574
	C2	262	415
	DE	436	435
Newspaper Type			
	Express / Mail	373	316
	Sun / Star	194	465
	Mirror / Record	102	198
	Guardian / Independent	160	89
	FT / Times / Telegraph	136	188
	Other Paper	277	227
	No Paper	736	495
Political Party Identification			
	Labour	629	633
	Conservative	570	554
	Liberal Democrat	189	218
	SNP/Plaid Cymru	41	34
	Others	106	45
	None/ DK	443	495

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