

YouGov / The Sun Survey Results

Sample Size: 2103 GB Adults
Fieldwork: 20th - 21st October 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	
Weighted Sample	2103	532	549	138	274	616	517	433	1020	1083	250	532	719	601	1199	904	269	683	450	517	183	
Unweighted Sample	2103	497	601	129	270	587	574	429	1045	1058	167	474	896	566	1411	692	299	644	408	462	290	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	5	13	30	34	38	27	27	40	37	25	35	37	34	27	18
Lab	33	0	100	0	0	4	77	27	31	35	32	38	37	24	30	37	37	25	35	42	28
Lib Dem	8	0	0	100	0	1	2	30	9	7	11	8	7	8	10	6	9	11	6	7	5
Other	27	0	0	0	100	20	16	30	29	24	19	26	29	28	23	32	19	27	25	24	49

Other Parties Voting Intention

UKIP	16	0	0	0	100	19	10	14	18	14	2	11	20	21	12	23	12	19	19	18	4
Green	5	0	0	0	0	1	3	13	5	6	9	9	4	3	7	3	7	7	3	5	4
SNP / PCY	4	0	0	0	0	1	3	2	5	4	7	5	4	3	4	4	0	0	1	1	40
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
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	1	1	1	0	1	0	1	0	1	1	0	1	1	0	2

Non Voters

Would Not Vote	6	0	0	0	0	1	1	2	5	8	14	9	5	3	5	8	6	7	7	7	3
Don't know	14	0	0	0	0	10	12	19	10	18	14	16	12	15	14	14	13	11	17	18	11

Oct 19-20 **Oct 20-21**

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

Approve	32	31	83	6	36	16	62	9	27	34	28	33	27	28	36	36	24	31	35	31	28	21
Disapprove	54	54	8	87	45	72	25	82	60	55	53	40	55	59	53	51	57	51	49	54	57	67
Don't know	15	15	9	7	19	12	13	9	13	11	19	27	18	13	10	13	18	18	16	15	15	13

Oct 6-7 **Oct 20-21**

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	24	24	52	11	27	16	43	13	24	25	23	20	20	25	28	26	21	23	28	21	22	22
Strong	17	16	40	6	15	7	30	7	14	17	15	19	18	15	14	18	14	19	17	15	15	11
Decisive	17	16	39	6	19	5	26	8	16	15	17	18	14	16	16	18	13	16	18	14	13	18
A natural leader	17	16	39	6	18	9	30	8	14	18	15	19	19	15	16	20	11	18	15	20	15	15
Good in a crisis	17	15	39	4	12	10	30	6	10	15	14	13	13	14	16	18	10	16	16	17	10	12
Charismatic	18	15	28	9	16	12	25	7	15	16	13	14	15	16	12	18	10	17	15	12	15	13
Honest	13	13	37	3	14	4	29	4	8	13	12	13	8	11	19	15	9	15	15	9	12	12
In touch with the concerns of ordinary people	6	6	21	0	1	2	14	0	4	6	7	9	3	6	8	7	6	5	10	4	4	3
None of these	44	45	9	69	36	63	23	66	48	46	45	34	45	48	47	42	49	44	43	45	47	53
Don't know	8	10	5	5	6	6	6	6	7	8	11	14	11	8	8	8	12	10	9	11	11	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Oct 6-7 Oct 20-21

In touch with the concerns of ordinary people	19	18	6	51	10	5	5	39	20	17	19	16	17	20	18	16	21	21	15	18	22	16
Sticks to what he believes in	14	14	5	37	11	5	5	29	16	15	13	10	12	17	14	13	15	18	13	10	17	12
Honest	15	14	3	37	19	3	2	31	17	15	13	13	12	15	15	15	13	20	13	11	17	12
Decisive	5	5	2	13	6	2	0	10	5	6	4	9	4	5	4	3	7	7	5	3	6	3
Strong	4	4	1	11	9	1	1	8	5	4	4	7	4	4	3	4	5	5	5	3	5	1
Good in a crisis	3	3	1	8	1	1	0	7	2	3	3	2	2	4	2	2	4	4	3	3	3	1
A natural leader	2	2	1	8	1	1	0	6	1	3	2	2	2	3	2	2	4	2	3	2	3	3
Charismatic	2	2	1	6	2	3	1	4	3	3	2	5	2	2	1	2	3	3	2	1	3	3
None of these	57	56	82	22	55	84	83	37	52	59	54	42	53	56	66	60	51	50	59	61	50	61
Don't know	10	13	4	8	9	4	6	8	11	10	16	22	17	11	7	10	16	16	11	14	14	8

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

Honest	10	12	18	5	52	5	13	6	23	13	11	12	10	14	11	14	10	12	13	11	11	11
In touch with the concerns of ordinary people	9	10	12	8	38	7	11	8	18	10	11	10	12	9	10	11	10	9	13	10	9	7
Sticks to what he believes in	8	9	14	4	35	7	11	5	16	11	7	9	7	10	10	10	9	8	11	8	8	8
Charismatic	9	9	13	8	21	6	11	6	15	9	9	9	10	9	8	11	7	9	10	9	7	10
Decisive	3	3	3	2	22	2	2	2	8	4	3	3	3	3	4	4	2	3	4	2	3	4
Good in a crisis	2	3	2	1	20	2	2	1	6	3	2	3	2	3	3	3	3	3	3	2	3	3
A natural leader	3	3	4	1	15	1	3	2	7	4	3	4	4	3	3	4	2	3	4	3	3	4
Strong	2	2	3	1	12	1	3	2	5	2	3	2	2	2	4	3	2	3	3	2	1	4
None of these	63	60	56	73	19	76	62	73	47	63	57	53	54	62	66	59	62	56	57	60	62	72
Don't know	11	12	6	7	2	5	7	7	9	8	17	17	17	11	7	10	15	15	11	14	14	6

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	68	126
Male 25 to 39	229	265
Male 40 to 59	440	355
Male 60 +	308	273
Female 18 to 24	99	124
Female 25 to 39	245	267
Female 40 to 59	456	364
Female 60 +	258	328
Region		
North England	462	517
Midlands	284	345
East	197	202
London	299	269
South England	447	482
Wales	124	105
Scotland	290	183
Social Grade		
AB	840	589
C1	571	610
C2	281	442
DE	411	463
Newspaper Type		
Express / Mail	379	299
Sun / Star	213	423
Mirror / Record	137	185
Guardian / Independent	154	93
FT / Times / Telegraph	139	168
Other Paper	362	242
No Paper	719	694
Political Party Identification		
Labour	736	665
Conservative	553	585
Liberal Democrat	180	200
SNP/Plaid Cymru	61	40
Others	130	103
None/ DK	443	511

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

Or visit our website: yougov.co.uk