

YouGov / The Sun Survey Results

Sample Size: 2155 GB Adults
Fieldwork: 6th - 7th 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	2155	546	578	129	258	641	549	408	1045	1110	256	545	737	616	1228	927	276	700	461	530	187
Unweighted Sample	2155	514	615	122	256	617	589	424	1026	1129	185	486	880	604	1477	678	311	681	425	490	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	6	13	31	33	24	32	30	38	36	26	34	40	35	26	14
Lab	34	0	100	0	0	4	77	31	35	34	37	38	35	30	33	36	44	26	34	44	26
Lib Dem	8	0	0	100	0	2	2	28	8	7	12	8	10	4	8	7	7	7	6	10	6
Other	26	0	0	0	100	20	15	29	26	26	28	23	26	28	23	31	15	27	26	20	54

Other Parties Voting Intention

UKIP	15	0	0	0	100	16	7	18	16	14	13	9	17	20	12	20	10	20	18	14	4
SNP / PCY	5	0	0	0	0	2	4	1	6	4	5	6	4	4	4	6	0	0	2	0	47
Green	5	0	0	0	0	2	4	9	4	6	7	6	5	4	6	4	4	6	5	5	3
BNP	0	0	0	0	0	0	0	0	0	0	0	1	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	0	0	0	1	2	1	0	0	1	0	2	0	0	1	0

Non Voters

Would Not Vote	6	0	0	0	0	2	3	2	5	8	12	9	6	2	5	9	8	7	7	6	3
Don't know	15	0	0	0	0	9	10	21	10	20	24	14	14	13	13	18	21	12	18	15	10

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

	Oct 5-6	Oct 6-7																				
Approve	32	30	82	5	40	17	62	8	26	33	27	23	30	29	34	35	23	29	35	30	28	24
Disapprove	54	56	10	89	40	75	28	84	62	58	55	50	53	62	56	52	63	54	53	54	60	68
Don't know	14	14	8	6	21	8	10	7	11	9	18	28	17	9	10	13	14	17	12	16	12	9

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

	Sept 22-23	Oct 6-7																				
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	21	24	53	15	24	13	45	14	18	26	22	16	23	25	28	26	23	24	28	19	26	22
Charismatic	15	18	34	11	21	15	28	11	17	21	15	22	17	19	15	20	14	17	21	18	15	14
Strong	15	17	41	8	15	8	31	6	12	19	14	21	18	16	15	20	13	18	20	15	16	13
Decisive	18	17	39	9	18	9	30	9	15	19	16	22	16	17	16	20	14	16	18	19	18	13
Good in a crisis	16	17	44	6	24	6	33	6	15	20	14	21	14	17	18	19	14	17	20	16	16	11
A natural leader	16	17	41	7	21	9	31	7	15	20	15	18	19	17	17	21	12	17	20	18	17	11
Honest	12	13	40	2	7	3	30	3	8	14	11	7	6	14	19	14	10	12	14	10	13	12
In touch with the concerns of ordinary people	5	6	20	1	6	1	15	2	2	7	5	6	4	7	7	7	5	5	7	6	6	4
None of these	46	44	9	62	32	59	20	65	50	43	45	34	39	49	47	38	52	40	41	43	46	58
Don't know	8	8	4	4	6	8	7	5	6	6	10	20	11	5	5	7	10	14	7	10	7	4

	Sept 22-23	Oct 6-7																				
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	6	52	20	5	7	40	21	22	17	18	18	19	21	18	20	21	19	19	20	15
Honest	15	15	4	37	16	8	5	30	19	17	12	16	11	15	17	16	13	18	15	13	14	15
Sticks to what he believes in	16	14	6	32	21	5	6	28	16	16	12	12	12	15	15	15	13	14	16	11	15	12
Decisive	6	5	1	13	6	0	2	10	4	5	5	5	5	5	3	4	6	3	5	5	5	3
Strong	6	4	1	11	1	0	1	8	2	3	4	4	4	4	2	4	4	2	3	4	5	4
Good in a crisis	4	3	0	7	9	0	1	5	1	3	2	5	3	2	1	3	3	2	3	1	4	2
A natural leader	3	2	0	5	3	0	1	4	1	2	3	2	3	2	1	2	2	1	2	2	3	1
Charismatic	3	2	2	6	3	1	1	4	2	2	3	4	2	3	2	2	3	2	2	2	4	2
None of these	55	57	80	24	50	80	78	35	55	56	58	43	54	60	63	58	57	52	59	57	56	64
Don't know	13	10	5	7	5	7	6	8	7	8	13	23	14	7	6	9	13	13	10	13	9	9

	Sept 22-23	Oct 6-7																				
Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.																						
Honest	11	10	15	6	43	5	12	7	16	12	8	7	8	11	12	13	6	11	11	9	10	10
In touch with the concerns of ordinary people	9	9	11	6	41	4	9	6	17	9	8	7	8	11	8	11	6	8	11	9	7	6
Charismatic	8	9	14	5	24	5	12	7	15	12	7	11	10	10	5	12	6	9	11	9	6	10
Sticks to what he believes in	7	8	15	3	28	6	13	5	13	10	7	4	5	10	11	10	7	9	9	8	8	6
Decisive	3	3	3	1	20	1	3	2	7	4	3	3	3	3	3	4	3	3	3	3	3	4
A natural leader	4	3	4	3	17	1	4	3	6	5	2	4	3	3	3	4	2	4	4	3	3	2
Strong	3	2	3	0	20	2	2	1	6	2	3	5	2	2	3	3	1	2	3	2	3	1
Good in a crisis	2	2	3	2	16	1	3	2	5	3	2	5	2	3	2	3	2	3	2	3	3	1
None of these	61	63	55	74	14	78	59	74	53	63	64	52	61	65	68	60	68	56	61	64	65	76
Don't know	13	11	6	10	8	9	9	8	8	8	14	25	13	7	8	9	13	19	11	11	10	5

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	77	129
Male 25 to 39	216	272
Male 40 to 59	434	364
Male 60 +	299	280
Female 18 to 24	108	127
Female 25 to 39	270	274
Female 40 to 59	446	373
Female 60 +	305	336
Region		
North England	490	530
Midlands	283	353
East	194	207
London	311	276
South England	487	493
Wales	142	108
Scotland	248	187
Social Grade		
AB	879	603
C1	598	625
C2	306	453
DE	372	474
Newspaper Type		
Express / Mail	429	306
Sun / Star	226	433
Mirror / Record	129	190
Guardian / Independent	173	95
FT / Times / Telegraph	166	172
Other Paper	352	248
No Paper	680	711
Political Party Identification		
Labour	726	681
Conservative	541	599
Liberal Democrat	177	205
SNP/Plaid Cymru	67	41
Others	146	106
None/ DK	498	524

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