

# YouGov / The Sun Survey Results

Sample Size: 1942 GB Adults  
Fieldwork: 3rd - 4th February 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					
	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>1942</b>	500	586	124	194	597	483	388	942	1000	231	491	664	555	1107	835	249	631	416	478	169	
Unweighted Sample	1942	470	616	114	225	572	498	410	930	1012	169	446	778	549	1269	673	296	631	406	455	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	74	5	14	33	33	30	29	33	36	37	27	33	41	30	30	21
Lab	<b>39</b>	0	100	0	0	5	87	33	36	42	37	39	41	35	35	43	45	28	42	47	39
Lib Dem	<b>8</b>	0	0	100	0	1	1	32	9	7	13	11	6	7	10	6	7	11	8	7	4
Other	<b>20</b>	0	0	0	100	21	7	20	22	18	21	20	20	21	18	24	15	21	21	16	37

## Other Parties Voting Intention

UKIP	<b>13</b>	0	0	0	100	19	4	7	15	10	7	9	15	15	10	17	10	16	13	14	2
SNP / PCY	<b>3</b>	0	0	0	0	1	0	2	2	4	6	5	2	3	3	4	1	1	1	0	29
Green	<b>3</b>	0	0	0	0	0	2	9	3	3	4	5	2	2	3	2	4	3	3	1	4
BNP	<b>1</b>	0	0	0	0	1	0	0	1	0	2	0	1	0	1	1	0	0	2	0	0
Respect	<b>0</b>	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	1	0	0
Other	<b>0</b>	0	0	0	0	0	0	2	0	0	1	1	0	1	0	1	0	0	1	0	2

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	3	3	4	6	9	20	10	5	3	6	10	5	9	7	10	3
Don't know	<b>14</b>	0	0	0	0	10	11	18	10	17	21	15	11	13	13	16	14	13	14	14	15

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

	Feb 2-3	Feb 3-4																				
Approve	30	<b>31</b>	83	7	35	17	61	11	22	36	25	26	35	29	30	35	24	34	34	32	27	19
Disapprove	55	<b>56</b>	7	87	46	74	26	80	64	53	58	49	50	59	60	51	62	52	52	56	58	69
Don't know	15	<b>14</b>	10	6	18	9	13	9	14	10	17	25	15	12	10	13	14	14	14	12	14	12

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<b>Weighted Sample</b>	<b>1942</b>	<b>500</b>	<b>586</b>	<b>124</b>	<b>194</b>	<b>597</b>	<b>483</b>	<b>388</b>	<b>942</b>	<b>1000</b>	<b>231</b>	<b>491</b>	<b>664</b>	<b>555</b>	<b>1107</b>	<b>835</b>	<b>249</b>	<b>631</b>	<b>416</b>	<b>478</b>	<b>169</b>
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 20-21  
Feb 3-4

**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	21	44	12	21	14	35	13	17	23	18	15	21	21	21	22	18	22	20	23	19	16
A natural leader	14	15	38	6	16	7	28	7	13	16	14	17	16	15	13	17	12	15	16	18	13	10
Charismatic	16	15	31	9	16	15	27	8	12	14	17	19	15	17	13	18	12	17	16	15	15	14
Decisive	18	15	35	7	10	9	24	8	12	16	14	17	19	15	10	17	11	16	16	16	13	10
Strong	15	15	35	7	16	9	26	7	11	17	13	16	20	15	10	16	13	16	16	16	13	7
Good in a crisis	12	13	36	4	12	8	29	4	8	16	11	16	16	14	10	17	9	16	17	14	10	6
Honest	12	12	36	4	5	8	28	4	7	14	11	8	8	14	16	15	9	14	14	12	11	10
In touch with the concerns of ordinary people	6	7	20	2	2	5	16	2	3	7	7	11	7	6	6	8	5	10	8	8	4	3
None of these	43	47	12	68	37	64	25	67	56	46	49	37	36	52	57	43	54	43	46	47	48	58
Don't know	9	8	5	4	9	2	6	4	8	7	10	14	15	5	4	7	10	9	8	8	10	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	22	25	6	60	23	11	7	52	28	24	27	18	20	28	30	24	27	26	20	28	30	25
Sticks to what he believes in	14	19	5	43	18	8	6	39	22	20	17	16	14	20	22	19	18	23	14	19	22	20
Honest	15	17	4	40	17	8	3	35	20	19	14	15	11	18	20	18	15	21	13	16	18	20
Decisive	7	7	2	18	7	1	2	14	6	7	7	11	5	7	7	7	7	7	6	6	9	6
Strong	5	7	2	18	6	1	3	13	4	7	7	4	9	6	7	7	7	7	5	5	10	9
A natural leader	3	5	1	13	4	2	1	9	4	4	5	4	5	4	5	5	5	5	4	4	8	4
Charismatic	4	5	2	9	10	1	2	7	6	4	6	5	5	4	5	5	4	2	4	5	6	3
Good in a crisis	3	5	1	13	7	2	1	11	5	6	4	4	6	5	5	5	5	4	3	6	7	7
None of these	52	49	75	14	45	78	77	21	45	51	46	46	41	50	55	49	48	43	56	47	45	43
Don't know	13	13	9	8	8	5	7	10	12	10	15	18	19	12	5	11	14	10	13	14	11	16

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

Jan  
20-21

Feb 3-  
4

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

In touch with the concerns of ordinary people	11	<b>10</b>	12	6	39	4	10	6	18	9	10	8	10	9	11	13	6	13	11	9	7	9
Honest	12	<b>9</b>	14	5	35	6	9	5	17	10	8	8	9	9	10	11	6	12	9	8	9	6
Charismatic	10	<b>8</b>	10	8	24	2	7	7	15	7	9	9	8	8	8	10	6	6	8	7	10	5
Sticks to what he believes in	8	<b>6</b>	9	4	21	4	9	4	10	8	5	3	7	8	6	7	6	8	6	9	4	6
A natural leader	3	<b>4</b>	5	3	18	0	3	3	7	5	3	3	5	4	3	4	3	4	4	3	6	0
Decisive	3	<b>3</b>	5	1	14	0	3	1	4	3	3	7	2	3	3	4	2	5	3	3	3	2
Strong	3	<b>3</b>	4	3	10	2	4	2	5	4	2	5	6	2	3	3	3	6	3	2	3	4
Good in a crisis	3	<b>2</b>	3	2	12	0	2	2	5	2	3	1	4	2	2	3	2	3	2	3	2	2
None of these	58	<b>62</b>	56	69	29	84	64	69	55	64	60	52	52	64	72	59	66	57	62	61	63	64
Don't know	12	<b>13</b>	10	10	10	5	9	12	11	11	16	20	20	12	7	11	16	13	12	15	12	18

## 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	117
Male 25 to 39	194	245
Male 40 to 59	372	328
Male 60 +	293	252
Female 18 to 24	98	115
Female 25 to 39	252	247
Female 40 to 59	406	336
Female 60 +	256	303
<b>Region</b>		
North England	455	478
Midlands	309	318
1	179	186
London	296	249
South England	452	445
Wales	97	97
Scotland	154	169
<b>Social Grade</b>		
AB	750	544
C1	519	563
C2	274	408
DE	399	427
<b>Newspaper Type</b>		
Express / Mail	379	311
Sun / Star	188	456
Mirror / Record	116	194
Guardian / Independent	178	87
FT / Times / Telegraph	156	184
Other Paper	268	223
No Paper	657	486
<b>Political Party Identification</b>		
Labour	666	621
Conservative	528	544
Liberal Democrat	183	214
SNP/Plaid Cymru	34	33
Others	123	45
None/ DK	408	486

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)