

## YouGov / The Sun Survey Results

Sample Size: 2099 GB Adults  
Fieldwork: 8th - 9th September 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>2099</b>	503	594	136	265	631	500	440	1018	1081	250	531	718	600	1196	903	269	682	449	516	183	
<b>Unweighted Sample</b>	<b>2099</b>	468	632	133	249	591	537	447	997	1102	212	497	835	555	1345	754	328	596	386	494	295	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>30</b>	100	0	0	0	69	5	11	29	31	30	29	28	34	34	25	28	35	32	28	20
Lab	<b>36</b>	0	100	0	0	6	82	34	36	35	35	42	39	28	34	38	44	28	38	42	29
Lib Dem	<b>8</b>	0	0	100	0	1	1	30	8	8	10	10	6	8	10	6	12	9	4	9	7
Other	<b>26</b>	0	0	0	100	24	12	25	26	26	25	20	27	30	22	32	16	28	26	21	44

### Other Parties Voting Intention

UKIP	<b>16</b>	0	0	0	100	22	6	11	17	15	6	7	18	23	12	22	9	22	18	16	3
Green	<b>5</b>	0	0	0	0	1	3	12	5	6	11	8	4	3	6	4	6	6	5	5	5
SNP / PCY	<b>4</b>	0	0	0	0	0	4	2	4	3	5	5	4	3	3	5	0	0	2	0	34
BNP	<b>0</b>	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Other	<b>1</b>	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	1	1	0	0

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	2	2	4	4	9	11	11	4	3	5	8	6	5	9	7	1
Don't know	<b>14</b>	0	0	0	0	9	10	19	11	18	24	11	16	12	13	16	14	17	15	13	9

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

		Sept 7-8	Sept 8-9																			
Approve	29	<b>30</b>	83	7	42	13	58	9	25	35	26	30	30	28	33	35	24	30	34	30	27	26
Disapprove	56	<b>54</b>	8	84	36	71	27	80	59	52	55	46	50	56	57	50	58	55	47	57	56	63
Don't know	14	<b>16</b>	9	8	22	17	15	12	17	13	20	25	20	16	10	15	18	15	20	14	17	11

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<b>Weighted Sample</b>	<b>2099</b>	<b>503</b>	<b>594</b>	<b>136</b>	<b>265</b>	<b>631</b>	<b>500</b>	<b>440</b>	<b>1018</b>	<b>1081</b>	<b>250</b>	<b>531</b>	<b>718</b>	<b>600</b>	<b>1196</b>	<b>903</b>	<b>269</b>	<b>682</b>	<b>449</b>	<b>516</b>	<b>183</b>	
Unweighted Sample	2099	468	632	133	249	591	537	447	997	1102	212	497	835	555	1345	754	328	596	386	494	295	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 25-26  
Sept 8-9

**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	23	53	13	26	16	39	15	21	26	21	18	19	25	27	24	23	21	26	23	24	19
Decisive	18	15	35	8	15	8	26	7	13	17	14	18	16	15	14	18	12	15	19	13	13	15
A natural leader	18	15	35	8	16	8	26	7	13	18	12	21	17	12	13	17	11	14	18	14	12	13
Charismatic	16	15	32	11	10	9	24	10	12	18	12	19	16	15	12	18	11	15	16	15	12	14
Strong	15	13	33	7	11	6	22	7	10	15	11	20	15	11	12	15	10	14	14	13	12	14
Good in a crisis	13	13	35	6	9	8	25	5	8	15	11	16	12	12	13	15	9	13	16	10	11	10
Honest	13	11	33	4	11	5	25	4	5	14	9	8	7	10	18	13	9	10	14	9	9	13
In touch with the concerns of ordinary people	6	5	15	2	2	2	10	2	2	5	5	6	4	5	6	6	4	4	6	6	3	5
None of these	46	47	10	66	37	66	28	65	51	45	49	33	43	51	53	44	52	46	40	50	53	54
Don't know	9	8	4	3	9	3	6	6	7	5	10	16	10	7	4	7	10	9	9	8	7	6

**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	20	7	49	21	4	7	43	17	21	18	17	17	21	22	21	18	25	18	17	22	17
Sticks to what he believes in	17	16	9	37	10	4	7	33	17	18	13	8	16	17	17	16	15	18	15	13	16	17
Honest	17	16	6	39	14	3	5	35	18	19	13	12	12	16	20	18	12	19	15	12	18	16
Decisive	5	6	2	15	3	2	2	14	5	7	4	2	4	6	7	6	5	7	6	3	7	4
Strong	5	5	1	13	6	2	2	11	3	6	4	5	5	6	5	5	6	7	4	4	7	5
Good in a crisis	3	4	2	11	4	1	1	10	2	6	3	4	3	4	5	4	4	5	4	5	4	2
A natural leader	3	4	1	10	2	2	1	9	2	5	3	4	3	4	4	3	4	6	3	2	5	3
Charismatic	3	4	2	8	3	2	2	7	3	4	3	5	2	4	4	3	4	5	4	2	4	3
None of these	54	54	71	22	51	84	74	29	56	55	52	45	51	55	59	53	55	44	55	59	52	57
Don't know	13	13	8	10	10	6	8	11	11	8	17	24	16	11	8	11	15	13	15	13	12	7

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

Honest	9	11	18	8	41	3	14	7	16	14	8	9	10	11	12	12	9	12	12	11	10	10
Charismatic	8	9	12	9	21	6	11	7	12	11	7	13	10	8	7	12	5	13	10	7	8	6
Sticks to what he believes in	8	8	17	5	26	3	13	4	12	9	8	3	10	8	10	9	8	10	9	7	8	9
In touch with the concerns of ordinary people	9	8	12	6	29	2	9	3	15	9	7	10	9	7	8	10	5	8	9	6	9	11
Strong	2	3	6	3	10	0	3	4	3	4	3	4	3	3	3	4	3	5	3	2	4	4
Decisive	3	3	5	3	10	0	3	2	4	3	2	1	4	3	2	3	2	5	3	2	3	2
A natural leader	3	3	3	4	11	1	3	2	4	4	2	7	4	2	2	4	2	4	5	2	2	4
Good in a crisis	3	2	4	2	8	0	2	1	2	2	2	3	4	2	1	3	1	3	2	1	2	2
None of these	63	62	52	73	23	87	61	75	57	63	62	44	56	66	71	60	66	55	59	64	67	70
Don't know	13	11	9	5	7	3	9	7	8	7	16	22	14	10	6	10	13	14	12	12	10	8

## 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	95	126
Male 25 to 39	236	264
Male 40 to 59	412	355
Male 60 +	254	273
Female 18 to 24	117	124
Female 25 to 39	261	267
Female 40 to 59	423	363
Female 60 +	301	327
<b>Region</b>		
North England	494	516
Midlands	285	344
East	188	202
London	328	269
South England	408	481
Wales	101	105
Scotland	295	183
<b>Social Grade</b>		
AB	774	588
C1	571	609
C2	315	441
DE	439	462
<b>Newspaper Type</b>		
Express / Mail	424	298
Sun / Star	248	422
Mirror / Record	172	185
Guardian / Independent	170	92
FT / Times / Telegraph	134	168
Other Paper	327	241
No Paper	624	693
<b>Political Party Identification</b>		
Labour	698	663
Conservative	523	584
Liberal Democrat	183	199
SNP/Plaid Cymru	64	40
Others	152	103
None/ DK	479	510

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)