

YouGov / The Sun Survey Results

Sample Size: 1677 GB Adults
Fieldwork: 9th - 10th February 2015

	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	1677	433	458	82	172	491	396	339	813	864	200	424	574	480	956	721	215	545	359	413	146	
Unweighted Sample	1677	405	468	74	199	484	429	332	867	810	162	352	640	523	1095	582	206	517	349	463	142	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	4	12	31	35	30	29	32	38	37	27	31	43	33	27	16
Lab	35	0	100	0	0	5	82	27	35	35	35	44	34	28	31	40	41	25	37	44	30
Lib Dem	6	0	0	100	0	1	1	25	6	7	6	3	6	9	8	4	5	7	5	8	2
UKIP	13	0	0	0	100	15	5	12	15	11	9	6	16	16	9	18	9	16	15	13	3
Other	13	0	0	0	0	2	8	24	14	12	20	18	12	8	15	11	14	9	9	8	48

Other Parties Voting Intention

Green	8	0	0	0	0	0	4	19	9	7	18	12	5	4	10	5	13	8	7	7	4
SNP/ PCY	4	0	0	0	0	1	3	3	5	4	1	6	5	3	4	5	0	0	2	0	43
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	1	0	2	0	1	1	0	1	1	0	1	1	1	0	1	0

Non Voters

Would Not Vote	6	0	0	0	0	3	2	3	6	6	15	7	6	3	5	8	9	6	6	7	2
Don't know	15	0	0	0	0	11	11	18	9	21	13	20	14	14	14	17	10	17	17	15	13

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

	Feb 8-9	Feb 9-10																				
Approve	32	33	91	5	38	18	70	9	23	36	30	22	33	33	37	38	27	34	39	31	28	25
Disapprove	52	52	2	85	46	67	19	83	60	53	50	43	50	56	52	48	56	52	45	50	58	63
Don't know	16	15	7	9	15	15	12	8	17	11	20	35	17	11	11	14	17	14	16	19	14	12

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

	Jan 26-27	Feb 9-10																				
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	25	54	12	21	16	45	12	20	27	23	19	24	25	29	27	22	27	27	27	21	18
Strong	19	19	49	8	17	8	37	8	13	20	18	22	19	20	19	21	17	22	20	20	18	13
A natural leader	19	19	44	9	17	12	34	9	17	21	18	19	22	19	17	22	15	21	21	17	18	17
Decisive	19	18	41	7	15	10	33	6	13	19	17	18	21	17	16	21	14	21	19	17	17	13
Charismatic	18	17	33	12	13	11	28	11	11	19	15	21	18	18	12	19	13	25	18	11	15	19
Good in a crisis	18	16	45	4	7	9	36	6	8	20	13	18	17	16	17	19	13	19	17	16	14	20
Honest	11	12	36	3	7	8	30	2	6	12	12	9	7	11	18	13	10	15	16	9	9	9
In touch with the concerns of ordinary people	5	6	20	1	6	1	17	1	3	6	7	4	4	6	9	7	6	9	7	6	5	6
None of these	44	45	8	65	38	60	19	65	53	46	44	41	38	47	50	40	51	39	41	45	51	49
Don't know	8	7	4	4	8	6	5	3	6	5	9	13	11	5	4	7	8	8	8	8	5	7

	Jan 26-27	Feb 9-10																				
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	22	7	53	22	5	7	46	20	23	21	23	21	20	23	21	22	27	18	20	27	17
Sticks to what he believes in	17	17	7	41	17	6	6	37	14	19	15	18	13	18	18	18	15	22	16	13	20	13
Honest	16	17	5	42	22	5	5	40	15	20	15	21	16	17	18	19	16	25	15	16	19	14
Decisive	5	6	2	16	7	1	2	14	4	7	5	5	6	6	6	5	6	8	6	4	7	4
Strong	5	5	2	13	3	0	2	11	3	4	5	4	5	5	4	4	5	9	3	4	5	7
Good in a crisis	3	3	0	9	1	0	0	8	2	4	2	5	3	2	3	3	3	6	2	1	4	4
A natural leader	3	3	0	9	1	0	0	8	2	4	3	3	3	4	2	3	4	6	2	1	4	4
Charismatic	3	3	0	7	0	0	0	6	2	3	2	4	3	3	2	2	3	5	1	2	3	3
None of these	58	59	81	23	57	84	82	30	60	60	57	49	54	61	63	59	58	50	62	61	56	61
Don't know	9	9	4	6	4	4	5	6	8	5	12	17	12	7	5	8	10	8	10	10	6	10

	Jan 26-27	Feb 9-10																				
Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.																						
Honest	12	13	19	9	42	5	16	7	18	14	11	9	14	12	13	15	9	16	15	11	10	10
Charismatic	11	12	16	14	22	9	14	13	14	14	10	15	15	12	8	15	8	13	12	13	11	12
In touch with the concerns of ordinary people	13	11	15	8	44	2	10	9	21	13	10	8	14	11	11	13	9	10	12	9	14	11
Sticks to what he believes in	9	9	16	6	25	5	11	4	13	9	9	6	9	9	10	9	8	8	9	8	9	7
Decisive	3	4	5	4	11	2	4	3	4	5	3	3	5	3	4	4	4	6	4	3	4	1
A natural leader	3	4	5	4	10	0	4	4	5	4	4	4	6	2	3	5	3	5	4	2	5	3
Strong	2	3	4	2	15	1	3	1	4	3	3	1	3	4	2	3	2	3	3	2	4	3
Good in a crisis	2	2	3	2	10	0	2	1	4	3	2	2	2	2	2	3	2	4	2	1	3	1
None of these	60	59	52	65	20	75	58	68	50	61	58	55	51	62	66	56	63	54	56	62	63	63
Don't know	10	10	5	7	9	5	6	7	9	5	15	17	14	8	7	9	11	11	12	9	8	9

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	101
Male 25 to 39	153	211
Male 40 to 59	347	283
Male 60 +	297	218
Female 18 to 24	92	99
Female 25 to 39	199	213
Female 40 to 59	293	290
Female 60 +	226	262
Region		
North England	463	413
Midlands	249	275
East	136	161
London	206	215
South England	381	384
Wales	100	84
Scotland	142	146
Social Grade		
AB	610	470
C1	485	486
C2	236	352
DE	346	369
Newspaper Type		
Express / Mail	256	238
Sun / Star	206	337
Mirror / Record	134	148
Guardian / Independent	170	74
FT / Times / Telegraph	120	134
Other Paper	222	193
No Paper	569	553
Political Party Identification		
Labour	539	530
Conservative	446	466
Liberal Democrat	109	159
SNP/Plaid Cymru	39	32
Others	143	82
None/ DK	401	408

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