

YouGov / The Sun Survey Results

Sample Size: 1805 GB Adults
Fieldwork: 14th - 15th October 2013

	Voting intention				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	1805	469	548	127	158	557	433	377	875	930	215	457	617	516	1029	776	231	587	386	444	157	
Unweighted Sample	1805	475	552	104	183	568	446	381	832	973	134	440	703	528	1196	609	248	600	348	442	167	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	79	5	11	36	31	20	39	35	33	39	26	32	40	36	31	15
Lab	39	0	100	0	0	6	85	37	35	44	43	40	40	36	37	43	50	29	41	46	36
Lib Dem	9	0	0	100	0	1	2	35	9	9	8	11	7	10	10	7	4	14	6	8	10
Other	18	0	0	0	100	14	8	17	20	16	29	10	18	20	14	24	13	18	17	15	39

Other Parties Voting Intention

UKIP	11	0	0	0	100	13	5	8	13	10	16	4	11	15	8	17	8	15	11	11	6
SNP / PCY	3	0	0	0	0	1	2	2	3	3	6	1	2	4	2	4	0	0	3	0	30
Green	2	0	0	0	0	0	1	5	1	3	5	2	2	1	3	1	4	3	2	1	0
BNP	1	0	0	0	0	0	1	0	1	0	0	1	1	0	0	1	0	0	1	2	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	0	0	2	1	0	1	1	1	0	1	1	0	1	1	1	3

Non Voters

Would Not Vote	6	0	0	0	0	2	1	5	6	7	12	12	4	1	5	7	5	7	10	3	5
Don't know	16	0	0	0	0	13	12	21	12	20	17	15	19	14	15	17	16	15	19	14	21

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

	Oct 13-14	Oct 14-15																				
Approve	33	29	80	4	46	13	60	10	21	34	25	24	30	30	30	36	21	27	36	27	29	15
Disapprove	53	55	7	91	34	71	28	82	64	53	57	45	48	58	62	50	62	57	46	56	59	70
Don't know	14	16	13	5	19	16	13	8	15	13	18	31	22	12	8	15	17	16	17	17	12	16

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

Sept
30-
Oct 01

Oct 14-
15

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	25	25	54	13	33	17	42	15	22	28	22	13	25	28	26	28	21	20	28	24	24	24
Charismatic	15	16	31	12	15	9	25	10	14	17	15	28	17	17	10	19	12	19	17	12	19	11
Decisive	16	16	36	6	23	7	28	7	11	17	15	24	18	15	12	19	11	19	19	13	13	14
Strong	15	16	38	7	15	4	29	9	11	18	14	20	18	16	12	19	12	15	19	11	17	11
A natural leader	12	15	38	3	21	7	28	6	14	17	13	17	16	15	13	18	11	13	19	12	17	7
Honest	14	14	37	4	22	7	29	6	10	16	13	12	12	13	19	17	11	15	17	11	15	10
Good in a crisis	13	13	36	3	19	2	28	4	11	16	11	15	14	12	13	15	11	15	15	12	12	8
In touch with the concerns of ordinary people	6	6	20	1	5	1	16	1	1	5	8	3	6	8	6	7	5	4	6	8	8	3
None of these	45	44	8	65	26	61	23	62	50	41	46	28	34	48	53	37	52	38	37	48	47	56
Don't know	8	7	3	2	5	6	5	6	5	5	9	18	11	4	4	6	9	7	8	10	5	4

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	25	27	6	61	17	4	9	53	30	26	27	30	21	28	29	26	27	28	24	24	32	26
Honest	18	18	5	45	15	6	5	40	21	20	16	17	12	19	23	19	17	22	16	16	21	16
Sticks to what he believes in	18	18	7	39	12	5	8	35	20	18	18	13	13	23	19	19	17	23	16	15	20	19
Decisive	7	9	2	21	12	1	2	19	10	10	7	8	9	8	8	9	8	13	7	7	10	7
Strong	7	8	2	19	9	1	3	16	6	8	7	14	9	6	5	7	9	13	6	6	8	8
Charismatic	5	5	6	9	0	3	5	7	4	5	6	9	8	4	3	6	4	11	4	4	7	2
Good in a crisis	4	5	0	14	2	0	2	11	3	6	4	6	4	4	6	5	5	10	3	5	5	3
A natural leader	4	4	1	8	2	1	2	7	3	5	3	7	3	3	3	4	3	4	2	2	6	7
None of these	49	46	72	13	48	75	71	21	42	50	43	31	43	51	50	48	44	42	51	48	42	43
Don't know	12	13	8	6	13	8	7	9	12	9	16	25	17	10	7	10	16	8	12	17	11	14

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

Sept
30-
Oct 01

Oct 14-
15

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

Honest	12	10	19	3	39	4	15	3	16	11	9	6	8	12	11	12	7	9	13	7	10	8
In touch with the concerns of ordinary people	11	10	14	6	30	7	11	6	15	10	10	14	10	10	7	11	8	12	10	9	9	9
Charismatic	9	9	12	9	20	3	10	8	10	10	8	12	11	9	6	11	6	11	9	6	11	7
Sticks to what he believes in	10	9	16	2	32	4	13	4	12	10	7	6	7	10	10	10	7	7	10	9	8	7
A natural leader	3	4	6	3	11	5	5	3	5	5	3	6	4	4	3	4	4	2	5	2	7	1
Decisive	4	4	5	2	26	1	4	1	10	6	3	2	6	4	4	5	3	3	6	2	4	4
Strong	4	4	6	3	17	0	4	3	5	5	3	9	5	3	2	4	4	3	6	2	4	4
Good in a crisis	3	3	4	2	10	1	3	1	4	3	2	2	3	2	3	3	2	4	3	1	3	2
None of these	59	59	46	73	18	76	55	72	53	59	58	42	49	63	69	57	61	56	56	60	59	67
Don't know	12	13	9	9	6	5	8	11	8	9	17	28	19	9	6	11	16	13	12	17	12	11

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	60	108
Male 25 to 39	181	227
Male 40 to 59	323	305
Male 60 +	268	235
Female 18 to 24	74	106
Female 25 to 39	259	229
Female 40 to 59	380	312
Female 60 +	260	282
Region		
North England	442	444
Midlands	268	296
East England	178	173
London	248	231
South England	422	413
Wales	80	90
Scotland	167	157
Social Grade		
AB	683	505
C1	513	523
C2	270	379
DE	339	397
Newspaper Type		
Express / Mail	348	289
Sun / Star	187	424
Mirror / Record	71	181
Guardian / Independent	141	81
FT / Times / Telegraph	125	171
Other Paper	220	208
No Paper	713	451
Political Party Identification		
Labour	590	578
Conservative	516	505
Liberal Democrat	136	199
SNP/Plaid Cymru	32	31
Others	120	42
None/ DK	411	451

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