

YouGov / The Sun Survey Results

Sample Size: 2021 GB Adults

Fieldwork: 15th - 16th December 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	2021	527	543	98	256	611	498	416	980	1041	240	511	691	578	1152	869	259	657	432	497	176	
Unweighted Sample	2021	512	561	100	256	598	521	433	1006	1015	169	444	830	578	1376	645	268	679	425	439	210	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	73	4	13	34	32	28	28	32	39	37	26	35	39	39	26	13
Lab	34	0	100	0	0	4	78	31	33	35	38	42	35	25	32	36	37	24	35	45	31
Lib Dem	6	0	0	100	0	1	1	25	5	7	2	7	5	8	8	4	8	9	2	5	3
Other	27	0	0	0	100	21	16	31	28	26	33	23	28	28	23	34	20	28	24	23	53

Other Parties Voting Intention

UKIP	16	0	0	0	100	20	8	11	17	15	11	9	18	21	12	22	14	19	17	17	5
Green	6	0	0	0	0	1	3	14	6	6	19	7	5	2	6	6	6	8	5	6	3
SNP / PCY	5	0	0	0	0	1	5	5	5	4	3	6	5	4	4	5	0	0	1	0	44
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	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	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	2	3	3	5	9	12	10	5	4	5	10	9	5	8	9	2
Don't know	14	0	0	0	0	8	11	22	11	16	20	18	10	12	13	15	15	17	12	11	9

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

	Dec 14-15	Dec 15-16																				
Approve	29	31	82	6	44	13	62	9	24	36	26	22	26	32	38	35	25	31	36	35	24	21
Disapprove	53	55	9	88	40	77	26	81	60	54	55	47	54	58	54	52	58	49	46	55	63	68
Don't know	18	15	8	6	17	10	12	10	15	11	18	31	20	10	8	13	17	20	18	10	13	11

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

	Dec 1-2	Dec 15-16																				
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	20	21	48	10	24	12	40	11	17	21	21	7	18	22	26	23	17	14	24	24	19	17
A natural leader	17	18	42	7	23	12	33	8	16	19	17	18	16	16	21	21	13	24	19	20	14	9
Decisive	17	16	37	8	19	6	27	6	13	15	16	16	16	15	17	18	13	16	18	17	12	15
Charismatic	16	16	30	8	25	13	27	9	16	18	14	19	17	15	16	19	12	16	19	20	12	9
Strong	15	15	36	6	15	6	26	7	12	14	15	12	16	13	16	17	11	17	18	14	11	8
Good in a crisis	14	15	39	4	13	9	30	6	11	18	13	18	13	14	18	18	11	15	18	16	12	13
Honest	12	11	34	2	6	4	26	3	5	13	10	4	6	10	20	15	7	10	14	13	8	10
In touch with the concerns of ordinary people	5	6	18	2	3	1	14	2	3	6	6	2	5	5	10	6	5	4	8	6	4	5
None of these	47	48	10	70	40	68	22	68	54	47	50	42	44	52	50	44	53	42	40	47	58	64
Don't know	8	8	5	3	5	1	6	5	7	7	9	17	11	7	3	7	9	11	9	6	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	18	17	4	48	12	5	5	36	21	17	18	17	16	20	16	18	17	20	15	16	22	14
Honest	17	15	4	39	21	4	3	31	19	16	14	14	12	17	15	17	12	17	14	11	18	12
Sticks to what he believes in	15	13	5	33	13	4	5	27	13	13	13	14	11	15	12	15	11	15	12	12	15	15
Strong	5	4	2	12	2	0	1	9	2	5	3	3	4	4	3	4	4	6	3	3	5	3
Decisive	6	4	2	12	3	2	2	9	3	4	4	4	5	4	4	5	4	5	4	3	6	3
Good in a crisis	4	3	0	10	6	1	0	7	3	4	2	3	4	3	3	3	4	7	3	2	4	2
Charismatic	3	3	1	6	2	1	0	5	2	3	2	3	4	2	2	3	2	5	2	1	3	3
A natural leader	3	2	0	6	0	0	0	5	1	2	2	1	2	2	2	2	2	3	2	1	2	1
None of these	57	60	82	24	61	87	83	36	54	62	58	46	55	61	69	59	61	51	62	66	56	67
Don't know	10	11	5	8	7	3	6	10	10	8	14	25	15	8	6	9	13	14	12	9	11	9
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	17	5	45	5	13	4	16	11	8	8	8	11	11	13	5	15	10	9	7	9
In touch with the concerns of ordinary people	8	10	12	7	45	6	9	4	20	9	11	10	7	10	12	12	8	11	12	11	8	6
Charismatic	10	8	10	9	32	5	9	8	12	8	8	10	10	8	6	9	7	12	8	8	7	7
Sticks to what he believes in	7	7	11	5	29	6	9	5	11	9	6	4	8	7	8	9	5	10	6	9	6	7
Decisive	3	3	3	2	17	1	2	2	6	3	3	2	3	3	2	3	2	5	3	1	2	3
A natural leader	3	3	3	3	20	1	3	2	8	4	3	3	4	4	2	4	2	5	4	2	2	3
Strong	3	2	2	1	12	1	1	2	3	2	2	0	2	2	1	3	1	3	2	1	1	1
Good in a crisis	2	2	3	1	11	2	2	2	5	3	2	3	3	2	1	2	2	3	3	1	2	2
None of these	64	64	60	70	18	80	64	73	53	65	63	54	59	66	70	62	67	57	61	64	68	73
Don't know	10	12	8	9	4	3	9	10	9	9	14	22	17	8	7	10	14	13	13	10	11	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	74	121
Male 25 to 39	189	255
Male 40 to 59	431	342
Male 60 +	312	263
Female 18 to 24	95	119
Female 25 to 39	255	257
Female 40 to 59	399	350
Female 60 +	266	315
Region		
North England	439	497
Midlands	313	331
East	199	194
London	268	259
South England	480	463
Wales	112	101
Scotland	210	176
Social Grade		
AB	797	566
C1	579	586
C2	264	424
DE	381	445
Newspaper Type		
Express / Mail	409	287
Sun / Star	207	406
Mirror / Record	132	178
Guardian / Independent	161	89
FT / Times / Telegraph	173	162
Other Paper	286	232
No Paper	653	667
Political Party Identification		
Labour	671	639
Conservative	528	562
Liberal Democrat	168	192
SNP/Plaid Cymru	66	38
Others	144	99
None/ DK	444	491

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