

YouGov / The Sun Survey Results

Sample Size: 1792 GB Adults
Fieldwork: 16th - 17th September 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	1792	448	501	126	181	528	442	379	869	923	213	453	613	513	1021	771	229	582	383	441	156	
Unweighted Sample	1792	445	506	116	209	555	445	393	849	943	107	465	696	524	1211	581	238	567	369	440	178	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	33	100	0	0	0	78	6	11	36	30	41	33	31	33	37	28	30	36	34	33	27
Lab	37	0	100	0	0	6	82	31	35	39	37	42	40	31	36	39	43	31	37	41	41
Lib Dem	9	0	0	100	0	1	2	33	9	10	12	8	11	8	10	8	11	14	6	6	6
Other	20	0	0	0	100	16	10	25	20	21	10	17	19	28	17	25	16	19	23	19	27

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	6	15	13	14	6	7	12	22	10	18	11	15	16	14	2
SNP / PCY	3	0	0	0	0	0	3	1	3	2	1	3	3	2	3	2	0	0	2	0	21
Green	3	0	0	0	0	0	1	7	2	4	2	5	2	2	3	4	4	3	3	3	3
BNP	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
Respect	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0	1	0	0	0	1	0
Other	1	0	0	0	0	0	0	1	1	0	1	1	0	1	0	1	0	0	2	1	1

Non Voters

Would Not Vote	9	0	0	0	0	3	3	4	8	9	22	9	7	4	5	13	8	10	7	8	9
Don't know	16	0	0	0	0	13	13	21	10	21	17	17	16	15	16	17	16	19	15	14	13

Sep
15-16

Sep
16-17

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

Approve	31	29	81	4	38	12	58	6	26	34	23	28	29	26	32	33	22	24	32	31	27	23
Disapprove	54	55	8	89	45	76	27	85	60	54	55	40	53	59	58	51	60	56	48	57	60	57
Don't know	16	17	11	7	17	12	15	9	15	11	22	31	18	15	11	16	18	20	20	12	14	20

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

Sept 1-2
Sep 16-17

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	26	55	13	24	20	45	12	22	30	22	21	25	25	30	28	23	22	28	25	25	24
Charismatic	15	15	30	7	26	13	25	8	18	17	13	17	17	14	15	19	11	18	16	12	16	13
Strong	14	15	36	6	16	6	28	7	11	17	13	20	18	11	16	18	12	13	17	16	13	13
A natural leader	13	14	31	6	13	10	25	6	12	14	13	17	16	11	14	17	9	12	12	14	16	16
Decisive	15	14	32	5	14	9	23	5	14	15	13	10	16	13	13	16	11	12	13	13	13	20
Good in a crisis	10	14	36	2	19	8	28	2	15	15	13	11	14	12	17	16	11	14	16	13	12	10
Honest	13	14	39	2	15	10	31	5	10	17	12	14	9	14	19	17	10	12	15	14	14	14
In touch with the concerns of ordinary people	6	5	16	1	2	3	13	0	4	6	5	4	4	6	6	7	3	5	6	4	6	6
None of these	45	43	8	67	36	54	20	64	47	41	44	25	43	46	46	40	47	43	40	47	43	45
Don't know	10	10	6	6	6	5	7	9	5	8	11	24	9	9	5	7	13	13	10	7	11	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	19	19	7	46	17	10	7	40	19	20	18	18	18	19	20	20	18	21	17	17	21	25
Honest	14	16	8	38	18	7	6	33	17	19	13	16	12	17	18	19	12	16	15	15	18	16
Sticks to what he believes in	12	15	7	33	18	8	7	29	17	16	14	8	14	17	16	14	15	15	15	14	13	16
Decisive	6	4	3	11	3	1	2	8	5	5	4	3	3	5	5	5	3	5	4	4	4	5
Strong	3	3	1	8	5	1	1	6	2	4	3	1	3	5	3	4	2	3	3	3	4	4
A natural leader	2	2	0	6	2	0	0	6	1	2	2	3	2	3	2	2	2	1	2	2	4	2
Charismatic	4	2	2	5	2	0	0	4	2	3	2	4	2	3	2	3	1	3	2	2	3	3
Good in a crisis	5	2	1	6	7	0	0	6	3	2	3	2	2	3	2	3	1	3	2	2	3	1
None of these	54	53	74	24	44	80	75	31	53	55	52	45	52	51	62	53	54	51	55	58	51	48
Don't know	15	14	9	11	12	3	8	11	12	10	18	26	17	13	8	12	18	16	14	12	16	12

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

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	9	12	19	6	44	7	15	8	22	14	11	15	12	11	13	14	10	13	12	13	11	15
Honest	9	11	20	3	37	12	16	4	21	14	9	4	9	13	13	14	8	13	12	10	10	12
Charismatic	9	9	11	7	25	7	11	6	15	10	8	6	12	9	7	11	6	11	8	6	10	9
Sticks to what he believes in	7	9	14	3	30	5	12	3	13	11	6	0	8	10	11	9	8	6	10	9	7	8
A natural leader	3	4	3	3	19	2	3	4	6	5	3	9	3	3	3	5	2	4	4	3	3	9
Decisive	3	4	5	2	14	3	4	3	6	6	2	4	3	4	3	5	2	3	4	4	3	5
Good in a crisis	2	3	4	2	20	2	3	2	7	5	2	1	3	4	3	5	1	4	4	3	3	2
Strong	2	3	4	1	14	2	2	1	6	4	2	3	4	2	3	4	2	2	3	2	3	4
None of these	60	57	45	72	12	75	53	71	47	56	58	44	55	56	66	57	57	54	55	60	57	60
Don't know	14	14	11	11	8	4	10	11	10	11	17	28	17	14	7	11	19	16	16	12	14	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	40	108
Male 25 to 39	198	226
Male 40 to 59	337	303
Male 60 +	274	233
Female 18 to 24	67	106
Female 25 to 39	267	228
Female 40 to 59	359	310
Female 60 +	250	280
Region		
North England	440	441
Midlands	268	294
East England	179	172
London	238	229
South England	388	410
Wales	101	90
Scotland	178	156
Social Grade		
AB	680	502
C1	531	520
C2	268	376
DE	313	394
Newspaper Type		
Express / Mail	340	287
Sun / Star	188	421
Mirror / Record	101	179
Guardian / Independent	127	81
FT / Times / Telegraph	122	170
Other Paper	257	206
No Paper	657	448
Political Party Identification		
Labour	569	573
Conservative	509	502
Liberal Democrat	147	197
SNP/Plaid Cymru	43	30
Others	121	41
None/ DK	403	448

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