

YouGov / The Sun Survey Results

Sample Size: 1758 GB Adults
Fieldwork: 17th - 18th February 2014

	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	1758	445	527	104	158	517	415	374	853	905	209	445	601	503	1002	756	225	571	376	432	153	
Unweighted Sample	1758	402	546	92	183	499	449	382	835	923	164	401	685	508	1179	579	240	542	378	444	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	4	16	33	34	31	29	30	41	38	27	33	42	32	29	20
Lab	40	0	100	0	0	5	87	35	40	39	39	48	41	32	38	42	39	31	41	51	35
Lib Dem	8	0	0	100	0	0	0	33	6	9	4	9	9	7	8	7	12	8	10	4	5
Other	19	0	0	0	100	17	9	16	20	18	26	13	20	20	16	23	16	19	17	16	39

Other Parties Voting Intention

UKIP	12	0	0	0	100	16	5	7	13	11	10	6	13	15	9	16	11	15	11	11	4
SNP / PCY	3	0	0	0	0	1	2	1	4	3	5	4	4	2	3	4	2	0	1	1	32
Green	3	0	0	0	0	0	2	7	3	3	11	2	2	2	3	3	4	2	4	3	2
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	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	1	0	0	1	0	0	1	0	0	0	0	1	0	0	1

Non Voters

Would Not Vote	7	0	0	0	0	2	3	4	8	7	15	11	6	3	7	8	8	8	9	7	4
Don't know	17	0	0	0	0	12	12	24	13	20	22	21	15	13	16	18	16	17	17	15	23

Feb
13-14

Feb
17-18

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

Approve	29	30	85	4	41	12	65	5	24	33	26	23	27	28	38	35	23	32	35	29	24	23
Disapprove	56	55	6	91	38	80	23	88	60	55	54	48	53	59	54	52	59	51	50	54	61	61
Don't know	15	15	9	5	21	8	12	7	17	11	20	30	21	13	8	14	18	17	14	16	15	16

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

Feb 3-4
Feb 17-18

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	21	22	48	13	22	11	41	13	19	24	21	22	18	23	25	25	19	25	25	23	21	16
Charismatic	15	18	38	10	32	9	32	11	18	18	18	13	18	18	20	20	15	21	23	18	12	15
Decisive	15	18	42	7	20	6	33	7	14	19	17	17	16	18	19	20	15	21	21	16	14	14
A natural leader	15	17	41	6	21	10	34	6	13	19	15	13	15	18	19	19	14	16	21	15	14	12
Good in a crisis	13	16	44	4	16	13	34	3	11	18	15	19	14	15	19	18	14	19	23	12	12	10
Strong	15	15	39	4	18	8	29	5	11	17	12	12	14	15	16	17	11	19	18	13	11	7
Honest	12	12	35	2	11	6	29	2	7	13	12	6	10	11	19	15	9	15	17	10	9	7
In touch with the concerns of ordinary people	7	7	22	2	5	1	19	1	2	8	7	3	5	7	11	8	7	8	8	8	6	5
None of these	47	45	8	67	34	68	21	68	52	45	45	32	43	48	49	43	48	41	38	46	55	51
Don't know	8	9	6	4	1	2	6	6	6	8	9	20	10	8	3	6	12	9	9	9	6	12

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	24	7	58	25	7	6	53	27	25	24	19	20	28	26	22	27	28	22	24	28	21
Sticks to what he believes in	19	18	8	40	21	6	6	39	20	18	17	14	13	20	20	17	18	17	15	19	22	11
Honest	17	16	3	40	18	3	3	37	16	17	15	10	13	17	19	17	14	14	13	19	20	12
Decisive	7	8	2	20	9	2	2	19	6	8	8	5	10	8	7	6	10	9	7	9	8	5
Strong	7	7	2	17	5	1	3	14	6	7	6	5	7	7	7	6	8	7	5	8	9	4
Charismatic	5	5	1	11	4	2	1	11	5	5	5	6	7	5	3	4	6	3	6	5	6	3
Good in a crisis	5	5	2	13	3	2	2	10	4	5	5	6	8	5	4	5	6	3	4	7	7	4
A natural leader	5	4	1	10	3	0	1	9	2	5	3	3	6	4	3	3	4	5	3	6	3	2
None of these	49	48	73	16	44	72	75	23	46	49	47	33	50	48	53	52	43	44	49	50	46	53
Don't know	13	15	10	10	10	13	10	11	12	12	17	33	15	11	11	11	19	15	17	13	13	15

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

Feb 3-4
Feb 17-18

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	17	6	50	2	11	6	22	12	10	7	11	12	10	12	9	14	11	9	10	7
In touch with the concerns of ordinary people	10	10	11	6	47	7	8	6	20	10	10	6	11	12	9	11	9	14	10	11	8	8
Charismatic	8	9	9	9	33	4	7	7	16	9	10	10	12	9	7	10	7	10	11	7	8	12
Sticks to what he believes in	6	7	11	4	35	6	10	3	13	8	7	3	5	10	9	8	7	7	11	8	4	5
A natural leader	4	4	3	2	26	1	2	2	9	3	4	1	5	5	2	4	3	4	4	4	3	2
Decisive	3	3	3	1	25	0	1	2	8	3	3	3	4	2	3	3	2	5	3	4	1	1
Good in a crisis	2	2	2	1	15	0	2	1	4	2	2	2	4	3	1	3	2	4	3	3	1	2
Strong	3	2	2	1	18	0	2	1	4	2	2	0	4	2	2	2	2	2	3	2	1	3
None of these	62	60	54	70	11	74	62	75	47	63	58	46	53	63	70	60	61	53	55	64	67	66
Don't know	13	13	11	9	4	8	10	7	10	9	16	30	15	9	7	11	15	15	15	10	11	10

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	75	105
Male 25 to 39	190	222
Male 40 to 59	330	297
Male 60 +	240	229
Female 18 to 24	89	104
Female 25 to 39	211	223
Female 40 to 59	355	304
Female 60 +	268	274
Region		
North England	444	432
Midlands	289	288
1	162	169
London	240	225
South England	380	403
Wales	89	88
Scotland	154	153
Social Grade		
AB	661	492
C1	518	510
C2	252	369
DE	327	387
Newspaper Type		
Express / Mail	324	281
Sun / Star	171	413
Mirror / Record	103	176
Guardian / Independent	141	79
FT / Times / Telegraph	121	167
Other Paper	252	202
No Paper	646	440
Political Party Identification		
Labour	599	563
Conservative	467	492
Liberal Democrat	147	193
SNP/Plaid Cymru	35	30
Others	107	40
None/ DK	403	440

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