

YouGov / The Sun Survey Results

Sample Size: 1975 GB Adults
Fieldwork: 17th - 18th November 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	1975	502	534	116	226	580	470	404	958	1017	235	500	675	565	1126	849	253	642	423	486	172	
Unweighted Sample	1975	488	543	106	236	568	503	400	933	1042	180	369	851	575	1268	707	257	614	404	448	252	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	75	5	16	33	32	30	27	31	38	36	28	35	40	33	27	15
Lab	34	0	100	0	0	4	79	31	33	36	35	42	37	25	32	37	41	25	38	44	25
Lib Dem	7	0	0	100	0	1	1	27	7	7	11	7	5	9	8	6	6	10	7	5	8
Other	26	0	0	0	100	20	16	26	27	25	24	23	27	28	24	29	18	25	22	25	52

Other Parties Voting Intention

UKIP	15	0	0	0	100	18	8	9	15	14	7	9	17	20	11	20	12	18	13	16	5
Green	6	0	0	0	0	1	4	14	6	6	13	9	4	3	7	5	5	5	7	8	5
SNP / PCY	4	0	0	0	0	1	4	2	4	4	5	4	5	4	5	3	0	0	2	0	41
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	1	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	1	0	0	0	0	1	0	0	0	1	0	0	0	1

Non Voters

Would Not Vote	6	0	0	0	0	2	3	3	6	7	12	7	6	4	4	9	7	6	6	8	5
Don't know	15	0	0	0	0	12	11	21	9	20	13	18	13	15	15	14	15	17	16	13	10

Nov 16-17
Nov 17-18

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

Approve	33	31	82	7	37	14	61	9	26	36	26	30	29	28	35	34	27	29	38	30	27	19
Disapprove	51	54	6	86	48	78	24	82	60	56	53	46	51	60	54	52	57	54	46	55	60	69
Don't know	16	15	12	6	15	8	15	9	14	8	22	24	20	12	11	14	16	17	16	15	13	12

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

	Nov 3-4	Nov 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	23	22	54	9	20	10	39	9	23	25	20	19	20	22	27	24	20	19	27	22	20	18
Decisive	15	17	38	7	20	8	28	9	14	19	14	23	19	15	13	19	14	16	18	17	16	15
A natural leader	16	17	42	8	15	10	31	7	15	20	15	21	17	17	17	19	16	13	20	17	17	14
Strong	16	16	38	7	18	10	26	8	12	17	15	19	16	15	15	17	14	16	18	18	13	13
Charismatic	15	16	30	10	22	12	24	9	16	18	14	22	15	16	15	19	12	15	18	16	13	15
Good in a crisis	15	15	40	6	8	10	29	5	11	16	14	17	14	15	15	17	13	16	18	13	14	13
Honest	13	11	30	3	10	7	23	3	10	12	10	11	6	10	17	13	8	10	14	9	11	8
In touch with the concerns of ordinary people	5	5	17	1	1	1	12	2	2	4	5	4	5	5	5	6	4	8	6	3	4	2
None of these	47	46	9	66	44	64	24	66	49	46	45	38	40	50	49	42	51	42	40	44	52	59
Don't know	8	7	5	4	1	3	7	5	5	4	10	12	10	6	5	7	9	10	7	9	7	5
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	16	20	4	49	19	11	5	38	23	20	19	25	19	21	17	20	20	27	17	20	21	14
Honest	14	17	5	43	14	7	5	35	22	20	15	13	17	20	15	18	16	20	16	18	18	15
Sticks to what he believes in	13	16	7	40	11	5	7	31	17	17	15	15	13	18	16	17	15	22	14	18	15	15
Decisive	3	5	2	14	2	2	2	12	5	6	4	5	5	6	3	5	5	10	4	4	6	3
Good in a crisis	3	5	1	15	4	2	1	12	3	5	5	9	7	4	3	5	6	9	4	4	7	1
Strong	3	4	1	13	4	2	1	10	4	5	4	6	5	5	3	4	6	8	4	4	5	2
A natural leader	2	4	1	10	2	2	1	7	2	5	3	11	4	3	1	3	6	9	3	2	5	1
Charismatic	3	3	1	8	0	3	0	5	1	3	2	6	2	3	1	2	3	7	2	2	2	2
None of these	60	56	78	19	59	83	77	33	54	58	53	45	47	56	67	56	55	45	61	52	53	67
Don't know	11	11	7	8	6	2	8	8	10	6	16	19	17	9	5	10	13	15	9	14	13	5
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	7	33	5	11	6	19	11	9	8	7	11	13	12	8	7	12	12	8	9
In touch with the concerns of ordinary people	10	10	16	7	37	4	11	5	20	11	10	15	10	10	9	12	8	10	13	11	8	9
Charismatic	8	9	14	8	22	6	12	8	13	10	9	18	8	10	7	10	9	10	10	9	10	6
Sticks to what he believes in	8	7	13	3	25	3	10	2	13	7	7	4	7	7	9	8	6	5	10	9	4	7
Decisive	3	4	6	3	14	2	4	3	5	5	3	5	4	3	4	4	3	3	4	4	5	3
A natural leader	3	4	4	4	9	2	3	3	6	5	2	4	4	3	3	4	3	3	3	4	4	3
Strong	3	3	3	4	10	3	2	4	4	5	2	4	4	3	2	4	2	2	3	5	3	2
Good in a crisis	3	2	2	3	10	1	1	2	3	3	2	3	4	2	1	3	2	2	3	2	3	2
None of these	62	60	51	67	27	83	59	70	49	62	58	47	55	62	67	58	62	56	60	54	62	74
Don't know	11	12	8	9	2	3	10	8	10	9	16	17	20	10	7	11	14	18	10	15	13	6

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	76	119
Male 25 to 39	174	249
Male 40 to 59	411	334
Male 60 +	272	257
Female 18 to 24	104	117
Female 25 to 39	195	251
Female 40 to 59	440	342
Female 60 +	303	308
Region		
North England	448	486
Midlands	279	324
East	197	190
London	257	253
South England	417	452
Wales	125	99
Scotland	252	172
Social Grade		
AB	712	553
C1	556	573
C2	323	415
DE	384	435
Newspaper Type		
Express / Mail	376	280
Sun / Star	247	397
Mirror / Record	148	174
Guardian / Independent	175	87
FT / Times / Telegraph	148	158
Other Paper	296	227
No Paper	585	652
Political Party Identification		
Labour	662	624
Conservative	542	549
Liberal Democrat	154	188
SNP/Plaid Cymru	72	38
Others	147	97
None/ DK	398	480

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