

# YouGov / The Sun Survey Results

Sample Size: 1763 GB Adults  
Fieldwork: 22nd - 23rd 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	
<b>Weighted Sample</b> 1763	X	X	X	X	517	452	378	855	908	210	446	603	504	1005	758	226	573	377	434	153	
Unweighted Sample	1763	433	539	118	211	546	448	385	812	951	105	477	640	541	1141	622	311	603	326	383	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept 30- 1  
Oct 2012

Sept 22- 23

**Thinking about the how well or badly David Cameron and the Conservatives have done since entering government in 2010, which of the following best reflects your view?**

I expected them to do well and they have done	13	16	54	1	7	6	40	2	7	17	15	14	11	18	18	17	14	15	19	15	13	11
I expected them to do well, but they have been a disappointment	34	23	20	18	19	49	36	13	23	23	23	10	19	21	34	20	27	24	26	22	21	18
I expected them to do badly, but they have actually done quite well	5	15	19	7	42	12	16	10	21	16	13	15	16	15	13	17	12	13	15	15	16	10
I expected them to do badly and they have done	36	34	1	66	23	29	2	68	38	33	35	35	32	36	33	33	36	37	28	36	36	46
Don't know	13	13	6	8	9	5	7	7	11	11	14	26	22	9	3	14	11	11	13	11	14	15

**Whether or not you agree with his views, to what extent do you feel you know what David Cameron stands for these days?**

A lot - I am very clear what he stands for	10	12	22	14	6	6	17	13	11	15	10	6	8	18	11	13	12	12	11	12	15	11
A little - I have a broad idea of what he stands for	35	34	61	21	45	25	51	22	35	33	36	35	34	34	34	39	28	35	37	37	30	29
Not a lot - I am uncertain exactly what he stands for	31	28	13	33	32	45	23	30	36	26	31	22	31	24	34	27	30	26	27	28	29	36
Not at all - I am very uncertain what he stands for	17	18	1	26	13	22	5	31	15	20	17	22	14	19	20	15	23	18	18	18	19	20
Don't know	7	7	2	6	5	2	4	3	3	6	7	15	12	4	1	6	7	8	7	5	7	4

**Since he became Prime Minister, do you think David Cameron has become more or less clear about what he stands for?**

Has become more clear about what he stands for	8	13	29	7	17	3	21	7	13	15	11	11	11	15	14	15	11	14	13	13	12	14
Has become less clear about what he stands for	43	35	29	35	38	55	42	35	35	35	35	32	32	33	41	37	32	32	38	37	32	29
No difference -he has always been clear what he stands for	15	16	27	13	14	5	20	11	16	17	14	13	18	18	13	14	18	14	15	13	19	19
No difference -he has never been clear what he stands for	21	24	5	36	18	32	10	38	25	24	24	19	20	26	28	21	29	25	22	26	23	30
Don't know	11	12	9	9	12	5	8	9	11	9	15	25	20	9	4	13	11	14	12	11	14	9

Fieldwork: 22nd - 23rd 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	
<b>Weighted Sample</b>	<b>1763</b>	X	X	X	X	517	452	378	855	908	210	446	603	504	1005	758	226	573	377	434	153	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		July 12-13 2012	Sept 22-23																				
<b>Thinking about David Cameron, do you think he...</b>																							
<b>Is in touch or out of touch?</b>																							
	In touch	23	<b>23</b>	66	3	24	13	52	5	17	23	23	28	20	23	24	26	19	23	26	28	17	16
	Out of touch	66	<b>66</b>	22	92	63	85	38	90	75	68	64	53	65	68	69	62	71	65	61	64	70	75
	Don't know	11	<b>11</b>	11	5	13	2	10	5	9	9	13	19	15	9	7	12	10	12	12	8	12	10
<b>Is strong or weak?</b>																							
	Strong	38	<b>40</b>	77	22	42	28	64	26	40	43	38	48	40	43	33	44	35	40	39	45	39	34
	Weak	47	<b>40</b>	11	61	36	57	20	59	41	41	39	25	38	38	51	35	47	39	39	37	41	48
	Don't know	15	<b>20</b>	12	17	23	15	16	15	19	17	23	28	22	19	16	21	19	21	22	18	20	18
<b>Is likeable or dislikeable?</b>																							
	Likeable	42	<b>40</b>	85	15	49	40	73	16	38	42	38	35	31	42	48	44	35	38	45	43	36	29
	Dislikeable	44	<b>42</b>	4	73	30	43	11	72	44	42	41	38	47	43	37	39	46	44	34	45	44	54
	Don't know	14	<b>18</b>	11	12	21	17	16	12	18	16	21	27	22	15	16	17	20	17	21	12	20	17
<b>Is decisive or indecisive?</b>																							
	Decisive	40	<b>42</b>	77	26	52	26	65	26	45	46	39	40	42	47	38	48	35	45	41	51	37	35
	Indecisive	47	<b>43</b>	13	61	39	63	25	61	43	43	43	35	37	41	54	38	49	41	45	34	46	50
	Don't know	13	<b>15</b>	10	14	9	11	10	12	11	11	18	25	21	12	8	14	16	14	14	15	17	15
<b>Has plenty of ideas or has run out of ideas?</b>																							
	Has plenty of ideas	32	<b>30</b>	69	13	29	17	54	16	26	30	29	29	24	32	32	33	25	30	31	31	28	24
	Has run out of ideas	52	<b>49</b>	12	71	52	66	26	73	52	52	45	37	45	52	53	45	54	50	45	50	49	55
	Don't know	16	<b>22</b>	19	16	19	17	20	11	23	18	25	34	31	16	15	22	21	21	24	19	22	21

Fieldwork: 22nd - 23rd 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	
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Sept  
30- 1  
Oct  
2012

Sept 22-  
23

Below are some of the things the Conservatives said they would try to do in government, in each case, please say how much progress they have made in delivering them.

**Reducing net immigration from the hundreds of thousands to the tens of thousands**

Have gone a long way towards delivering this	2	<b>3</b>	7	2	2	1	5	2	3	4	3	5	3	4	2	4	3	4	4	1	3	5
Have made some progress towards delivering this	19	<b>25</b>	49	16	31	13	39	17	25	27	23	19	25	27	26	30	19	31	25	23	25	21
Have not made any progress at all towards delivering this	62	<b>53</b>	35	64	39	80	46	66	56	53	54	33	45	58	65	47	62	46	54	58	51	56
Don't know	17	<b>18</b>	9	17	28	7	11	15	17	17	20	43	28	12	7	20	17	18	18	18	21	17

**Reducing the government deficit**

Have gone a long way towards delivering this	3	<b>8</b>	24	2	5	10	22	1	3	11	7	10	4	8	12	9	7	11	11	7	6	6
Have made some progress towards delivering this	40	<b>44</b>	64	32	53	52	60	35	50	45	44	33	42	49	46	46	42	45	45	46	45	35
Have not made any progress at all towards delivering this	44	<b>32</b>	8	55	28	30	12	53	36	32	32	26	30	34	35	31	35	28	29	33	34	44
Don't know	13	<b>15</b>	5	11	15	8	6	11	10	12	17	31	24	9	6	14	16	16	15	14	15	15

**Taking power from government and giving it to local communities**

Have gone a long way towards delivering this	3	<b>4</b>	10	1	2	3	8	2	1	4	3	5	3	4	4	3	4	4	5	4	2	1
Have made some progress towards delivering this	30	<b>29</b>	50	21	34	34	46	21	28	30	28	17	25	32	34	31	26	27	33	28	30	17
Have not made any progress at all towards delivering this	47	<b>44</b>	21	63	39	44	26	64	48	48	41	41	39	46	46	42	47	43	38	46	44	60
Don't know	20	<b>24</b>	18	15	25	18	19	13	22	19	28	36	33	18	16	24	23	25	25	22	24	21

**Cleaning up politics**

Have gone a long way towards delivering this	2	<b>4</b>	12	1	2	1	9	1	3	4	4	4	3	4	5	3	5	7	4	4	3	2
Have made some progress towards delivering this	22	<b>24</b>	52	11	29	19	45	12	21	22	27	21	22	26	26	28	20	21	28	25	24	17
Have not made any progress at all towards delivering this	64	<b>56</b>	27	77	51	74	35	78	66	61	51	46	50	59	62	53	60	56	51	57	57	69
Don't know	12	<b>16</b>	10	11	17	6	11	10	10	13	18	29	25	11	7	16	15	16	16	15	16	12

Fieldwork: 22nd - 23rd September 2013

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

	Sept 30-1 Oct 2012	Sept 22-23	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
<b>Being the greenest government ever</b>																						
Have gone a long way towards delivering this	2	3	5	2	1	2	4	2	2	2	3	2	2	3	3	3	3	5	3	2	2	1
Have made some progress towards delivering this	18	18	37	9	21	17	32	10	15	19	17	18	16	17	21	18	18	18	22	18	14	13
Have not made any progress at all towards delivering this	54	52	31	71	57	58	34	71	60	55	50	38	51	56	54	51	53	51	48	54	54	60
Don't know	25	27	27	19	22	24	30	17	23	24	30	41	31	24	22	28	26	26	27	26	30	26
<b>Getting the country out of recession</b>																						
Have gone a long way towards delivering this	2	11	34	1	3	12	30	2	5	13	9	10	6	12	16	12	9	12	14	12	7	12
Have made some progress towards delivering this	32	47	62	35	59	60	59	40	54	49	46	34	48	49	51	51	42	49	51	49	45	34
Have not made any progress at all towards delivering this	57	31	2	55	27	23	7	53	33	28	33	26	27	34	32	26	37	28	24	30	37	43
Don't know	9	11	2	9	11	6	5	6	8	10	12	30	19	5	2	11	11	12	11	10	11	11
<b>Modernising schools and education</b>																						
Have gone a long way towards delivering this	5	4	12	2	3	3	10	1	3	5	4	5	3	4	6	5	3	9	5	3	3	1
Have made some progress towards delivering this	31	32	62	16	28	35	57	18	27	31	32	25	25	30	42	33	30	29	36	31	30	24
Have not made any progress at all towards delivering this	48	46	14	72	50	50	19	70	57	47	46	39	45	52	43	44	50	44	38	51	52	55
Don't know	16	18	13	10	20	13	14	10	13	17	19	31	27	14	9	18	17	18	21	15	15	19
<b>Ensuring people are better off working than on benefits</b>																						
Have gone a long way towards delivering this	4	8	21	2	3	4	17	2	4	9	6	7	6	9	8	9	6	8	10	6	5	10
Have made some progress towards delivering this	33	39	61	25	41	50	58	29	40	40	38	22	36	41	47	43	34	36	41	43	40	25
Have not made any progress at all towards delivering this	52	41	15	64	40	41	19	61	47	40	42	40	38	44	41	36	48	41	38	41	41	54
Don't know	11	12	3	9	16	6	5	9	9	11	13	31	20	7	4	12	12	14	12	10	13	12

Fieldwork: 22nd - 23rd 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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sep  
30 - 1  
Oct  
2012  
Sept 22-  
23

People often see political parties as being close, or not close, to various sections of society. How close do you see the Conservatives being to each of these kinds of people?

**Working-class people**

Very close	1	2	5	1	0	1	4	0	0	1	2	4	2	1	0	2	1	3	2	1	1	0
Fairly close	13	15	45	3	9	13	36	5	10	17	14	15	12	15	19	15	15	17	18	19	9	13
<b>TOTAL CLOSE</b>	<b>14</b>	<b>17</b>	<b>50</b>	<b>4</b>	<b>9</b>	<b>14</b>	<b>40</b>	<b>5</b>	<b>10</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>14</b>	<b>16</b>	<b>19</b>	<b>17</b>	<b>16</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>13</b>
Not very close	31	29	35	20	40	34	39	20	31	30	28	29	30	30	28	30	28	28	31	31	29	24
Not at all close	47	43	5	70	43	49	13	70	53	42	43	28	35	47	50	41	45	43	37	40	49	55
<b>TOTAL NOT CLOSE</b>	<b>78</b>	<b>72</b>	<b>40</b>	<b>90</b>	<b>83</b>	<b>83</b>	<b>52</b>	<b>90</b>	<b>84</b>	<b>72</b>	<b>71</b>	<b>57</b>	<b>65</b>	<b>77</b>	<b>78</b>	<b>71</b>	<b>73</b>	<b>71</b>	<b>68</b>	<b>71</b>	<b>78</b>	<b>79</b>
Don't know	7	11	9	7	8	3	9	5	6	9	13	24	21	6	2	11	11	10	13	9	12	7

**Women**

Very close	2	2	7	1	1	3	6	0	1	3	2	4	2	2	2	3	2	5	3	2	1	1
Fairly close	24	28	64	14	27	25	52	14	23	31	25	30	20	31	31	30	26	28	30	34	24	23
<b>TOTAL CLOSE</b>	<b>26</b>	<b>30</b>	<b>71</b>	<b>15</b>	<b>28</b>	<b>28</b>	<b>58</b>	<b>14</b>	<b>24</b>	<b>34</b>	<b>27</b>	<b>34</b>	<b>22</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>28</b>	<b>33</b>	<b>33</b>	<b>36</b>	<b>25</b>	<b>24</b>
Not very close	37	32	17	38	43	41	24	38	39	35	29	23	32	33	34	32	32	33	31	30	34	35
Not at all close	22	21	3	36	19	22	5	36	24	16	25	16	18	21	25	19	24	22	17	21	23	28
<b>TOTAL NOT CLOSE</b>	<b>59</b>	<b>53</b>	<b>20</b>	<b>74</b>	<b>62</b>	<b>63</b>	<b>29</b>	<b>74</b>	<b>63</b>	<b>51</b>	<b>54</b>	<b>39</b>	<b>50</b>	<b>54</b>	<b>59</b>	<b>51</b>	<b>56</b>	<b>55</b>	<b>48</b>	<b>51</b>	<b>57</b>	<b>63</b>
Don't know	15	17	9	11	10	9	13	12	12	15	18	26	27	13	8	16	17	14	19	13	19	13

**The rich**

Very close	62	66	48	84	66	77	51	84	75	71	62	53	59	70	74	65	68	65	63	68	69	70
Fairly close	26	20	43	7	20	18	39	7	16	18	22	18	18	21	21	21	17	22	20	22	15	18
<b>TOTAL CLOSE</b>	<b>88</b>	<b>86</b>	<b>91</b>	<b>91</b>	<b>86</b>	<b>95</b>	<b>90</b>	<b>91</b>	<b>91</b>	<b>89</b>	<b>84</b>	<b>71</b>	<b>77</b>	<b>91</b>	<b>95</b>	<b>86</b>	<b>85</b>	<b>87</b>	<b>83</b>	<b>90</b>	<b>84</b>	<b>88</b>
Not very close	4	2	3	2	2	3	2	1	2	2	2	3	3	2	2	2	3	2	4	2	2	2
Not at all close	2	2	1	2	4	0	1	3	1	2	2	1	2	2	1	1	2	2	1	1	2	3
<b>TOTAL NOT CLOSE</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>5</b>
Don't know	7	10	6	5	8	2	7	5	4	7	12	24	19	5	2	10	10	9	12	7	12	7

**City-dwellers**

Very close	14	17	23	15	14	22	24	16	16	16	18	8	17	18	20	17	18	18	17	19	16	16
Fairly close	44	44	62	38	49	47	55	38	45	46	42	44	38	44	49	46	41	40	47	43	43	42
<b>TOTAL CLOSE</b>	<b>58</b>	<b>61</b>	<b>85</b>	<b>53</b>	<b>63</b>	<b>69</b>	<b>79</b>	<b>54</b>	<b>61</b>	<b>62</b>	<b>60</b>	<b>52</b>	<b>55</b>	<b>62</b>	<b>69</b>	<b>63</b>	<b>59</b>	<b>58</b>	<b>64</b>	<b>62</b>	<b>59</b>	<b>58</b>
Not very close	22	16	6	20	19	22	9	21	19	18	14	14	15	17	16	15	17	21	13	17	14	23
Not at all close	7	7	2	13	8	5	2	12	8	7	8	7	6	9	7	6	9	8	6	6	9	9
<b>TOTAL NOT CLOSE</b>	<b>29</b>	<b>23</b>	<b>8</b>	<b>33</b>	<b>27</b>	<b>27</b>	<b>11</b>	<b>33</b>	<b>27</b>	<b>25</b>	<b>22</b>	<b>21</b>	<b>21</b>	<b>26</b>	<b>23</b>	<b>21</b>	<b>26</b>	<b>29</b>	<b>19</b>	<b>23</b>	<b>23</b>	<b>32</b>
Don't know	13	16	7	14	10	5	10	13	12	13	19	27	24	13	8	16	16	14	18	15	18	10

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

	Sep 30 - 1 Oct 2012	Sept 22-23																				
<b>Gay people</b>																						
Very close	4	8	12	6	3	16	14	7	3	8	7	4	3	6	15	7	8	7	9	8	6	5
Fairly close	21	27	51	15	23	34	47	16	25	27	27	17	22	29	33	27	27	27	29	27	27	21
<b>TOTAL CLOSE</b>	<b>25</b>	<b>35</b>	<b>63</b>	<b>21</b>	<b>26</b>	<b>50</b>	<b>61</b>	<b>23</b>	<b>28</b>	<b>35</b>	<b>34</b>	<b>21</b>	<b>25</b>	<b>35</b>	<b>48</b>	<b>34</b>	<b>35</b>	<b>34</b>	<b>38</b>	<b>35</b>	<b>33</b>	<b>26</b>
Not very close	31	27	20	36	34	21	18	36	32	26	27	26	26	28	26	27	26	28	26	30	24	31
Not at all close	20	17	3	29	24	14	3	29	22	19	16	19	19	19	12	16	19	20	14	16	21	22
<b>TOTAL NOT CLOSE</b>	<b>51</b>	<b>44</b>	<b>23</b>	<b>65</b>	<b>58</b>	<b>35</b>	<b>21</b>	<b>65</b>	<b>54</b>	<b>45</b>	<b>43</b>	<b>45</b>	<b>45</b>	<b>47</b>	<b>38</b>	<b>43</b>	<b>45</b>	<b>48</b>	<b>40</b>	<b>46</b>	<b>45</b>	<b>53</b>
Don't know	23	21	15	15	16	16	18	12	18	19	23	33	30	17	14	22	20	18	22	19	23	21
<b>The poor</b>																						
Very close	1	1	4	1	0	0	3	0	0	1	1	3	1	1	0	2	1	3	2	0	1	0
Fairly close	8	11	34	2	2	7	28	3	5	12	10	8	10	10	13	11	11	12	15	11	7	5
<b>TOTAL CLOSE</b>	<b>9</b>	<b>12</b>	<b>38</b>	<b>3</b>	<b>2</b>	<b>7</b>	<b>31</b>	<b>3</b>	<b>5</b>	<b>13</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>13</b>	<b>12</b>	<b>15</b>	<b>17</b>	<b>11</b>	<b>8</b>	<b>5</b>	
Not very close	30	25	42	11	35	32	40	15	25	25	25	20	23	28	27	28	22	26	26	29	23	21
Not at all close	53	52	12	80	53	58	21	75	65	53	50	45	46	55	56	48	56	50	44	53	57	63
<b>TOTAL NOT CLOSE</b>	<b>83</b>	<b>77</b>	<b>54</b>	<b>91</b>	<b>88</b>	<b>90</b>	<b>61</b>	<b>90</b>	<b>90</b>	<b>78</b>	<b>75</b>	<b>65</b>	<b>69</b>	<b>83</b>	<b>83</b>	<b>76</b>	<b>78</b>	<b>76</b>	<b>70</b>	<b>82</b>	<b>80</b>	<b>84</b>
Don't know	8	11	8	6	10	3	8	7	5	8	13	25	20	6	3	12	10	9	14	7	12	10
<b>Members of ethnic minorities</b>																						
Very close	4	5	8	3	1	17	10	3	1	6	5	5	3	6	6	4	6	3	6	6	5	5
Fairly close	21	21	43	11	15	27	40	11	17	21	21	17	17	24	25	21	22	22	21	21	21	22
<b>TOTAL CLOSE</b>	<b>25</b>	<b>26</b>	<b>51</b>	<b>14</b>	<b>16</b>	<b>44</b>	<b>50</b>	<b>14</b>	<b>18</b>	<b>27</b>	<b>26</b>	<b>22</b>	<b>20</b>	<b>30</b>	<b>31</b>	<b>25</b>	<b>28</b>	<b>25</b>	<b>27</b>	<b>27</b>	<b>26</b>	<b>27</b>
Not very close	36	30	30	28	41	31	30	30	38	32	28	23	30	29	34	32	27	31	29	34	28	25
Not at all close	25	26	7	46	30	16	7	44	33	28	25	27	23	30	25	26	26	30	24	25	25	36
<b>TOTAL NOT CLOSE</b>	<b>61</b>	<b>56</b>	<b>37</b>	<b>74</b>	<b>71</b>	<b>47</b>	<b>37</b>	<b>74</b>	<b>71</b>	<b>60</b>	<b>53</b>	<b>50</b>	<b>53</b>	<b>59</b>	<b>59</b>	<b>58</b>	<b>53</b>	<b>61</b>	<b>53</b>	<b>59</b>	<b>53</b>	<b>61</b>
Don't know	14	17	12	12	13	9	14	13	10	13	21	29	27	12	10	16	19	15	20	14	20	12
<b>Trade union members</b>																						
Very close	1	1	3	0	0	1	2	1	0	1	1	3	1	1	1	2	1	2	2	0	0	2
Fairly close	8	7	13	5	3	7	10	6	4	7	8	15	9	7	3	7	7	8	7	7	5	13
<b>TOTAL CLOSE</b>	<b>9</b>	<b>8</b>	<b>16</b>	<b>5</b>	<b>3</b>	<b>8</b>	<b>12</b>	<b>7</b>	<b>4</b>	<b>8</b>	<b>9</b>	<b>18</b>	<b>10</b>	<b>8</b>	<b>4</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>15</b>
Not very close	28	26	41	14	34	33	40	16	28	23	28	17	23	27	31	26	26	25	26	31	22	24
Not at all close	51	51	36	70	52	52	38	70	57	58	45	37	41	57	60	52	50	52	49	50	56	51
<b>TOTAL NOT CLOSE</b>	<b>79</b>	<b>77</b>	<b>77</b>	<b>84</b>	<b>86</b>	<b>85</b>	<b>78</b>	<b>86</b>	<b>85</b>	<b>81</b>	<b>73</b>	<b>54</b>	<b>64</b>	<b>84</b>	<b>91</b>	<b>78</b>	<b>76</b>	<b>77</b>	<b>75</b>	<b>81</b>	<b>78</b>	<b>75</b>
Don't know	11	14	8	10	11	7	9	8	10	11	18	29	27	8	6	13	16	14	16	12	16	11

Fieldwork: 22nd - 23rd September 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	UKIP	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1763</b>	X	X	X	X	517	452	378	855	908	210	446	603	504	1005	758	226	573	377	434	153	
<b>Unweighted Sample</b>	<b>1763</b>	433	539	118	211	546	448	385	812	951	105	477	640	541	1141	622	311	603	326	383	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sep 30 - 1 Oct 2012	Sept 22-23																				
<b>People who live in the country</b>																						
Very close	9	13	19	10	12	10	16	9	15	16	10	16	13	12	11	14	11	15	12	11	13	16
Fairly close	35	34	54	28	44	27	49	28	34	35	32	20	33	37	37	39	27	38	36	35	33	23
<b>TOTAL CLOSE</b>	<b>44</b>	<b>47</b>	<b>73</b>	<b>38</b>	<b>56</b>	<b>37</b>	<b>65</b>	<b>37</b>	<b>49</b>	<b>51</b>	<b>42</b>	<b>36</b>	<b>46</b>	<b>49</b>	<b>48</b>	<b>53</b>	<b>38</b>	<b>53</b>	<b>48</b>	<b>46</b>	<b>46</b>	<b>39</b>
Not very close	27	22	15	26	20	29	18	29	23	22	22	21	15	24	26	20	24	21	20	26	19	28
Not at all close	17	17	4	25	11	24	7	24	14	16	18	14	15	17	19	12	23	12	15	16	20	22
<b>TOTAL NOT CLOSE</b>	<b>44</b>	<b>39</b>	<b>19</b>	<b>51</b>	<b>31</b>	<b>53</b>	<b>25</b>	<b>53</b>	<b>37</b>	<b>38</b>	<b>40</b>	<b>35</b>	<b>30</b>	<b>41</b>	<b>45</b>	<b>32</b>	<b>47</b>	<b>33</b>	<b>35</b>	<b>42</b>	<b>39</b>	<b>50</b>
Don't know	12	15	8	10	12	11	10	10	13	11	19	29	24	10	6	15	15	14	17	13	16	12
<b>Old people</b>																						
Very close	2	5	10	4	6	5	9	3	4	8	3	10	8	4	3	6	4	9	5	6	5	2
Fairly close	18	24	48	17	28	8	38	14	25	26	22	21	24	28	21	28	19	28	26	23	21	20
<b>TOTAL CLOSE</b>	<b>20</b>	<b>29</b>	<b>58</b>	<b>21</b>	<b>34</b>	<b>13</b>	<b>47</b>	<b>17</b>	<b>29</b>	<b>34</b>	<b>25</b>	<b>31</b>	<b>32</b>	<b>32</b>	<b>24</b>	<b>34</b>	<b>23</b>	<b>37</b>	<b>31</b>	<b>29</b>	<b>26</b>	<b>22</b>
Not very close	36	28	28	25	38	37	32	26	32	28	28	23	26	29	32	27	29	25	30	30	25	29
Not at all close	34	30	6	47	21	44	12	49	32	28	32	16	21	31	42	26	36	25	26	31	34	40
<b>TOTAL NOT CLOSE</b>	<b>70</b>	<b>58</b>	<b>34</b>	<b>72</b>	<b>59</b>	<b>81</b>	<b>44</b>	<b>75</b>	<b>64</b>	<b>56</b>	<b>60</b>	<b>39</b>	<b>47</b>	<b>60</b>	<b>74</b>	<b>53</b>	<b>65</b>	<b>50</b>	<b>56</b>	<b>61</b>	<b>59</b>	<b>69</b>
Don't know	9	13	8	8	8	6	9	8	7	10	15	30	21	9	2	13	12	12	13	10	16	9
<b>Professional and business people</b>																						
Very close	33	39	38	43	35	49	38	44	43	40	38	35	30	39	47	38	40	40	35	40	39	45
Fairly close	46	41	53	36	48	37	51	35	43	43	39	31	38	45	43	43	38	38	46	40	40	34
<b>TOTAL CLOSE</b>	<b>79</b>	<b>80</b>	<b>91</b>	<b>79</b>	<b>83</b>	<b>86</b>	<b>89</b>	<b>79</b>	<b>86</b>	<b>83</b>	<b>77</b>	<b>66</b>	<b>68</b>	<b>84</b>	<b>90</b>	<b>81</b>	<b>78</b>	<b>78</b>	<b>81</b>	<b>80</b>	<b>79</b>	<b>79</b>
Not very close	10	7	3	9	4	10	3	9	6	6	7	7	8	7	5	7	6	9	4	8	5	11
Not at all close	3	3	1	4	3	1	1	5	2	2	3	2	2	4	2	2	4	3	3	2	4	3
<b>TOTAL NOT CLOSE</b>	<b>13</b>	<b>10</b>	<b>4</b>	<b>13</b>	<b>7</b>	<b>11</b>	<b>4</b>	<b>14</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>7</b>	<b>9</b>	<b>10</b>	<b>12</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>14</b>
Don't know	8	11	5	7	10	3	7	7	6	8	13	25	22	5	2	10	11	10	12	9	12	8
<b>People like yourself</b>																						
Very close	3	4	15	1	0	1	11	0	2	5	3	4	4	4	4	5	3	9	5	3	2	3
Fairly close	20	20	58	4	18	11	45	5	16	21	20	16	16	22	24	24	16	21	22	23	17	20
<b>TOTAL CLOSE</b>	<b>23</b>	<b>24</b>	<b>73</b>	<b>5</b>	<b>18</b>	<b>12</b>	<b>56</b>	<b>5</b>	<b>18</b>	<b>26</b>	<b>23</b>	<b>20</b>	<b>20</b>	<b>26</b>	<b>28</b>	<b>29</b>	<b>19</b>	<b>30</b>	<b>27</b>	<b>26</b>	<b>19</b>	<b>23</b>
Not very close	33	26	17	25	45	39	24	25	37	27	26	21	28	26	28	27	25	23	28	30	24	24
Not at all close	37	38	5	64	28	46	13	63	41	39	38	33	32	42	42	33	46	39	32	37	45	47
<b>TOTAL NOT CLOSE</b>	<b>70</b>	<b>64</b>	<b>22</b>	<b>89</b>	<b>73</b>	<b>85</b>	<b>37</b>	<b>88</b>	<b>78</b>	<b>66</b>	<b>64</b>	<b>54</b>	<b>60</b>	<b>68</b>	<b>70</b>	<b>60</b>	<b>71</b>	<b>62</b>	<b>60</b>	<b>67</b>	<b>69</b>	<b>71</b>
Don't know	8	11	5	6	9	3	7	7	5	8	13	26	20	6	2	11	10	9	13	8	12	7

Fieldwork: 22nd - 23rd 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	
<b>Weighted Sample</b>	<b>1763</b>	X	X	X	X	517	452	378	855	908	210	446	603	504	1005	758	226	573	377	434	153	
Unweighted Sample	1763	433	539	118	211	546	448	385	812	951	105	477	640	541	1141	622	311	603	326	383	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept  
23-24  
2012

Sept 22-  
23

Thinking about David Cameron, which animal do you think he is most similar too?

Snake	20	<b>19</b>	2	35	13	22	5	34	17	19	18	17	17	22	18	16	23	16	14	22	21	23
Labrador	14	<b>15</b>	31	6	7	14	29	6	12	13	16	10	12	17	17	17	13	13	17	17	13	10
Lizard	7	<b>7</b>	1	11	8	9	3	11	10	7	7	5	8	8	6	8	7	8	7	9	6	7
Poodle	8	<b>7</b>	4	8	9	12	6	8	10	8	7	5	5	8	10	7	8	5	8	6	8	10
Parrot	4	<b>5</b>	4	7	3	4	2	8	5	7	4	8	6	5	4	4	7	5	5	5	7	4
Sheep	5	<b>5</b>	2	6	11	8	3	6	7	4	6	4	8	4	6	5	6	4	5	5	7	5
Bulldog	3	<b>4</b>	11	1	2	0	8	1	2	4	4	2	2	4	6	4	4	5	4	3	3	3
Frog	3	<b>3</b>	1	3	1	4	3	3	2	2	3	4	5	2	2	3	2	5	3	2	2	1
Mouse	4	<b>3</b>	1	4	6	3	2	4	4	3	4	3	2	2	5	3	3	4	3	1	4	9
Tortoise	2	<b>3</b>	2	3	6	7	2	3	5	3	4	8	4	2	3	3	4	3	3	5	3	0
Wolf	3	<b>3</b>	3	2	6	3	3	2	3	4	1	4	3	2	3	3	3	1	3	3	3	2
Bear	2	<b>2</b>	7	1	1	1	5	1	1	2	3	2	2	2	3	3	2	2	3	3	2	0
Lion	2	<b>2</b>	6	1	3	0	3	1	3	3	2	2	2	3	2	2	2	3	2	1	2	3
Elephant	2	<b>1</b>	3	1	0	0	2	0	1	2	1	2	2	1	1	1	1	1	2	1	1	1
Don't know	21	<b>20</b>	23	12	24	10	23	12	18	19	21	24	24	18	17	22	17	24	21	18	17	19