

YouGov / The Sun Survey Results

Sample Size: 1520 GB Adults
Fieldwork: 23rd - 24th February 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	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	1520	441	413	73	170	452	363	295	735	782	181	383	521	432	866	652	195	492	324	375	133	
Unweighted Sample	1520	413	381	60	225	466	348	297	763	757	124	261	626	509	974	546	144	483	320	435	138	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	75	7	14	33	37	31	37	31	40	40	29	34	46	32	33	13
Lab	33	0	100	0	0	5	77	31	32	33	39	33	34	30	30	38	39	26	36	42	19
Lib Dem	6	0	0	100	0	2	1	25	6	6	4	6	6	7	7	4	10	6	4	5	3
UKIP	14	0	0	0	100	17	6	12	15	12	7	9	17	16	11	17	10	15	18	12	8
Other	12	0	0	0	0	2	9	18	13	11	19	16	13	7	12	13	8	7	10	7	57

Other Parties Voting Intention

Green	7	0	0	0	0	1	4	17	6	7	13	9	7	3	8	5	5	7	8	6	8
SNP/ PCY	5	0	0	0	0	0	4	1	6	3	4	7	4	3	3	6	0	0	1	0	48
BNP	1	0	0	0	0	0	1	0	0	1	2	0	1	0	0	1	3	0	0	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	0	1	0	0	0	1	1	0	1	0	0	1	1	0

Non Voters

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

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

	Feb 22-23	Feb 23-24																				
Approve	33	34	85	6	43	22	67	13	26	38	31	25	35	33	40	40	27	37	39	32	31	29
Disapprove	52	52	6	89	41	64	23	81	63	54	51	46	49	56	54	48	58	52	48	55	52	65
Don't know	16	13	9	4	16	15	10	7	11	8	18	29	17	11	7	12	15	12	13	14	18	5

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

	Feb 9-10	Feb 23-24																				
Sticks to what he believes in	25	24	53	9	18	20	46	12	22	26	22	12	24	23	31	27	20	28	25	21	26	20
A natural leader	19	20	42	9	25	12	35	11	17	22	18	18	23	19	19	21	18	20	24	19	18	12
Decisive	18	19	44	7	17	13	34	9	16	20	18	20	22	18	18	22	16	21	21	22	18	9
Charismatic	17	19	35	10	17	18	32	12	13	20	18	31	15	19	18	20	18	20	21	23	16	8
Strong	19	18	44	7	15	11	36	6	11	19	17	17	18	19	16	20	15	16	20	18	18	9
Good in a crisis	16	16	37	6	21	10	33	6	14	17	15	13	15	18	16	18	14	15	18	17	14	12
Honest	12	12	28	4	15	8	25	4	7	13	10	5	9	11	17	13	9	12	13	11	12	6
In touch with the concerns of ordinary people	6	6	18	1	5	4	16	1	3	7	6	4	4	6	9	7	5	3	9	5	6	3
None of these	45	45	9	69	41	55	21	63	51	45	45	36	41	48	47	40	51	36	44	42	47	62
Don't know	7	6	3	3	1	5	3	4	4	3	8	10	10	5	2	6	6	6	4	6	8	3

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	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	1520	441	413	73	170	452	363	295	735	782	181	383	521	432	866	652	195	492	324	375	133
Unweighted Sample	1520	413	381	60	225	466	348	297	763	757	124	261	626	509	974	546	144	483	320	435	138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

Feb 9-10
Feb 23-24

In touch with the concerns of ordinary people	22	20	6	55	16	6	6	46	21	21	20	21	15	21	24	19	22	16	21	22	23	14
Sticks to what he believes in	17	18	7	47	25	4	6	37	23	24	12	21	20	18	16	20	15	23	15	19	21	12
Honest	17	18	6	48	23	3	7	40	22	22	15	22	19	17	18	21	15	26	16	20	20	11
Decisive	6	7	1	20	4	0	3	15	8	9	5	5	7	7	7	6	8	7	8	8	6	3
Strong	5	6	3	16	12	1	3	13	8	7	5	2	9	6	6	6	7	12	7	4	7	0
Good in a crisis	3	3	1	9	4	1	1	7	4	4	2	1	2	4	4	3	3	3	3	3	3	1
A natural leader	3	3	1	7	2	0	1	7	2	4	2	4	3	3	1	2	4	6	3	1	2	2
Charismatic	3	2	1	6	2	1	1	6	2	3	2	3	1	3	2	2	3	3	2	4	2	1
None of these	59	56	77	18	45	84	80	27	53	56	56	46	50	59	62	57	55	49	61	54	52	69
Don't know	9	10	7	5	8	6	7	7	7	6	14	16	16	6	6	8	12	8	9	10	13	7

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Charismatic	12	12	14	15	28	8	13	12	19	14	11	16	18	10	9	15	9	14	12	15	11	9
Honest	13	11	18	4	35	7	15	6	16	13	9	14	9	11	11	12	9	7	14	10	9	11
In touch with the concerns of ordinary people	11	10	13	9	41	6	11	7	19	8	12	14	8	10	12	12	8	5	12	14	11	4
Sticks to what he believes in	9	7	9	5	32	8	8	4	14	9	6	5	7	8	9	8	6	10	9	7	6	3
A natural leader	4	4	4	3	12	2	4	2	7	4	4	6	4	4	3	4	4	6	4	5	4	0
Strong	3	3	3	4	14	2	4	4	5	4	3	1	6	2	3	3	3	7	3	4	1	0
Decisive	4	3	4	1	19	4	3	0	7	3	3	0	5	3	3	4	2	7	3	3	2	0
Good in a crisis	2	3	3	2	13	2	3	2	5	4	2	4	3	3	3	4	2	6	3	3	3	2
None of these	59	59	52	66	19	73	59	67	50	60	57	50	50	62	66	58	60	57	57	58	59	66
Don't know	10	11	9	7	9	8	8	7	7	8	14	17	18	8	7	9	14	10	10	9	15	12

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	57	91
Male 25 to 39	97	190
Male 40 to 59	326	257
Male 60 +	283	197
Female 18 to 24	67	90
Female 25 to 39	164	193
Female 40 to 59	300	263
Female 60 +	226	236
Region		
North England	435	375
Midlands	263	248
East	137	144
London	144	195
South England	346	348
Wales	57	76
Scotland	138	133
Social Grade		
AB	575	426
C1	399	440
C2	249	320
DE	297	332
Newspaper Type		
Express / Mail	248	216
Sun / Star	184	304
Mirror / Record	95	133
Guardian / Independent	154	67
FT / Times / Telegraph	107	122
Other Paper	189	175
No Paper	543	501
Political Party Identification		
Labour	427	479
Conservative	403	420
Liberal Democrat	105	145
SNP/Plaid Cymru	46	29
Others	174	75
None/ DK	365	370

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