

## YouGov / The Sun Survey Results

Sample Size: 1655 GB Adults  
Fieldwork: 26th - 27th January 2015

	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	
<b>Weighted Sample</b>	<b>1655</b>	449	440	92	184	484	414	314	803	852	197	419	566	473	943	712	212	538	354	407	144	
Unweighted Sample	1655	429	441	82	210	488	428	320	863	792	110	298	694	553	1048	607	195	504	396	415	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>34</b>	100	0	0	0	76	4	15	35	32	38	34	30	37	39	27	31	42	34	28	23
Lab	<b>33</b>	0	100	0	0	4	79	31	32	34	26	37	35	30	29	39	37	24	32	44	28
Lib Dem	<b>7</b>	0	0	100	0	1	2	25	6	8	4	9	6	7	8	5	10	8	6	6	3
UKIP	<b>14</b>	0	0	0	100	15	8	11	14	13	8	6	17	18	11	17	12	17	18	12	0
Other	<b>13</b>	0	0	0	0	4	7	18	13	13	25	14	12	8	13	13	10	9	9	9	46

### Other Parties Voting Intention

Green	<b>7</b>	0	0	0	0	2	3	16	7	8	20	8	5	3	8	6	7	8	7	8	3
SNP/ PCY	<b>5</b>	0	0	0	0	1	3	2	5	4	5	5	5	3	4	6	1	0	1	1	44
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	1	0	1	1	1	1	1	2	1	1	0	0

### Non Voters

Would Not Vote	<b>5</b>	0	0	0	0	1	2	3	5	6	8	8	4	3	4	8	3	5	6	8	2
Don't know	<b>14</b>	0	0	0	0	10	12	17	8	20	16	12	16	13	13	16	14	16	15	12	9

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

	Jan 25-26	Jan 26-27																				
Approve	32	<b>31</b>	81	6	35	17	64	10	26	36	27	23	34	31	34	37	25	30	36	30	28	29
Disapprove	53	<b>54</b>	7	86	50	72	21	82	62	56	53	50	51	58	56	51	60	56	47	57	59	60
Don't know	15	<b>14</b>	12	8	16	11	14	8	12	8	20	28	16	12	10	13	16	14	17	14	12	11

Sample Size: 1655 GB Adults  
Fieldwork: 26th - 27th January 2015

	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	
<b>Weighted Sample</b>	<b>1655</b>	449	440	92	184	484	414	314	803	852	197	419	566	473	943	712	212	538	354	407	144	
Unweighted Sample	1655	429	441	82	210	488	428	320	863	792	110	298	694	553	1048	607	195	504	396	415	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 12-13	Jan 26-27																				
<b>Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.</b>																						
Sticks to what he believes in	23	<b>24</b>	52	11	18	16	48	10	19	28	21	12	25	27	27	24	24	16	28	25	22	28
Strong	17	<b>19</b>	44	10	16	9	34	11	17	20	19	19	21	19	18	23	15	16	20	19	21	16
Decisive	19	<b>19</b>	40	7	20	12	34	8	17	18	19	15	21	19	17	22	14	15	21	18	19	16
A natural leader	16	<b>19</b>	43	8	28	10	36	10	15	21	17	21	19	20	18	22	15	16	21	18	18	20
Good in a crisis	17	<b>18</b>	45	4	18	10	37	6	13	20	16	17	17	18	19	22	13	17	22	17	15	16
Charismatic	17	<b>18</b>	35	8	21	11	29	10	15	19	17	22	18	19	15	20	15	21	17	16	18	23
Honest	12	<b>11</b>	32	2	8	7	27	3	6	14	8	3	8	12	17	13	8	13	13	10	9	10
In touch with the concerns of ordinary people	6	<b>5</b>	16	1	2	2	14	2	1	6	5	1	3	6	8	6	4	5	7	4	5	5
None of these	46	<b>44</b>	9	66	40	60	17	66	52	46	43	32	36	48	51	40	49	44	40	45	46	53
Don't know	8	<b>8</b>	6	6	3	4	8	5	5	5	11	17	13	4	5	6	11	8	9	10	8	3
<b>Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.</b>																						
In touch with the concerns of ordinary people	19	<b>19</b>	3	51	13	10	5	43	18	21	17	14	17	20	22	16	23	21	17	19	23	11
Sticks to what he believes in	16	<b>17</b>	5	39	12	6	5	35	18	18	16	12	16	17	20	16	18	20	16	17	16	18
Honest	17	<b>16</b>	4	43	14	6	3	35	20	19	14	16	11	18	19	16	17	18	14	16	20	13
Strong	5	<b>5</b>	1	15	0	2	1	13	4	5	5	3	5	5	6	4	6	7	5	4	6	1
Decisive	6	<b>5</b>	1	15	1	0	1	12	3	6	4	3	4	6	6	4	5	7	5	5	5	2
Good in a crisis	3	<b>3</b>	1	10	1	1	0	8	4	4	3	4	3	4	3	3	4	3	3	3	5	2
A natural leader	2	<b>3</b>	1	7	1	0	2	6	2	4	2	5	2	2	3	2	3	4	2	3	3	2
Charismatic	4	<b>3</b>	1	8	0	0	1	5	2	3	3	5	3	3	2	2	4	3	2	4	4	2
None of these	56	<b>58</b>	81	19	62	77	81	30	56	59	57	55	53	60	61	61	55	49	62	61	53	63
Don't know	11	<b>9</b>	7	7	6	6	8	8	7	6	12	15	16	5	5	9	9	13	10	7	10	5
<b>Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.</b>																						
In touch with the concerns of ordinary people	10	<b>13</b>	17	8	41	7	15	10	19	14	11	15	16	10	12	14	10	12	14	10	12	16
Honest	12	<b>12</b>	19	6	51	7	16	6	20	15	10	16	13	11	13	16	8	13	14	12	11	12
Charismatic	10	<b>11</b>	12	8	36	10	13	7	17	12	11	12	14	11	9	11	11	10	12	9	10	20
Sticks to what he believes in	9	<b>9</b>	15	4	38	4	14	3	15	12	7	9	10	9	10	10	9	9	13	7	5	15
Decisive	4	<b>3</b>	5	2	11	1	3	1	6	4	2	3	4	3	3	3	3	5	2	2	2	10
A natural leader	3	<b>3</b>	4	2	12	1	4	1	7	4	2	4	3	4	2	4	3	5	4	2	2	4
Strong	4	<b>2</b>	2	2	8	1	2	2	3	3	2	1	3	3	2	2	2	3	3	1	2	3
Good in a crisis	3	<b>2</b>	2	3	12	0	1	2	5	3	2	1	4	2	2	3	2	5	1	2	2	5
None of these	60	<b>60</b>	51	71	19	75	57	73	51	61	59	52	51	65	67	57	64	62	56	64	64	57
Don't know	12	<b>10</b>	9	8	5	5	8	8	7	6	14	19	16	7	6	10	11	10	12	10	10	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.
<b>Age and Gender</b>		
Male 18 to 24	55	99
Male 25 to 39	118	209
Male 40 to 59	355	280
Male 60 +	335	215
Female 18 to 24	55	98
Female 25 to 39	180	210
Female 40 to 59	339	286
Female 60 +	218	258
<b>Region</b>		
North England	415	407
Midlands	283	271
East	135	159
London	195	212
South England	369	379
Wales	113	83
Scotland	145	144
<b>Social Grade</b>		
AB	630	463
C1	418	480
C2	245	348
DE	362	364
<b>Newspaper Type</b>		
Express / Mail	263	235
Sun / Star	213	333
Mirror / Record	119	146
Guardian / Independent	151	73
FT / Times / Telegraph	105	132
Other Paper	235	190
No Paper	569	546
<b>Political Party Identification</b>		
Labour	516	523
Conservative	447	460
Liberal Democrat	130	157
SNP/Plaid Cymru	35	31
Others	136	81
None/ DK	391	402

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)