

YouGov / The Sun Survey Results

Sample Size: 1956 GB Adults
Fieldwork: 28th - 29th October 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	
Weighted Sample	1956	506	596	156	172	571	447	434	949	1007	233	495	669	559	1115	841	250	636	419	481	170
Unweighted Sample	1956	480	594	120	203	580	445	442	927	1029	145	493	721	597	1309	647	289	628	388	429	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	77	4	11	34	32	37	25	33	39	35	30	34	40	36	25	20
Lab	39	0	100	0	0	5	87	36	37	41	36	50	40	30	36	43	41	32	38	49	36
Lib Dem	10	0	0	100	0	1	2	35	11	9	12	12	9	10	13	7	13	8	10	11	10
Other	18	0	0	0	100	17	7	18	18	18	15	13	19	22	16	21	12	19	16	15	34

Other Parties Voting Intention

UKIP	11	0	0	0	100	16	4	9	11	11	4	6	13	16	9	14	8	15	12	11	3
SNP / PCY	3	0	0	0	0	0	2	2	4	2	7	2	3	3	3	3	0	0	1	1	25
Green	2	0	0	0	0	0	1	6	2	3	2	4	2	2	2	2	3	4	2	1	3
BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	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	1	0	0	0	0	0	1	0	1	1	2	0	1	1	1	1	1	0	1	1	3

Non Voters

Would Not Vote	8	0	0	0	0	3	2	4	6	10	11	11	8	5	7	10	7	9	8	9	5
Don't know	13	0	0	0	0	10	10	19	8	18	15	14	13	13	15	12	14	14	14	14	7

Oct 27-28
Oct 28-29

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

Approve	29	29	80	5	39	8	59	7	20	34	23	33	24	28	31	32	24	35	31	27	24	26
Disapprove	57	56	9	88	40	86	29	84	62	54	59	48	55	60	57	53	61	52	52	59	60	62
Don't know	14	15	11	7	21	6	12	9	18	12	18	20	20	12	11	15	15	13	17	14	16	12

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

Oct 14-15
Oct 28-29

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	25	22	50	12	20	11	40	13	17	25	20	21	19	23	26	24	21	20	25	27	18	20
Charismatic	16	15	29	8	19	12	25	8	13	17	14	15	14	18	13	19	11	21	16	15	13	11
Decisive	16	15	36	7	18	5	28	8	11	17	13	17	17	14	14	18	12	14	17	16	13	15
Strong	16	15	36	9	15	8	29	8	9	16	15	19	16	14	15	17	12	14	17	16	14	11
Honest	14	14	38	3	17	5	29	5	9	17	11	16	10	12	19	17	10	16	16	12	9	21
A natural leader	15	13	32	5	7	10	28	5	7	13	12	14	10	13	13	16	8	12	17	10	9	10
Good in a crisis	13	13	34	4	15	7	25	4	6	17	9	22	12	10	13	15	10	13	14	14	11	12
In touch with the concerns of ordinary people	6	6	20	1	0	2	13	2	2	7	5	8	6	5	7	7	4	5	8	7	5	3
None of these	44	47	9	67	39	71	25	65	55	43	51	34	46	49	51	43	52	44	43	47	52	52
Don't know	7	8	4	5	8	3	4	5	9	8	8	15	10	6	5	6	11	9	9	5	9	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	27	25	8	58	27	10	9	52	28	27	24	17	25	28	26	26	25	22	22	27	28	28
Honest	18	17	5	41	17	6	6	36	20	20	15	20	16	18	17	18	16	20	15	17	21	16
Sticks to what he believes in	18	17	7	38	12	3	5	35	16	17	17	19	14	19	16	17	17	17	16	17	18	18
Decisive	9	8	3	20	1	2	2	18	6	8	8	9	7	10	5	7	8	6	7	8	10	7
Strong	8	7	3	19	0	1	1	14	6	8	6	8	9	8	3	7	7	8	5	8	8	7
Charismatic	5	5	4	10	2	2	2	10	3	6	4	6	5	5	3	4	6	4	5	5	4	3
Good in a crisis	5	5	0	14	7	0	0	13	4	7	4	8	7	6	3	6	4	4	5	5	7	5
A natural leader	4	4	2	10	3	0	1	8	3	5	4	5	6	4	2	4	5	3	5	4	4	5
None of these	46	47	71	15	43	74	74	20	48	47	48	33	44	47	57	49	45	46	52	49	41	49
Don't know	13	12	7	6	11	7	6	8	10	8	15	20	13	11	8	9	15	14	13	9	12	11

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

Oct 14-15
Oct 28-29

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

	Oct 14-15	Oct 28-29																				
Honest	10	12	20	6	41	4	15	7	15	15	9	14	11	9	14	15	7	15	12	11	10	14
In touch with the concerns of ordinary people	10	11	15	8	36	4	14	6	16	12	11	12	11	10	12	12	10	13	12	11	10	8
Charismatic	9	10	13	10	23	5	11	6	15	11	9	12	11	10	9	12	8	12	10	10	10	9
Sticks to what he believes in	9	8	14	5	20	6	13	3	11	9	7	6	7	7	11	9	7	7	9	9	6	7
Decisive	4	5	5	4	21	2	4	4	8	5	4	6	9	2	3	4	5	2	5	4	5	5
Strong	4	4	3	4	17	0	2	5	6	5	2	1	8	2	3	5	2	3	2	3	5	8
A natural leader	4	3	4	3	13	1	3	1	7	4	3	4	4	3	3	4	3	4	3	3	4	1
Good in a crisis	3	3	2	3	15	2	2	2	5	5	1	4	4	3	2	4	2	5	2	2	4	3
None of these	59	59	48	69	20	86	57	71	55	59	59	48	53	61	66	54	64	52	58	61	61	60
Don't know	13	13	9	9	7	2	9	9	9	9	16	20	15	13	7	11	15	13	13	11	13	13

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	117
Male 25 to 39	206	246
Male 40 to 59	354	331
Male 60 +	310	254
Female 18 to 24	88	115
Female 25 to 39	287	248
Female 40 to 59	367	338
Female 60 +	287	305
Region		
North England	429	481
Midlands	292	321
East England	189	188
London	289	250
South England	439	448
Wales	96	98
Scotland	222	170
Social Grade		
AB	729	548
C1	580	567
C2	273	411
DE	374	430
Newspaper Type		
Express / Mail	376	313
Sun / Star	204	460
Mirror / Record	106	196
Guardian / Independent	166	88
FT / Times / Telegraph	146	186
Other Paper	286	225
No Paper	672	489
Political Party Identification		
Labour	613	626
Conservative	537	548
Liberal Democrat	145	215
SNP/Plaid Cymru	60	33
Others	127	45
None/ DK	474	489

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