

YouGov / Sky News Survey Results

Sample Size: 1053 GB Adults
Fieldwork: 1st - 2nd October 2009

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1053	354	252	149	505	548	311	373	369	579	474	135	342	225	259	92
1053	363	241	145	506	547	239	384	430	624	429	144	345	233	240	91
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	41	100	0	0	38	44	40	42	40	45	36	41	49	42	39	17
Lab	29	0	100	0	31	28	30	30	28	26	33	35	21	30	33	38
Lib Dem	17	0	0	100	17	17	21	14	18	19	16	17	19	16	17	12
Other	13	0	0	0	14	12	9	14	15	11	16	7	12	12	11	33

Non Voters

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

Thinking about Prime Minister Gordon Brown which of the following qualities do you think he has? [Please tick all that apply]

Sticks to what he believes in	37	19	68	47	40	35	36	36	39	40	34	38	32	40	35	55
Honest	23	8	56	25	25	21	18	23	27	25	20	22	18	25	24	34
Strong	21	6	53	21	24	18	19	21	22	21	20	21	19	17	22	33
Good in a crisis	19	5	50	20	24	15	16	19	22	20	18	21	19	16	21	22
In touch with the concerns of ordinary people	13	2	38	12	12	14	12	12	15	13	13	15	11	11	17	11
Decisive	13	4	33	11	13	12	13	13	12	13	12	13	8	12	16	20
A natural leader	6	1	21	0	6	5	7	3	6	4	8	10	3	5	5	9
Charismatic	2	1	5	1	2	2	5	1	1	2	3	1	1	4	3	2
None of these	44	70	5	42	43	44	37	45	48	43	44	45	49	44	42	25
Don't know	6	3	2	3	3	9	7	6	5	5	8	4	6	6	6	8

And now thinking about David Cameron the leader of the Conservative Party which of the following qualities do you think he has? [Please tick all that apply]

Charismatic	41	62	29	43	44	38	47	40	36	44	36	48	42	41	37	33
A natural leader	24	47	11	16	25	23	27	20	24	27	19	23	27	22	23	16
Decisive	23	48	7	18	25	22	23	23	23	25	20	21	27	24	21	15
In touch with the concerns of ordinary people	20	51	3	4	19	22	20	20	21	21	19	16	28	20	17	8
Honest	19	42	5	10	21	16	15	15	25	22	15	19	23	15	19	10
Strong	18	40	7	10	17	19	18	17	20	19	17	14	22	23	15	7
Sticks to what he believes in	16	32	3	8	14	17	15	12	19	14	17	19	17	13	16	10
Good in a crisis	10	25	2	4	10	11	11	9	11	11	9	11	15	9	7	7
None of these	29	3	54	36	28	30	23	31	33	26	34	23	24	30	34	43
Don't know	11	4	9	8	7	15	14	11	9	9	14	15	12	10	10	11

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

And now thinking about Nick Clegg the leader of the Liberal Democrat Party which of the following qualities do you think he has? [Please tick all that apply]

Honest	21	19	18	55	25	17	16	20	25	24	17	25	23	16	19	23
In touch with the concerns of ordinary people	19	17	11	60	21	18	19	17	22	21	17	18	20	17	22	15
Sticks to what he believes in	15	15	15	37	16	15	16	10	20	17	13	22	16	14	13	12
Charismatic	11	10	10	24	13	9	11	10	11	10	11	10	11	11	13	5
Strong	8	7	6	23	11	5	13	4	8	8	8	11	9	5	8	8
Decisive	8	6	6	26	10	6	8	5	11	8	7	13	9	7	5	6
A natural leader	6	6	7	16	6	6	4	7	8	8	5	6	7	7	6	4
Good in a crisis	3	1	2	10	3	3	5	1	2	2	3	4	2	3	3	1
None of these	26	24	32	8	29	23	20	30	27	26	26	26	24	28	26	28
Don't know	35	39	29	13	26	44	41	35	31	33	38	33	38	37	32	35