

YouGov / Sky News Survey Results

Sample Size: 1064 GB Adults
Fieldwork: 8th - 9th October 2009

	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	
Weighted Sample	1064	379	235	142	511	553	306	386	372	585	479	136	346	228	262	93
Unweighted Sample	1064	384	221	133	506	558	254	364	446	644	420	122	362	201	269	110
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	44	100	0	0	44	44	48	38	47	45	42	43	55	47	33	26
Lab	27	0	100	0	27	28	21	33	27	25	31	30	18	28	40	24
Lib Dem	17	0	0	100	16	17	20	16	14	18	14	18	17	14	17	15
Other	12	0	0	0	14	11	10	13	13	12	13	9	10	12	10	35

Non Voters

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

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	38	26	68	42	42	34	34	37	41	41	34	39	36	38	36	47
Strong	17	6	44	18	18	17	16	16	19	18	16	11	15	17	20	30
Decisive	12	5	32	13	12	13	14	14	10	11	14	10	8	16	15	16
Good in a crisis	17	4	51	18	21	14	13	20	18	18	16	19	15	16	19	22
Honest	18	4	47	19	18	19	13	18	23	21	15	16	17	18	18	29
In touch with the concerns of ordinary people	12	3	40	5	11	13	11	11	14	13	11	13	10	13	14	11
A natural leader	4	0	9	5	3	5	3	4	5	4	4	1	2	7	4	7
Charismatic	2	1	4	2	2	2	5	1	1	1	3	0	2	3	1	4
None of these	43	67	10	30	41	45	41	42	47	43	44	43	48	45	41	33
Don't know	7	1	3	9	5	9	11	6	5	5	9	9	7	6	8	3

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]

Sticks to what he believes in	20	39	9	14	23	17	19	13	27	20	19	24	23	18	18	11
Strong	22	47	7	12	22	22	21	21	24	21	23	26	24	25	17	14
Decisive	25	52	11	14	27	24	24	21	30	27	23	31	29	26	17	19
Good in a crisis	10	26	0	4	11	9	11	9	10	8	12	11	10	12	10	6
Honest	22	50	4	9	24	19	18	18	29	22	21	24	28	19	17	15
In touch with the concerns of ordinary people	24	56	3	7	26	22	24	21	26	23	25	27	29	23	20	13
A natural leader	26	53	10	14	29	22	29	24	25	26	25	28	27	32	18	22
Charismatic	42	61	33	39	45	39	43	46	36	43	40	51	45	41	32	45
None of these	26	3	43	36	26	26	19	30	28	24	29	22	20	27	36	31
Don't know	11	3	8	10	7	15	14	10	10	9	14	10	10	14	13	9

	Voting intention			Gender		Age			Social Grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 1064	379	235	142	511	553	306	386	372	585	479	136	346	228	262	93
Unweighted Sample	384	221	133	506	558	254	364	446	644	420	122	362	201	269	110
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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]

Sticks to what he believes in	16	13	14	43	20	12	17	14	17	16	16	16	18	14	14	18
Strong	5	5	6	17	7	4	4	4	8	4	7	4	4	6	7	6
Decisive	8	7	7	24	11	6	8	7	9	7	9	6	8	9	7	13
Good in a crisis	3	2	1	10	4	2	4	1	3	3	2	4	1	1	5	2
Honest	20	17	20	51	26	15	16	20	23	20	20	21	23	16	18	22
In touch with the concerns of ordinary people	19	14	16	54	19	19	18	17	22	18	20	16	22	19	17	15
A natural leader	5	6	2	13	6	5	4	5	6	5	6	4	5	7	6	3
Charismatic	9	11	7	20	12	7	8	10	10	8	10	10	9	11	8	12
None of these	25	27	28	8	28	22	21	25	29	27	23	21	22	29	26	32
Don't know	38	38	37	14	28	48	44	42	30	37	40	47	40	38	36	30