

YouGov / Sky News Survey Results

Sample Size: 1062 GB Adults
Fieldwork: 21st - 22nd September 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	1062	319	223	161	509	553	314	376	371	584	478	136	345	227	262	92
Unweighted Sample	1062	333	215	155	517	545	270	364	428	633	429	170	320	222	260	90
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	39	100	0	0	39	39	37	39	41	43	35	42	46	42	31	26
Lab	27	0	100	0	27	28	26	33	23	25	31	28	16	32	37	31
Lib Dem	20	0	0	100	21	19	27	16	18	21	19	22	26	13	18	17
Other	13	0	0	0	14	13	10	11	18	11	16	9	12	13	15	26

Non Voters

Would Not Vote	9	0	0	0	8	10	13	10	5	7	12	6	11	6	11	13
Don't know	14	0	0	0	11	18	14	15	15	14	15	16	14	14	16	11

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	29	17	54	35	29	30	26	31	31	32	26	30	27	28	32	31
Honest	16	3	45	14	14	17	9	18	19	17	14	16	9	18	19	24
Good in a crisis	12	2	37	10	13	10	8	13	14	12	11	15	7	13	14	12
Strong	11	4	32	11	10	12	7	14	12	12	11	13	8	13	12	13
In touch with the concerns of ordinary people	10	2	32	10	10	11	8	14	8	9	12	10	7	10	13	16
Decisive	9	2	26	9	8	11	9	9	10	9	9	10	7	12	10	10
A natural leader	3	0	10	3	2	3	4	3	2	2	3	2	3	1	5	1
Charismatic	1	0	2	2	0	2	2	0	1	1	1	0	1	1	2	0
None of these	51	76	11	48	54	48	50	49	53	53	49	47	56	54	46	44
Don't know	9	4	5	11	7	10	13	6	7	6	12	12	10	6	9	6

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	35	60	26	32	38	33	38	39	29	40	30	44	39	33	28	32
Decisive	20	44	6	12	19	21	19	17	23	22	17	19	22	18	20	19
A natural leader	20	44	8	10	22	18	20	20	20	23	16	24	22	17	17	22
In touch with the concerns of ordinary people	19	47	3	9	18	20	17	20	19	21	16	20	26	14	15	13
Sticks to what he believes in	18	38	7	11	18	19	16	18	21	19	18	19	21	20	17	9
Strong	18	41	4	10	18	18	18	16	20	21	14	23	21	16	15	13
Honest	16	40	6	6	19	14	11	16	22	19	13	20	17	15	16	13
Good in a crisis	11	26	5	3	12	9	11	9	12	12	9	11	12	7	11	11
None of these	29	3	51	34	31	27	26	32	28	27	31	23	22	29	39	37
Don't know	14	6	12	12	11	17	16	11	16	11	19	15	14	13	14	19

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]

In touch with the concerns of ordinary people	20	17	19	53	23	18	19	16	25	23	17	26	22	15	20	15
Honest	20	22	18	44	27	14	19	16	25	22	17	26	23	13	21	13
Sticks to what he believes in	14	15	9	30	15	13	10	13	18	16	11	17	15	10	14	14
Charismatic	9	10	8	22	10	9	10	7	11	9	10	9	12	7	9	8
Decisive	8	9	8	21	9	7	9	4	12	8	8	8	9	5	10	10
A natural leader	7	6	7	15	8	6	7	6	8	6	8	7	9	4	9	1
Strong	5	6	3	16	5	5	8	3	5	6	4	5	6	4	7	3
Good in a crisis	3	3	5	7	4	2	5	2	3	3	3	4	2	3	4	2
None of these	27	22	33	9	29	25	27	29	24	26	28	26	22	27	29	35
Don't know	36	38	32	19	28	43	41	36	30	32	40	33	35	41	33	36