

## 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	
<b>Weighted Sample</b>	<b>1064</b>	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	<b>44</b>	100	0	0	44	44	48	38	47	45	42	43	55	47	33	26
Lab	<b>27</b>	0	100	0	27	28	21	33	27	25	31	30	18	28	40	24
Lib Dem	<b>17</b>	0	0	100	16	17	20	16	14	18	14	18	17	14	17	15
Other	<b>12</b>	0	0	0	14	11	10	13	13	12	13	9	10	12	10	35

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	6	6	8	5	5	4	9	7	5	6	7	6
Don't know	<b>13</b>	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	<b>38</b>	26	68	42	42	34	34	37	41	41	34	39	36	38	36	47
Strong	<b>17</b>	6	44	18	18	17	16	16	19	18	16	11	15	17	20	30
Decisive	<b>12</b>	5	32	13	12	13	14	14	10	11	14	10	8	16	15	16
Good in a crisis	<b>17</b>	4	51	18	21	14	13	20	18	18	16	19	15	16	19	22
Honest	<b>18</b>	4	47	19	18	19	13	18	23	21	15	16	17	18	18	29
In touch with the concerns of ordinary people	<b>12</b>	3	40	5	11	13	11	11	14	13	11	13	10	13	14	11
A natural leader	<b>4</b>	0	9	5	3	5	3	4	5	4	4	1	2	7	4	7
Charismatic	<b>2</b>	1	4	2	2	2	5	1	1	1	3	0	2	3	1	4
None of these	<b>43</b>	67	10	30	41	45	41	42	47	43	44	43	48	45	41	33
Don't know	<b>7</b>	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	<b>20</b>	39	9	14	23	17	19	13	27	20	19	24	23	18	18	11
Strong	<b>22</b>	47	7	12	22	22	21	21	24	21	23	26	24	25	17	14
Decisive	<b>25</b>	52	11	14	27	24	24	21	30	27	23	31	29	26	17	19
Good in a crisis	<b>10</b>	26	0	4	11	9	11	9	10	8	12	11	10	12	10	6
Honest	<b>22</b>	50	4	9	24	19	18	18	29	22	21	24	28	19	17	15
In touch with the concerns of ordinary people	<b>24</b>	56	3	7	26	22	24	21	26	23	25	27	29	23	20	13
A natural leader	<b>26</b>	53	10	14	29	22	29	24	25	26	25	28	27	32	18	22
Charismatic	<b>42</b>	61	33	39	45	39	43	46	36	43	40	51	45	41	32	45
None of these	<b>26</b>	3	43	36	26	26	19	30	28	24	29	22	20	27	36	31
Don't know	<b>11</b>	3	8	10	7	15	14	10	10	9	14	10	10	14	13	9

	Voting intention			Gender		Age			Social Grade		Region				
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<b>Weighted Sample</b> 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	<b>16</b>	13	14	43	20	12	17	14	17	16	16	16	18	14	14	18
Strong	<b>5</b>	5	6	17	7	4	4	4	8	4	7	4	4	6	7	6
Decisive	<b>8</b>	7	7	24	11	6	8	7	9	7	9	6	8	9	7	13
Good in a crisis	<b>3</b>	2	1	10	4	2	4	1	3	3	2	4	1	1	5	2
Honest	<b>20</b>	17	20	51	26	15	16	20	23	20	20	21	23	16	18	22
In touch with the concerns of ordinary people	<b>19</b>	14	16	54	19	19	18	17	22	18	20	16	22	19	17	15
A natural leader	<b>5</b>	6	2	13	6	5	4	5	6	5	6	4	5	7	6	3
Charismatic	<b>9</b>	11	7	20	12	7	8	10	10	8	10	10	9	11	8	12
None of these	<b>25</b>	27	28	8	28	22	21	25	29	27	23	21	22	29	26	32
Don't know	<b>38</b>	38	37	14	28	48	44	42	30	37	40	47	40	38	36	30