

YouGov / The Sun Survey Results

Sample Size: 1938 GB Adults

Fieldwork: 8th - 9th July 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	1938	477	588	151	202	603	481	423	942	996	234	494	663	547	1105	833	248	630	415	477	169
Unweighted Sample	1938	449	617	126	233	580	502	435	912	1026	159	501	745	533	1309	629	295	661	389	463	130
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	73	4	9	31	32	28	29	28	38	36	25	33	36	33	29	14
Lab	39	0	100	0	0	6	86	32	36	41	41	47	42	28	36	41	37	29	42	47	45
Lib Dem	10	0	0	100	0	2	1	37	12	8	12	11	11	7	11	9	15	12	12	6	4
Other	20	0	0	0	100	20	9	21	21	19	19	13	19	27	17	25	16	23	14	18	37

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	6	12	14	13	4	8	13	21	10	17	8	20	9	14	4
SNP / PCY	3	0	0	0	0	0	2	2	3	3	3	2	2	5	3	3	2	0	1	1	26
Green	3	0	0	0	0	0	1	6	3	2	9	3	2	0	2	4	5	2	2	2	7
BNP	1	0	0	0	0	0	0	1	1	1	1	0	1	1	1	1	0	0	1	1	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	1	0	1	1	1	2	0	1	0	1	0	0	1	2	0	1

Non Voters

Would Not Vote	7	0	0	0	0	3	3	5	7	7	12	11	7	3	6	9	5	9	7	7	5
Don't know	14	0	0	0	0	11	12	17	8	20	14	17	14	11	14	14	19	12	14	13	16

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

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

	July 7-8	July 8-9																				
Approve	29	27	74	6	42	11	53	7	22	31	23	23	24	26	32	31	21	29	30	30	22	18
Disapprove	54	59	13	89	43	80	33	85	66	61	58	55	58	63	59	56	64	56	56	61	63	64
Don't know	17	14	13	5	15	8	14	9	13	8	19	22	18	11	10	13	15	16	14	9	15	19

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

	June 24-25	July 8-9																				
Sticks to what he believes in	22	23	50	12	26	16	40	14	19	28	19	23	20	24	26	26	20	24	24	23	22	23
Charismatic	17	18	31	14	19	13	26	12	18	20	17	31	17	18	14	20	17	17	18	20	18	20
Decisive	14	15	34	8	17	6	24	7	10	16	14	16	18	14	12	16	13	13	16	15	14	11
Strong	12	15	33	8	14	7	24	6	9	15	14	19	18	13	11	16	12	16	14	13	16	13
Good in a crisis	12	14	35	6	11	6	25	5	9	16	11	16	14	11	16	16	11	15	13	12	14	15
Honest	13	14	39	5	13	10	31	4	8	17	11	9	10	12	23	17	10	12	16	15	14	10
A natural leader	13	13	32	6	17	11	25	5	8	17	10	17	14	13	12	15	11	14	13	13	15	10
In touch with the concerns of ordinary people	6	6	17	3	5	2	12	1	3	6	6	4	4	5	10	7	5	6	7	6	6	6
None of these	46	45	11	65	34	62	23	63	50	41	49	30	43	49	48	41	50	39	42	48	48	50
Don't know	8	7	5	4	3	5	6	6	5	6	9	10	11	6	4	7	8	9	9	4	8	5

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

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	21	20	9	45	12	7	9	41	20	20	21	20	18	21	21	18	24	21	17	19	23	24
Honest	16	16	4	35	7	4	3	32	17	18	13	21	12	17	15	15	16	14	14	15	15	27
Sticks to what he believes in	13	15	6	33	11	6	6	31	11	16	13	13	13	15	16	13	16	13	12	16	18	16
Decisive	6	7	2	17	0	3	2	16	3	7	6	8	7	7	6	6	8	6	5	6	7	15
Charismatic	5	5	1	9	2	2	2	5	5	4	5	10	4	5	2	3	7	3	4	4	5	11
Strong	5	5	3	13	2	2	2	10	4	6	5	7	6	6	4	4	7	5	3	4	7	12
Good in a crisis	4	4	1	9	1	2	1	7	2	5	3	4	4	5	2	3	5	3	3	3	4	8
A natural leader	3	3	1	7	1	4	1	7	2	3	3	1	5	4	2	2	4	2	3	3	4	4
None of these	52	53	73	22	69	76	75	25	55	56	50	48	49	54	57	55	51	49	57	57	49	46
Don't know	15	13	8	11	8	9	9	14	13	9	16	15	17	11	10	12	15	14	14	8	16	11

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

Honest	10	11	18	7	35	3	14	6	17	15	8	7	12	10	12	13	8	10	11	12	11	10
In touch with the concerns of ordinary people	11	11	16	5	40	5	14	4	17	11	10	7	9	11	13	10	11	11	10	10	13	6
Charismatic	10	9	12	8	13	5	10	8	12	9	9	10	10	10	6	11	7	8	10	10	7	8
Sticks to what he believes in	8	9	12	4	36	6	11	3	16	10	8	3	10	9	11	8	10	9	9	9	9	7
A natural leader	4	4	4	4	12	1	3	3	5	5	3	4	5	3	3	4	3	4	3	3	5	2
Decisive	3	4	4	3	11	0	3	2	6	4	3	6	3	3	4	3	4	3	3	4	4	3
Good in a crisis	3	3	2	2	10	0	1	2	4	3	2	5	2	3	2	3	2	3	3	2	3	5
Strong	3	3	4	3	7	1	3	2	3	3	2	3	5	2	2	3	3	5	2	2	4	2
None of these	58	63	54	72	26	81	59	74	55	62	63	59	57	64	67	60	67	60	63	63	63	65
Don't know	13	10	7	7	5	4	8	8	6	7	13	14	13	9	6	10	10	11	10	8	10	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	65	120
Male 25 to 39	218	248
Male 40 to 59	369	328
Male 60 +	260	246
Female 18 to 24	94	114
Female 25 to 39	283	246
Female 40 to 59	376	335
Female 60 +	273	300
Region		
North England	463	477
Midlands	303	318
East England	189	186
London	295	248
South England	472	444
Wales	86	97
Scotland	130	169
Social Grade		
AB	702	543
C1	607	562
C2	282	407
DE	347	426
Newspaper Type		
Express / Mail	358	310
Sun / Star	184	455
Mirror / Record	105	194
Guardian / Independent	150	87
FT / Times / Telegraph	133	184
Other Paper	265	223
No Paper	743	485
Political Party Identification		
Labour	671	630
Conservative	510	552
Liberal Democrat	182	233
SNP/Plaid Cymru	24	33
Others	122	25
None/ DK	429	465

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