

# YouGov / The Sun Survey Results

Sample Size: 1942 GB Adults  
Fieldwork: 11th - 12th August 2014

	Westminster VI					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		
<b>Weighted Sample</b>	<b>1942</b>	523	568	125	167	579	465	425	942	1000	231	491	664	555	1107	835	249	631	416	478	169	
<b>Unweighted Sample</b>	1942	460	624	106	201	521	514	399	950	992	219	384	791	548	1249	693	319	554	424	426	219	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	35	100	0	0	0	79	6	12	36	34	25	33	35	39	37	32	32	46	33	26	31
Lab	38	0	100	0	0	4	83	36	37	39	44	43	37	33	35	42	40	24	46	50	32
Lib Dem	8	0	0	100	0	0	1	32	7	10	9	10	8	7	10	6	9	10	6	8	7
Other	19	0	0	0	100	17	9	20	20	18	23	14	19	20	18	20	19	20	16	16	30

## Other Parties Voting Intention

UKIP	11	0	0	0	100	14	4	10	13	9	5	7	12	16	9	14	12	14	12	11	2
Green	4	0	0	0	0	1	2	8	4	4	15	4	3	1	5	3	6	5	3	3	4
SNP / PCY	3	0	0	0	0	1	2	2	3	3	3	2	4	2	3	2	0	0	2	0	25
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	1	0	1	0	0

## Non Voters

Would Not Vote	7	0	0	0	0	1	3	6	6	8	11	13	4	3	5	9	4	9	7	8	2
Don't know	16	0	0	0	0	13	7	21	12	19	23	17	15	12	15	17	18	16	16	16	10

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

	Aug 10-11	Aug 11-12																				
Approve	33	31	82	5	39	15	64	8	26	34	28	21	24	32	39	34	27	30	40	25	24	33
Disapprove	52	52	7	88	41	72	21	82	60	53	51	53	50	53	52	51	53	49	44	56	58	58
Don't know	15	17	11	8	20	13	15	10	14	13	21	27	26	14	9	15	20	21	16	19	18	9

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

	July 28-29	Aug 11-12																				
Sticks to what he believes in	26	23	49	10	21	16	42	14	17	23	22	12	19	24	28	24	20	18	28	22	19	22
Charismatic	17	16	30	9	19	13	27	8	16	17	14	18	14	17	14	19	12	16	18	13	13	18
Decisive	17	15	38	6	18	4	27	8	10	16	14	18	13	15	16	17	12	12	17	15	13	21
A natural leader	16	15	34	6	14	7	26	6	13	16	13	18	12	15	15	17	11	13	18	12	13	18
Strong	15	14	37	5	18	7	26	6	9	15	13	16	15	14	13	16	12	13	17	12	9	22
Good in a crisis	13	13	35	3	8	5	25	5	8	14	11	13	7	13	16	13	11	11	16	10	8	17
Honest	11	12	32	2	15	6	25	3	9	15	9	8	6	13	18	14	9	9	16	11	8	14
In touch with the concerns of ordinary people	5	5	15	0	1	2	10	2	2	4	5	4	1	6	7	5	4	4	7	4	3	3
None of these	45	46	11	69	37	60	22	65	53	46	47	41	44	46	51	43	50	46	38	50	53	49
Don't know	9	9	4	4	6	6	8	6	6	8	11	18	13	8	4	8	12	14	9	10	8	4

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	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
<b>Weighted Sample</b>	<b>1942</b>	<b>523</b>	<b>568</b>	<b>125</b>	<b>167</b>	<b>579</b>	<b>465</b>	<b>425</b>	<b>942</b>	<b>1000</b>	<b>231</b>	<b>491</b>	<b>664</b>	<b>555</b>	<b>1107</b>	<b>835</b>	<b>249</b>	<b>631</b>	<b>416</b>	<b>478</b>	<b>169</b>
Unweighted Sample	1942	460	624	106	201	521	514	399	950	992	219	384	791	548	1249	693	319	554	424	426	219
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July  
28-29  
Aug  
11-12

**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	6	49	14	7	6	44	18	21	19	18	17	21	21	20	19	20	16	21	23	22
Honest	17	17	8	38	21	6	6	34	21	20	15	15	15	17	20	20	14	22	14	17	19	17
Sticks to what he believes in	16	16	6	37	20	5	5	34	16	17	15	10	14	18	18	17	15	16	15	16	17	18
Decisive	5	5	2	15	4	1	1	13	4	7	4	8	3	6	6	5	6	6	4	7	5	8
Strong	5	5	2	14	6	2	1	13	4	6	4	6	3	6	6	5	6	8	4	5	5	7
Charismatic	3	4	2	8	2	2	1	6	4	3	4	5	3	3	4	3	4	3	2	5	5	4
Good in a crisis	3	4	1	10	5	0	0	9	3	5	3	4	3	4	3	3	4	6	3	3	3	4
A natural leader	3	3	1	8	4	1	0	7	2	3	3	7	2	3	3	3	4	7	2	2	3	5
None of these	53	53	75	20	43	78	77	27	49	56	50	44	48	57	55	53	52	43	59	51	49	58
Don't know	12	13	7	7	13	6	9	10	12	8	17	22	17	9	10	11	15	18	13	13	12	5

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

Honest	11	12	18	6	45	6	16	5	21	14	10	11	9	11	16	14	9	9	16	10	9	13
Charismatic	9	9	10	8	25	7	10	6	14	10	7	10	10	7	9	11	6	8	11	6	8	8
In touch with the concerns of ordinary people	9	9	12	6	43	2	8	6	20	9	10	8	10	8	11	11	7	9	11	7	9	10
Sticks to what he believes in	8	9	15	3	37	5	12	3	15	9	9	8	5	8	13	10	7	7	11	10	7	7
A natural leader	3	3	3	2	13	3	3	1	6	3	3	5	2	3	4	3	2	3	3	4	2	3
Decisive	4	3	4	2	14	2	2	3	6	4	2	3	1	3	5	3	3	1	3	3	4	5
Strong	3	3	3	2	12	3	3	2	5	3	3	2	3	2	4	3	2	3	2	3	2	5
Good in a crisis	2	2	3	1	10	0	2	1	4	2	2	2	2	2	3	2	3	2	2	2	2	3
None of these	61	61	53	73	18	80	60	73	48	64	58	53	58	66	61	58	65	57	55	66	65	66
Don't know	12	11	7	7	7	4	8	9	9	7	15	21	16	8	7	10	13	16	13	10	10	4

**Thinking about the current state of the economy, which of the following best reflects your view?**

The economy is still getting worse	14	13	3	22	6	14	5	22	11	11	16	12	12	16	13	11	16	13	8	17	17	15
The economy has stopped getting worse, but there are no signs of any recovery yet	26	29	14	42	31	41	17	40	35	26	33	25	29	30	31	30	29	25	28	32	31	31
The economy is in a bad way, but is starting to show signs of recovery	34	33	42	27	47	28	39	27	34	33	32	30	32	35	33	36	29	33	36	28	34	29
The economy is improving and on the way to full recovery	18	17	39	6	16	12	33	6	14	23	11	19	14	16	21	18	16	18	23	14	10	23
Don't know	8	7	2	4	0	5	4	5	6	7	7	14	14	4	2	5	10	12	6	9	7	1

## 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.
<b>Age and Gender</b>		
Male 18 to 24	90	117
Male 25 to 39	170	245
Male 40 to 59	391	328
Male 60 +	299	252
Female 18 to 24	129	115
Female 25 to 39	214	247
Female 40 to 59	400	336
Female 60 +	249	303
<b>Region</b>		
North England	426	478
Midlands	284	318
East	170	186
London	319	249
South England	384	445
Wales	140	97
Scotland	219	169
<b>Social Grade</b>		
AB	711	544
C1	538	563
C2	302	408
DE	391	427
<b>Newspaper Type</b>		
Express / Mail	392	311
Sun / Star	247	456
Mirror / Record	169	194
Guardian / Independent	151	87
FT / Times / Telegraph	147	184
Other Paper	289	223
No Paper	547	485
<b>Political Party Identification</b>		
Labour	701	621
Conservative	482	544
Liberal Democrat	165	214
SNP/Plaid Cymru	54	33
Others	140	45
None/ DK	400	486

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to [yougov.co.uk/publicopinion/methodology](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)