

YouGov / The Sun Survey Results

Sample Size: 2072 GB Adults
Fieldwork: 14th - 15th July 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	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	2072	557	614	103	211	646	511	429	1005	1067	247	524	709	593	1181	891	265	673	443	510	180	
Unweighted Sample	2072	497	643	105	238	591	536	455	989	1083	219	458	859	536	1374	698	314	686	360	501	211	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	75	4	19	35	33	32	32	32	39	41	25	38	41	32	31	20
Lab	38	0	100	0	0	6	85	32	37	38	39	44	40	30	33	44	45	28	37	48	38
Lib Dem	6	0	0	100	0	1	1	25	5	7	8	6	5	8	8	4	6	8	5	5	5
Other	22	0	0	0	100	18	10	23	22	21	22	18	23	23	18	27	12	22	25	16	37

Other Parties Voting Intention

UKIP	13	0	0	0	100	17	5	11	14	12	6	7	16	16	10	17	8	15	19	10	5
Green	4	0	0	0	0	1	2	9	3	6	10	6	4	2	5	4	2	7	4	4	2
SNP / PCY	3	0	0	0	0	0	2	2	3	3	4	4	2	3	3	4	0	0	1	0	29
BNP	0	0	0	0	0	0	0	0	1	0	2	0	0	0	0	1	1	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	1	0	0	0	0	0	0	1	1	1	0	1	0	1	1	0	0	0	1	1	1

Non Voters

Would Not Vote	7	0	0	0	0	4	1	3	6	7	13	11	5	3	6	8	10	7	6	7	4
Don't know	15	0	0	0	0	11	9	18	11	18	20	17	14	13	15	14	17	15	14	16	9

July
13-14

July
14-15

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

Approve	31	31	82	7	40	16	59	9	27	36	27	27	30	31	33	37	23	34	35	28	28	27
Disapprove	51	53	8	83	45	72	27	81	61	52	54	43	49	56	56	47	61	51	48	53	56	63
Don't know	18	16	9	10	14	12	14	10	13	12	20	30	20	12	11	16	16	14	17	18	16	10

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

June
30 -1
July

July
14-15

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

Sticks to what he believes in	31	25	51	15	28	19	43	15	21	29	22	14	24	27	30	26	24	23	26	25	25	29
Decisive	17	18	39	11	22	9	29	11	15	18	19	21	20	17	16	20	15	17	20	19	16	18
A natural leader	15	15	37	6	18	10	27	6	14	16	14	16	17	14	15	18	12	19	17	15	12	13
Charismatic	16	15	32	9	14	12	25	9	13	15	15	11	17	17	14	17	14	15	17	13	14	18
Strong	15	15	35	8	12	8	25	9	12	17	14	17	16	15	13	16	13	18	17	13	13	16
Good in a crisis	13	13	34	5	12	8	26	5	10	15	11	11	12	14	14	14	12	14	16	13	10	9
Honest	12	13	36	4	9	9	28	5	8	14	12	9	7	14	18	15	10	11	16	11	10	16
In touch with the concerns of ordinary people	5	5	15	1	2	2	11	1	3	5	5	5	4	5	6	5	4	4	6	5	4	6
None of these	43	44	9	62	44	58	23	62	53	43	45	33	39	47	49	39	50	42	43	45	45	45
Don't know	8	9	7	4	6	4	8	4	7	7	12	21	13	6	6	10	9	8	10	8	10	8

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	20	19	6	49	19	7	5	43	22	19	19	20	16	19	22	16	23	20	16	20	22	21
Honest	15	14	4	34	19	4	5	28	18	18	11	13	11	14	16	13	15	17	13	15	13	15
Sticks to what he believes in	15	14	7	31	21	6	7	26	16	15	13	13	11	14	16	13	16	16	13	15	14	14
Decisive	5	6	2	14	7	3	1	13	5	7	4	7	5	6	5	5	6	7	4	7	7	7
Strong	4	4	1	10	4	2	1	10	4	4	3	5	4	4	3	3	5	6	3	4	3	5
A natural leader	3	3	0	8	5	3	1	6	3	3	3	3	4	3	2	2	4	3	2	5	2	5
Charismatic	3	3	2	6	1	3	2	6	3	3	3	2	4	3	3	2	4	3	2	4	3	3
Good in a crisis	3	3	1	9	1	2	1	8	3	4	3	5	3	3	3	3	4	3	2	5	3	5
None of these	55	55	75	23	46	82	75	32	53	57	53	39	52	58	60	57	52	49	58	57	52	54
Don't know	12	13	8	8	12	4	10	9	10	9	16	25	17	9	7	12	13	11	13	11	15	11

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

Honest	11	11	17	7	41	8	12	6	20	13	9	10	8	12	12	12	8	10	13	7	11	11
Sticks to what he believes in	10	10	16	6	31	9	14	6	15	10	10	6	8	10	13	11	8	7	12	8	10	10
Charismatic	8	9	13	7	23	6	10	6	14	8	9	12	9	7	9	10	7	6	11	8	7	8
In touch with the concerns of ordinary people	9	8	11	6	38	2	7	5	17	8	8	9	7	8	8	9	7	8	8	9	6	10
A natural leader	3	3	4	2	16	2	2	2	6	3	3	4	4	2	3	4	2	3	3	4	2	2
Decisive	3	3	4	2	24	2	2	2	9	3	4	3	3	3	3	3	3	4	5	1	3	4
Strong	4	3	4	2	22	2	3	2	7	3	4	3	3	3	4	4	3	4	3	4	2	5
Good in a crisis	3	2	2	1	11	2	2	1	3	2	2	2	1	2	2	2	2	2	2	1	2	1
None of these	61	59	47	67	17	79	58	69	50	62	56	46	55	62	64	57	61	57	55	63	62	62
Don't know	11	14	12	10	6	3	13	10	7	9	18	24	18	12	9	12	16	17	14	12	13	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	84	124
Male 25 to 39	202	261
Male 40 to 59	436	350
Male 60 +	267	269
Female 18 to 24	135	122
Female 25 to 39	256	263
Female 40 to 59	423	358
Female 60 +	269	323
Region		
North England	501	510
Midlands	240	340
East	216	199
London	314	265
South England	470	474
Wales	120	104
Scotland	211	180
Social Grade		
AB	734	580
C1	640	601
C2	277	435
DE	421	456
Newspaper Type		
Express / Mail	385	331
Sun / Star	259	487
Mirror / Record	148	207
Guardian / Independent	174	93
FT / Times / Telegraph	143	197
Other Paper	308	238
No Paper	655	518
Political Party Identification		
Labour	691	663
Conservative	505	580
Liberal Democrat	198	228
SNP/Plaid Cymru	53	35
Others	156	48
None/ DK	469	518

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

Or visit our website: yougov.co.uk