

## YouGov / The Sun Survey Results

Sample Size: 1897 GB Adults  
Fieldwork: 16th - 17th June 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>1897</b>	<b>512</b>	<b>561</b>	<b>101</b>	<b>199</b>	<b>555</b>	<b>462</b>	<b>357</b>	<b>920</b>	<b>977</b>	<b>226</b>	<b>480</b>	<b>649</b>	<b>543</b>	<b>1081</b>	<b>816</b>	<b>243</b>	<b>617</b>	<b>406</b>	<b>467</b>	<b>165</b>	
Unweighted Sample	1897	501	549	92	216	544	446	387	897	1000	189	431	763	514	1215	682	257	583	382	449	226	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Wouldn't votes and Don't know's]

Con	34	100	0	0	0	76	5	13	34	33	32	25	31	43	38	27	33	45	32	28	13
Lab	37	0	100	0	0	4	83	31	35	39	40	41	41	29	37	37	40	25	42	45	37
Lib Dem	7	0	0	100	0	1	3	26	7	6	7	9	5	6	7	6	7	8	6	6	6
Other	23	0	0	0	100	19	9	30	24	22	21	25	23	23	19	29	20	21	20	21	44

### Other Parties Voting Intention

UKIP	13	0	0	0	100	16	5	14	13	13	6	9	14	17	9	19	10	15	14	14	5
SNP / PCY	4	0	0	0	0	1	2	3	4	3	4	3	4	3	4	3	1	0	1	0	33
Green	4	0	0	0	0	2	1	11	4	5	6	8	3	2	4	4	8	5	2	4	3
BNP	1	0	0	0	0	0	0	0	1	0	3	1	0	1	0	1	0	1	0	2	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	2	1	1	1	4	1	0	1	1	1	1	3	1	2

### Non Voters

Would Not Vote	7	0	0	0	0	0	2	3	5	9	15	12	4	3	6	9	7	6	8	9	4
Don't know	13	0	0	0	0	8	7	20	8	17	16	14	13	10	11	15	9	14	13	12	11

June 15-16  
June 16-17

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

Approve	32	33	86	8	52	16	67	12	25	39	27	25	28	31	41	37	26	36	43	29	24	23
Disapprove	53	53	6	84	33	71	20	80	61	53	52	50	52	58	49	49	58	50	41	56	62	66
Don't know	15	15	9	8	15	13	12	9	14	8	21	26	20	11	9	14	16	14	16	15	13	11

Fieldwork: 16th - 17th June 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>1897</b>	<b>512</b>	<b>561</b>	<b>101</b>	<b>199</b>	<b>555</b>	<b>462</b>	<b>357</b>	<b>920</b>	<b>977</b>	<b>226</b>	<b>480</b>	<b>649</b>	<b>543</b>	<b>1081</b>	<b>816</b>	<b>243</b>	<b>617</b>	<b>406</b>	<b>467</b>	<b>165</b>	
Unweighted Sample	1897	501	549	92	216	544	446	387	897	1000	189	431	763	514	1215	682	257	583	382	449	226	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

June 2-3  
June 16-17

**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	24	23	51	12	23	13	43	12	18	27	20	13	19	25	29	26	20	19	27	23	22	22
Decisive	17	17	38	8	24	6	29	8	15	19	15	16	18	17	16	18	15	16	22	13	15	13
Strong	16	16	40	7	18	5	30	7	12	18	14	16	18	16	14	16	16	17	19	15	14	12
A natural leader	17	15	36	7	12	3	28	6	11	18	12	12	17	15	15	18	11	15	18	13	14	10
Charismatic	17	15	31	10	12	9	27	9	14	16	14	11	19	14	14	19	10	15	19	12	14	11
Good in a crisis	15	12	36	2	15	3	27	5	5	15	9	10	10	12	15	14	10	12	16	8	11	10
Honest	14	11	31	3	13	3	25	4	6	12	10	6	8	10	17	14	7	11	14	10	8	11
In touch with the concerns of ordinary people	6	5	17	1	2	1	13	1	3	6	4	3	5	5	7	6	4	6	7	3	5	5
None of these	44	47	9	68	39	70	22	67	54	47	47	44	42	50	49	43	52	40	40	51	52	59
Don't know	8	8	5	4	5	3	5	4	7	5	11	14	11	6	5	7	10	12	7	9	7	5

**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	5	48	12	5	5	40	19	20	18	20	16	20	19	19	19	18	16	20	23	16
Honest	17	15	4	39	21	3	4	34	17	17	13	14	14	17	14	16	13	17	11	17	17	18
Sticks to what he believes in	17	14	6	32	13	4	6	28	16	17	12	16	13	17	11	15	14	16	13	15	14	16
Decisive	6	5	0	12	8	2	1	12	3	5	4	4	5	6	3	4	5	3	3	3	8	8
Strong	4	5	2	11	0	2	2	9	3	5	5	7	4	5	4	4	6	6	4	4	5	5
Charismatic	4	3	1	7	0	0	2	7	1	3	3	3	2	3	2	2	3	1	2	3	4	5
Good in a crisis	4	3	0	9	1	0	1	7	1	3	3	3	3	3	3	3	3	3	2	4	2	6
A natural leader	3	2	0	5	0	0	0	4	1	2	2	3	2	2	2	2	2	1	2	3	1	5
None of these	53	56	79	24	60	82	78	31	60	60	53	46	51	56	65	58	55	49	62	55	53	58
Don't know	11	12	6	8	7	7	7	9	9	6	18	17	17	10	7	10	14	15	12	12	10	11

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

Honest	12	10	15	7	43	3	11	6	17	12	8	11	11	9	12	11	9	10	10	12	10	10
In touch with the concerns of ordinary people	9	9	14	5	38	1	10	3	16	10	8	8	9	8	10	9	8	8	11	8	8	5
Sticks to what he believes in	12	9	15	4	32	7	14	3	15	11	6	6	8	8	12	9	8	8	11	8	8	7
Charismatic	8	7	10	6	26	2	9	5	13	9	6	11	10	6	6	9	5	9	8	7	7	7
Decisive	4	4	4	3	23	1	3	2	7	5	3	6	5	2	3	4	4	4	4	4	3	3
Strong	3	4	5	2	18	0	5	2	6	5	3	8	5	3	2	4	3	8	3	3	4	2
A natural leader	4	3	4	1	20	1	4	2	7	4	2	6	2	3	3	4	2	3	3	3	3	2
Good in a crisis	3	2	3	1	17	0	2	1	5	3	2	5	3	1	3	3	2	4	2	3	3	1
None of these	58	62	54	73	18	82	59	75	55	64	60	52	52	69	67	61	64	56	59	62	65	73
Don't know	12	11	7	7	5	6	8	7	8	5	17	18	17	8	7	10	13	16	11	13	9	8

## 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	72	114
Male 25 to 39	191	239
Male 40 to 59	383	321
Male 60 +	251	247
Female 18 to 24	117	112
Female 25 to 39	240	241
Female 40 to 59	380	328
Female 60 +	263	296
<b>Region</b>		
North England	449	467
Midlands	277	311
East	171	182
London	257	243
South England	412	434
Wales	105	95
Scotland	226	165
<b>Social Grade</b>		
AB	682	531
C1	533	550
C2	291	398
DE	391	417
<b>Newspaper Type</b>		
Express / Mail	356	304
Sun / Star	216	446
Mirror / Record	144	190
Guardian / Independent	124	85
FT / Times / Telegraph	154	180
Other Paper	273	218
No Paper	630	474
<b>Political Party Identification</b>		
Labour	591	607
Conservative	528	531
Liberal Democrat	166	209
SNP/Plaid Cymru	58	32
Others	123	44
None/ DK	431	474

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)