

YouGov / The Sun Survey Results

Sample Size: 1979 GB Adults
Fieldwork: 5th - 6th August 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	1979	499	607	154	168	581	498	427	962	1017	239	505	677	558	1128	851	253	643	424	487	172	
Unweighted Sample	1979	460	651	130	200	576	535	432	957	1022	177	538	765	499	1320	659	333	681	381	416	168	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	77	4	11	34	30	34	31	31	35	37	27	35	39	38	25	14
Lab	39	0	100	0	0	7	89	30	37	42	40	44	40	35	37	44	41	30	37	49	48
Lib Dem	10	0	0	100	0	0	2	40	10	10	11	10	10	9	11	9	10	14	7	9	6
Other	18	0	0	0	100	16	5	18	19	17	16	15	19	20	16	21	14	17	18	17	32

Other Parties Voting Intention

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

Non Voters

Would Not Vote	7	0	0	0	0	2	3	5	7	7	13	10	6	4	6	9	7	8	7	6	6
Don't know	15	0	0	0	0	12	9	18	12	18	18	16	16	12	15	15	16	17	14	14	15

Aug 4-5 Aug 5-6

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

Approve	31	28	76	6	41	10	58	8	22	33	23	25	27	27	31	31	24	32	30	30	25	15
Disapprove	53	57	12	89	39	78	29	83	61	56	58	52	52	60	60	54	61	50	54	57	60	67
Don't know	16	15	12	4	20	12	13	9	16	11	19	23	22	13	9	15	16	18	16	13	15	18

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

July 22-23

Aug 5-6

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	22	23	50	12	25	12	39	14	21	26	20	20	20	25	25	24	22	24	27	22	18	21
Decisive	15	18	37	8	25	5	27	7	19	19	16	30	18	17	13	18	17	20	19	14	19	13
Charismatic	16	17	32	9	20	13	27	9	17	19	15	20	18	17	14	19	13	20	17	16	16	14
Good in a crisis	14	15	39	3	16	7	31	3	12	18	12	13	14	14	17	17	13	19	19	15	10	10
Strong	15	15	38	6	14	6	30	5	11	16	14	22	16	13	14	17	13	18	16	17	11	13
A natural leader	13	14	34	5	21	5	27	4	16	17	11	15	16	14	13	16	13	19	15	15	12	11
Honest	13	14	39	2	18	7	29	4	11	17	11	11	10	14	18	15	12	18	16	13	13	8
In touch with the concerns of ordinary people	7	7	19	1	8	5	13	1	6	7	6	8	6	6	7	7	6	7	7	7	5	7
None of these	48	43	11	66	36	60	21	67	46	42	45	25	41	46	50	41	46	33	39	46	48	51
Don't know	8	8	2	3	5	8	5	4	7	7	10	16	11	7	4	7	10	8	9	7	7	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	47	14	9	7	43	20	20	21	20	17	21	22	18	23	18	17	22	23	25
Honest	16	16	7	38	10	4	8	32	16	19	14	14	15	16	19	18	14	18	11	17	20	21
Sticks to what he believes in	14	14	5	32	9	5	5	29	12	15	13	13	10	13	18	14	13	14	13	13	16	13
Decisive	6	7	2	18	4	2	3	15	5	7	7	8	7	7	7	7	7	8	5	6	9	11
Strong	6	6	2	15	8	1	3	12	6	7	6	5	7	6	7	5	8	6	5	6	8	6
A natural leader	4	4	1	9	2	0	2	7	4	3	4	4	3	4	3	3	5	5	2	2	5	5
Charismatic	4	4	1	9	2	0	2	7	3	4	4	5	6	4	3	3	5	6	3	2	5	5
Good in a crisis	4	4	1	10	6	1	0	11	2	4	4	3	2	5	4	3	5	4	3	4	5	4
None of these	53	51	76	19	52	79	74	28	51	54	49	34	49	52	59	53	48	48	56	53	45	48
Don't know	14	15	9	9	13	9	9	11	14	12	17	25	18	14	8	13	17	15	15	14	16	14

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	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 22-23

Aug 5-6

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

	July 22-23	Aug 5-6	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
Honest	10	11	18	5	47	4	14	5	21	14	9	14	10	10	14	13	9	10	13	12	9	12
Charismatic	9	10	14	7	30	8	11	8	16	12	8	15	13	9	8	12	7	11	12	7	12	5
In touch with the concerns of ordinary people	9	10	15	7	41	2	12	5	21	12	9	12	11	9	11	12	8	10	12	10	9	9
Sticks to what he believes in	8	9	14	4	34	6	12	3	14	9	8	8	7	11	8	9	8	10	12	6	9	5
A natural leader	4	5	5	3	23	0	4	3	10	7	3	6	6	4	3	5	4	2	6	3	6	4
Decisive	3	5	6	3	21	1	3	2	9	6	4	7	7	3	3	5	4	7	5	3	5	2
Good in a crisis	3	4	4	3	24	1	2	3	9	6	3	11	4	3	3	5	3	6	3	4	7	2
Strong	3	4	4	3	18	0	2	2	6	4	3	3	5	3	2	4	4	3	5	2	4	2
None of these	61	59	53	74	16	76	58	76	48	58	61	44	51	64	68	57	63	58	54	63	61	67
Don't know	13	12	6	5	5	6	8	5	9	9	14	19	16	11	6	10	14	11	13	11	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	76	123
Male 25 to 39	250	253
Male 40 to 59	380	334
Male 60 +	251	251
Female 18 to 24	101	117
Female 25 to 39	288	251
Female 40 to 59	385	342
Female 60 +	248	307
Region		
North England	416	487
Midlands	281	325
East England	182	190
London	333	253
South England	499	453
Wales	100	99
Scotland	168	172
Social Grade		
AB	748	554
C1	572	574
C2	275	416
DE	384	435
Newspaper Type		
Express / Mail	370	317
Sun / Star	214	465
Mirror / Record	115	198
Guardian / Independent	152	89
FT / Times / Telegraph	119	188
Other Paper	261	228
No Paper	748	495
Political Party Identification		
Labour	699	643
Conservative	523	564
Liberal Democrat	189	237
SNP/Plaid Cymru	33	34
Others	106	26
None/ DK	429	475

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