

YouGov / The Sun Survey Results

Sample Size: 1962 GB Adults
Fieldwork: 2nd - 3rd 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	
Weighted Sample	1962	512	573	132	219	614	493	385	952	1010	233	496	671	561	1118	844	251	638	420	483	171	
Unweighted Sample	1962	442	629	110	243	541	529	393	960	1002	221	413	753	575	1295	667	292	540	407	472	251	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	73	4	12	33	32	27	33	30	36	34	29	32	38	32	29	22
Lab	36	0	100	0	0	5	83	33	34	39	34	40	41	29	35	39	44	29	38	45	27
Lib Dem	8	0	0	100	0	2	2	30	8	8	11	8	7	9	9	7	9	11	8	6	7
Other	23	0	0	0	100	20	10	25	25	21	29	19	22	26	22	25	16	23	23	20	43

Other Parties Voting Intention

UKIP	14	0	0	0	100	18	5	10	15	13	7	5	15	21	12	17	9	18	14	14	2
Green	5	0	0	0	0	1	3	12	4	5	14	7	3	1	5	4	5	4	6	5	5
SNP / PCY	4	0	0	0	0	1	3	3	5	2	6	6	3	2	4	4	2	0	1	1	35
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	1	1	0	2	0	0	0	1	0	1	0	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	1	3	4	5	9	16	10	5	1	5	9	5	5	10	7	5
Don't know	13	0	0	0	0	7	13	18	9	16	16	11	14	11	11	15	16	14	10	12	12

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

	June 1-2	June 2-3																				
Approve	29	32	85	7	41	16	67	7	23	37	27	28	31	29	38	36	27	35	35	33	26	30
Disapprove	56	53	6	87	38	76	23	82	59	52	54	48	50	59	51	51	56	52	47	52	62	59
Don't know	15	15	9	7	21	8	10	11	17	10	19	24	19	12	11	13	17	14	18	15	12	11

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

		May 19-20	June 2-3																				
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that																							
		23	24	51	12	29	16	42	11	21	28	20	16	20	26	28	25	22	20	26	22	24	24
	Sticks to what he believes in	17	17	40	7	19	5	31	7	15	18	16	14	18	16	18	18	16	17	18	19	15	14
	Decisive	17	17	42	8	14	7	35	7	11	20	14	12	19	17	17	20	13	20	18	16	15	15
	A natural leader	16	17	32	10	19	10	31	11	14	20	14	15	18	18	17	20	14	22	19	15	13	21
	Charismatic	15	16	40	8	21	4	31	7	13	17	15	15	17	16	16	17	15	16	17	16	15	16
	Strong	14	15	37	5	23	9	29	5	12	16	13	11	14	15	16	17	11	16	20	10	12	14
	Good in a crisis	13	14	38	4	16	8	34	2	6	15	13	7	10	14	20	16	11	14	17	12	11	14
	Honest	7	6	17	1	7	1	13	1	2	6	5	2	5	7	6	6	6	5	8	5	4	8
	In touch with the concerns of ordinary people	46	44	6	64	33	65	20	64	52	44	45	42	39	48	47	41	49	43	40	45	50	49
	None of these	7	8	6	5	4	3	4	7	8	6	10	18	11	6	3	7	9	6	9	9	9	4
	Don't know																						

		May 19-20	June 2-3																				
Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that app																							
		21	20	7	50	15	2	6	42	18	22	18	20	18	21	20	20	19	21	15	20	24	23
	In touch with the concerns of ordinary people	15	17	6	40	15	8	7	33	19	20	14	12	14	18	19	17	16	18	14	14	20	23
	Sticks to what he believes in	15	17	6	40	18	4	6	34	20	20	13	14	13	20	17	17	16	20	14	17	19	16
	Honest	6	6	2	15	4	0	2	11	8	7	5	7	7	6	5	5	7	5	6	4	7	9
	Decisive	6	4	1	12	1	0	1	11	3	4	4	3	5	4	4	4	4	4	4	2	6	6
	Strong	3	4	0	13	5	0	1	11	3	5	4	4	6	4	4	4	5	3	5	3	6	4
	Good in a crisis	3	4	2	9	2	2	3	9	2	4	4	6	4	4	4	3	5	3	4	3	5	4
	Charismatic	4	3	1	9	5	1	1	8	3	4	3	2	4	4	3	3	4	3	3	3	4	4
	A natural leader	53	53	72	19	48	83	75	27	52	54	52	44	50	53	59	55	51	49	56	55	50	53
	None of these	12	11	9	8	6	4	8	10	11	8	15	20	16	9	7	9	14	9	12	12	12	9
	Don't know																						

		May 19-20	June 2-3																				
Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all																							
		10	12	17	8	43	9	16	6	18	14	11	3	9	11	20	14	10	14	13	13	9	11
	Sticks to what he believes in	11	12	22	6	38	4	17	5	18	15	9	8	10	12	15	13	10	11	13	12	10	15
	Honest	10	9	12	5	36	2	9	4	16	9	8	8	9	7	10	9	8	10	9	8	8	9
	In touch with the concerns of ordinary people	10	8	12	7	23	5	11	5	11	9	8	12	10	8	7	10	7	10	9	8	7	12
	Charismatic	4	4	3	3	24	2	4	1	7	4	4	3	4	3	5	4	4	5	4	4	3	4
	Decisive	4	4	4	2	17	2	4	3	6	4	3	5	3	3	4	4	3	5	4	2	3	6
	A natural leader	3	3	4	2	16	1	4	3	5	3	3	2	3	3	4	3	3	6	2	2	4	3
	Strong	4	3	4	2	14	0	2	3	6	4	2	2	4	3	3	3	4	5	3	1	3	4
	Good in a crisis	60	58	46	68	13	81	54	71	51	58	58	57	50	64	58	57	59	53	55	59	63	58
	None of these	11	12	11	8	3	2	8	9	10	8	15	19	17	9	7	10	14	10	14	13	10	9
	Don't know																						

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	93	118
Male 25 to 39	190	247
Male 40 to 59	364	332
Male 60 +	313	255
Female 18 to 24	128	116
Female 25 to 39	223	249
Female 40 to 59	389	339
Female 60 +	262	306
Region		
North England	472	483
Midlands	291	322
East	152	188
London	292	251
South England	388	449
Wales	116	98
Scotland	251	171
Social Grade		
AB	760	549
C1	535	569
C2	300	412
DE	367	432
Newspaper Type		
Express / Mail	383	314
Sun / Star	216	461
Mirror / Record	183	196
Guardian / Independent	196	88
FT / Times / Telegraph	151	186
Other Paper	296	226
No Paper	537	491
Political Party Identification		
Labour	664	628
Conservative	475	549
Liberal Democrat	172	216
SNP/Plaid Cymru	69	33
Others	145	45
None/ DK	437	491

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