

## YouGov / The Sun Survey Results

Sample Size: 1968 GB Adults  
Fieldwork: 22nd - 23rd July 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	
<b>Weighted Sample</b>	<b>1968</b>	490	603	170	192	598	505	414	956	1012	238	502	673	555	1122	846	252	640	421	484	171	
Unweighted Sample	1968	453	645	137	214	565	546	419	964	1004	174	522	747	525	1271	697	321	653	366	468	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	32	100	0	0	0	72	4	15	31	32	27	29	34	34	35	27	35	40	31	25	21
Lab	39	0	100	0	0	7	89	26	36	43	40	43	42	33	36	43	42	27	44	50	34
Lib Dem	11	0	0	100	0	2	2	41	13	9	18	15	6	11	14	7	11	14	9	10	9
Other	18	0	0	0	100	19	6	18	20	16	16	14	18	22	15	23	12	19	16	15	36

### Other Parties Voting Intention

UKIP	12	0	0	0	100	17	4	11	13	11	9	6	13	18	10	17	8	16	11	13	9
SNP / PCY	2	0	0	0	0	1	0	2	3	2	1	2	2	3	2	3	0	0	1	0	23
Green	2	0	0	0	0	0	0	4	2	2	3	3	2	1	2	1	3	1	1	1	4
BNP	1	0	0	0	0	1	1	0	1	0	1	1	0	1	0	1	0	0	2	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	0	1	1	1	0	1	1	0	1	1	0	0

### Non Voters

Would Not Vote	7	0	0	0	0	2	3	3	6	8	14	10	5	3	7	6	7	7	6	8	3
Don't know	15	0	0	0	0	13	11	19	11	19	14	18	14	15	13	18	16	16	14	14	19

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

	July 21-22	July 22-23																				
Approve	28	29	83	5	36	11	58	7	25	33	26	27	28	28	32	33	24	34	33	30	24	21
Disapprove	55	57	6	90	45	76	27	85	60	56	57	56	51	60	59	52	63	48	53	53	64	71
Don't know	16	14	11	5	19	13	15	8	15	11	17	17	21	12	10	15	14	18	14	17	12	8

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<b>Weighted Sample</b>	<b>1968</b>	<b>490</b>	<b>603</b>	<b>170</b>	<b>192</b>	<b>598</b>	<b>505</b>	<b>414</b>	<b>956</b>	<b>1012</b>	<b>238</b>	<b>502</b>	<b>673</b>	<b>555</b>	<b>1122</b>	<b>846</b>	<b>252</b>	<b>640</b>	<b>421</b>	<b>484</b>	<b>171</b>	
Unweighted Sample	1968	453	645	137	214	565	546	419	964	1004	174	522	747	525	1271	697	321	653	366	468	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 8-9  
July 22-23

**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	23	<b>22</b>	48	10	30	15	38	10	23	25	20	19	20	23	25	23	21	23	25	25	16	22
Charismatic	18	<b>16</b>	32	6	23	13	26	7	17	18	14	21	16	16	13	19	12	15	18	17	13	15
Decisive	15	<b>15</b>	35	8	15	10	28	6	14	16	14	20	18	16	11	18	12	19	15	18	13	13
Strong	15	<b>15</b>	40	6	7	7	28	5	12	16	14	17	16	16	11	17	12	18	16	16	11	15
Good in a crisis	14	<b>14</b>	39	3	17	5	31	3	11	16	12	13	13	15	15	16	13	16	15	17	12	11
A natural leader	13	<b>13</b>	33	4	19	9	26	4	11	15	12	17	13	14	10	15	11	16	16	13	9	13
Honest	14	<b>13</b>	36	3	13	7	29	4	10	14	12	9	9	14	17	15	10	15	15	8	10	
In touch with the concerns of ordinary people	6	<b>7</b>	21	2	9	1	16	2	4	7	8	4	7	8	10	7	9	5	9	10	6	4
None of these	45	<b>48</b>	11	70	36	64	26	70	50	47	49	38	42	51	55	42	56	39	43	47	57	59
Don't know	7	<b>8</b>	4	4	8	6	5	7	7	5	11	15	13	6	4	8	8	12	9	7	8	4

**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	<b>21</b>	4	48	24	8	5	41	24	21	20	25	15	22	22	20	21	16	18	23	25	21
Honest	16	<b>16</b>	6	36	21	4	5	31	18	19	13	24	11	16	17	16	16	17	13	19	18	11
Sticks to what he believes in	15	<b>14</b>	4	33	13	6	5	30	14	15	13	14	12	15	16	14	15	12	12	14	20	10
Decisive	7	<b>6</b>	1	17	2	3	3	14	6	7	6	7	6	7	7	6	7	8	4	7	9	6
Strong	5	<b>6</b>	2	13	2	3	2	12	5	8	4	7	7	6	4	5	6	6	4	7	6	4
A natural leader	3	<b>4</b>	1	10	1	1	1	9	2	5	2	5	2	4	4	3	5	4	2	5	5	3
Charismatic	5	<b>4</b>	1	9	0	2	2	6	3	4	3	7	4	2	4	4	4	4	2	4	5	3
Good in a crisis	4	<b>4</b>	1	12	2	0	1	10	3	5	4	9	3	4	3	4	4	3	4	4	6	3
None of these	53	<b>53</b>	76	21	55	81	77	28	52	54	52	39	48	54	62	53	53	46	57	53	48	59
Don't know	13	<b>14</b>	9	9	10	5	8	11	13	11	17	23	20	12	6	14	14	19	14	12	14	11

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

July 8-9  
July 22-23

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

Honest	11	10	15	5	39	2	10	5	22	12	8	8	11	9	11	12	7	10	11	9	10	8
Charismatic	9	9	11	7	29	4	9	7	15	11	8	12	12	10	6	11	7	9	9	10	10	8
In touch with the concerns of ordinary people	11	9	15	3	37	3	12	3	19	10	8	12	9	8	9	11	6	6	12	9	8	5
Sticks to what he believes in	9	8	14	3	22	3	12	3	13	8	7	3	6	9	9	8	6	8	7	11	6	4
A natural leader	4	4	4	2	22	1	4	1	10	6	2	6	6	4	1	4	3	5	5	5	2	1
Decisive	4	3	4	2	16	0	4	1	7	4	2	4	4	2	3	4	2	3	4	3	2	2
Good in a crisis	3	3	3	2	16	1	2	1	8	4	2	4	4	3	2	4	1	5	3	2	3	1
Strong	3	3	5	2	10	1	3	1	6	4	2	4	4	3	1	4	2	3	3	4	3	1
None of these	63	61	50	73	20	85	57	74	49	60	61	56	54	60	70	57	65	56	57	61	64	72
Don't know	10	13	9	8	13	5	9	10	11	9	17	17	17	13	7	12	14	18	14	10	12	9

## 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	<b>76</b>	<b>122</b>
	Male 25 to 39	<b>232</b>	<b>252</b>
	Male 40 to 59	<b>372</b>	<b>333</b>
	Male 60 +	<b>284</b>	<b>250</b>
	Female 18 to 24	<b>98</b>	<b>116</b>
	Female 25 to 39	<b>290</b>	<b>250</b>
	Female 40 to 59	<b>375</b>	<b>340</b>
	Female 60 +	<b>241</b>	<b>305</b>
<b>Region</b>			
	North England	<b>468</b>	<b>484</b>
	Midlands	<b>287</b>	<b>323</b>
	East England	<b>175</b>	<b>189</b>
	London	<b>321</b>	<b>252</b>
	South England	<b>478</b>	<b>451</b>
	Wales	<b>79</b>	<b>98</b>
	Scotland	<b>160</b>	<b>171</b>
<b>Social Grade</b>			
	AB	<b>685</b>	<b>551</b>
	C1	<b>586</b>	<b>571</b>
	C2	<b>314</b>	<b>413</b>
	DE	<b>383</b>	<b>433</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>360</b>	<b>315</b>
	Sun / Star	<b>225</b>	<b>462</b>
	Mirror / Record	<b>117</b>	<b>197</b>
	Guardian / Independent	<b>133</b>	<b>89</b>
	FT / Times / Telegraph	<b>129</b>	<b>187</b>
	Other Paper	<b>263</b>	<b>226</b>
	No Paper	<b>741</b>	<b>492</b>
<b>Political Party Identification</b>			
	Labour	<b>714</b>	<b>640</b>
	Conservative	<b>522</b>	<b>561</b>
	Liberal Democrat	<b>180</b>	<b>236</b>
	SNP/Plaid Cymru	<b>46</b>	<b>33</b>
	Others	<b>98</b>	<b>26</b>
	None/ DK	<b>408</b>	<b>472</b>

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