

YouGov / The Sun Survey Results

Sample Size: 1804 GB Adults
Fieldwork: 28th - 29th April 2014

	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	1804	443	511	121	192	540	443	378	875	929	215	457	617	516	1028	776	231	586	386	444	157	
Unweighted Sample	1804	435	518	89	239	549	466	348	884	920	110	370	729	595	1189	615	248	563	382	395	216	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Excluding Don't knows and Wouldn't votes

Con	32	100	0	0	0	78	3	10	32	32	15	25	31	42	35	28	35	40	27	29	19
Lab	37	0	100	0	0	3	85	33	36	38	50	46	36	29	36	38	38	28	40	47	35
Lib Dem	9	0	0	100	0	2	1	33	9	9	7	9	9	8	9	8	8	11	8	6	11
Other	22	0	0	0	100	16	11	25	23	21	27	20	24	21	20	25	19	21	24	18	35

Other Parties Voting Intention

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

Non Voters

Would Not Vote	9	0	0	0	0	3	4	4	8	9	23	10	8	3	8	10	7	10	8	8	7
Don't know	15	0	0	0	0	11	10	19	11	19	23	17	15	9	13	18	13	13	20	15	12

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

	April 27-28	April 28-29																				
Approve	33	30	81	7	46	17	63	11	23	34	27	16	26	30	40	34	25	31	35	26	27	31
Disapprove	52	52	9	84	31	76	23	79	59	53	51	52	52	54	50	49	57	50	47	58	56	51
Don't know	16	17	10	9	23	8	14	10	19	13	21	33	22	15	9	17	18	19	18	16	17	18

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

	April 14-15	April 28-29																				
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that																						
Sticks to what he believes in	23	21	50	11	22	9	40	11	15	21	20	16	17	21	25	25	15	23	23	16	20	19
Charismatic	17	14	29	7	15	15	24	8	11	16	13	12	16	17	11	18	9	16	15	12	14	12
Decisive	16	14	34	6	20	6	28	6	15	15	14	13	16	14	15	17	11	13	14	12	16	18
A natural leader	16	13	31	5	10	6	25	7	11	14	12	10	13	14	12	16	9	7	14	13	16	11
Honest	13	13	39	3	11	6	30	4	8	15	11	3	10	12	21	15	11	18	15	8	14	10
Good in a crisis	14	12	32	3	16	5	24	3	10	14	10	9	10	14	12	13	10	8	14	7	13	15
Strong	15	12	30	5	10	5	22	5	11	12	11	8	12	13	11	13	10	9	14	7	13	15
In touch with the concerns of ordinary people	6	5	16	1	3	2	12	1	2	5	6	4	4	5	7	6	5	4	6	5	6	4
None of these	47	48	14	70	30	69	25	69	50	48	47	43	42	53	49	43	54	43	46	50	51	48
Don't know	8	10	4	6	16	3	6	5	9	8	12	22	14	6	5	8	13	11	9	13	7	8

	April 14-15	April 28-29																				
Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that app																						
In touch with the concerns of ordinary people	22	20	5	51	6	6	6	43	23	21	19	17	17	22	20	20	20	17	18	20	23	20
Sticks to what he believes in	16	14	6	34	11	1	6	30	15	14	14	8	11	16	16	13	15	14	12	18	14	13
Honest	16	13	4	35	8	2	3	31	16	15	11	6	11	14	17	14	12	14	13	13	13	13
Decisive	6	5	2	14	6	1	2	11	4	5	5	4	4	5	6	4	6	7	5	7	3	6
Charismatic	4	4	1	9	3	1	1	7	5	5	3	7	3	3	4	3	4	3	4	4	3	6
Good in a crisis	4	4	1	11	3	0	1	9	3	5	3	4	3	4	4	3	5	5	3	4	5	3
Strong	5	4	1	11	6	1	2	10	4	5	4	4	3	5	5	3	6	5	5	5	4	4
A natural leader	3	3	1	9	4	0	0	8	1	3	3	1	3	4	3	3	4	3	3	3	2	4
None of these	53	54	78	21	51	88	76	29	49	56	52	43	47	59	59	55	54	52	57	51	55	51
Don't know	12	14	6	9	23	2	8	10	15	10	18	33	20	8	8	12	16	16	15	14	11	16

	April 14-15	April 28-29																				
Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all																						
Honest	10	10	16	5	41	4	13	6	16	12	8	10	9	11	11	12	8	11	12	8	9	11
In touch with the concerns of ordinary people	9	8	9	9	29	3	7	6	16	9	8	11	9	6	9	9	7	9	11	7	7	5
Sticks to what he believes in	9	8	16	3	30	7	14	3	11	9	7	4	7	9	10	11	5	9	10	6	7	8
Charismatic	9	7	12	7	11	3	9	7	8	7	7	3	9	9	5	9	4	8	8	4	6	9
A natural leader	4	3	5	2	11	2	3	2	6	4	2	3	4	3	3	4	3	3	3	2	4	4
Decisive	3	3	3	2	17	0	2	2	5	4	2	2	3	2	4	4	2	4	4	2	2	3
Strong	3	3	4	1	17	0	3	1	6	3	3	4	4	3	3	4	2	5	3	3	2	5
Good in a crisis	3	2	2	1	18	1	2	2	5	2	2	1	3	3	2	3	1	3	2	3	2	3
None of these	62	60	57	68	15	83	62	71	48	62	58	44	50	67	67	57	64	61	55	62	66	55
Don't know	12	13	5	10	17	1	8	9	13	9	18	28	20	9	7	11	17	11	13	17	12	16

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	41	108
Male 25 to 39	176	227
Male 40 to 59	359	305
Male 60 +	308	234
Female 18 to 24	69	106
Female 25 to 39	194	229
Female 40 to 59	370	312
Female 60 +	287	281
Region		
North England	395	444
Midlands	278	296
East	170	173
London	248	231
South England	393	413
Wales	104	90
Scotland	216	157
Social Grade		
AB	696	505
C1	493	523
C2	272	379
DE	343	397
Newspaper Type		
Express / Mail	395	289
Sun / Star	204	424
Mirror / Record	139	180
Guardian / Independent	126	81
FT / Times / Telegraph	129	171
Other Paper	284	207
No Paper	527	451
Political Party Identification		
Labour	588	577
Conservative	472	505
Liberal Democrat	121	198
SNP/Plaid Cymru	60	31
Others	119	41
None/ DK	444	451

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