

YouGov / The Sun Survey Results

Sample Size: 1940 GB Adults
Fieldwork: 19th - 20th 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	1940	481	590	152	175	583	522	410	941	999	231	491	663	555	1106	834	248	631	415	477	169
Unweighted Sample	1940	453	609	145	181	543	532	442	947	993	168	493	764	515	1287	653	259	641	403	447	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	76	5	12	33	30	24	31	34	33	36	25	29	44	27	24	24
Lab	39	0	100	0	0	6	84	29	37	41	45	44	38	34	36	43	46	25	44	51	40
Lib Dem	10	0	0	100	0	1	2	39	9	11	10	11	9	10	12	8	13	13	10	7	4
Other	19	0	0	0	100	17	9	20	20	18	21	13	19	22	15	24	12	19	18	18	32

Other Parties Voting Intention

UKIP	12	0	0	0	100	16	5	8	13	10	7	4	15	15	8	17	8	14	11	13	6
SNP / PCY	3	0	0	0	0	0	2	1	2	3	1	2	2	5	3	3	1	0	2	0	25
Green	3	0	0	0	0	0	2	8	3	3	11	3	2	1	3	3	3	4	3	3	1
BNP	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	1	0	0	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	0	1	2	1	1	0	2	0	0	1	0	1	1	1	1	0

Non Voters

Would Not Vote	9	0	0	0	0	4	2	3	7	10	19	13	6	4	8	10	9	9	7	10	5
Don't know	14	0	0	0	0	11	11	20	8	19	9	15	15	12	12	16	14	13	13	15	14

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

	Aug 18-19	Aug 19-20																				
Approve	26	29	79	4	41	10	57	7	26	32	26	21	28	28	33	32	24	31	34	26	24	24
Disapprove	60	58	11	90	45	79	30	84	62	58	59	59	54	59	61	54	64	55	51	62	65	65
Don't know	13	13	10	5	15	11	12	9	12	10	15	21	18	12	7	13	13	15	15	12	12	11

Fieldwork: 19th - 20th August 2013

Weighted Sample
Unweighted Sample

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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	
1940	481	590	152	175	583	522	410	941	999	231	491	663	555	1106	834	248	631	415	477	169	
1940	453	609	145	181	543	532	442	947	993	168	493	764	515	1287	653	259	641	403	447	190	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 5-6
Aug 19-20

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	23	52	11	26	13	40	12	20	25	21	19	21	24	25	26	18	18	27	18	24	21
Charismatic	17	18	38	8	15	17	32	8	15	18	18	23	18	15	19	20	15	21	18	18	16	18
Strong	15	14	36	6	11	4	26	6	11	16	12	14	17	14	12	15	12	14	16	12	13	12
Decisive	18	13	35	4	18	5	24	4	14	14	13	12	15	14	12	15	11	15	15	10	13	12
A natural leader	14	12	32	3	11	4	24	5	10	14	10	11	14	12	10	15	8	11	15	10	10	13
Good in a crisis	15	12	34	3	12	3	26	3	8	13	11	8	12	13	12	13	10	10	15	11	9	12
Honest	14	12	34	2	9	10	27	4	5	15	9	9	8	13	15	14	10	8	15	11	10	13
In touch with the concerns of ordinary people	7	8	20	2	8	4	15	2	5	9	7	6	8	7	8	7	8	6	8	7	9	6
None of these	43	48	12	72	38	57	25	69	51	46	49	35	45	49	53	42	55	46	43	50	51	50
Don't know	8	7	2	3	8	6	5	5	5	6	8	10	9	7	4	7	7	9	6	6	7	7

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	8	43	14	3	8	38	18	19	19	17	19	20	19	19	19	15	14	24	20	26
Honest	16	16	4	36	17	7	6	29	18	18	13	14	15	16	16	17	14	17	13	15	18	20
Sticks to what he believes in	14	13	8	27	9	3	6	24	14	16	10	15	13	13	11	14	11	11	10	16	14	17
Decisive	7	6	2	12	7	0	2	10	7	7	4	10	7	5	3	7	4	6	5	5	7	6
Strong	6	5	3	11	2	3	3	10	2	6	4	7	6	5	3	6	4	4	6	3	6	7
Charismatic	4	4	3	7	2	2	2	5	3	4	3	3	6	3	2	4	3	5	3	2	4	5
A natural leader	4	3	1	6	2	0	1	5	2	3	3	3	5	2	2	3	2	3	3	1	2	7
Good in a crisis	4	3	1	8	3	1	1	7	1	4	3	2	4	4	3	4	2	3	3	2	3	6
None of these	51	52	73	25	51	76	73	32	51	53	51	41	44	53	62	52	52	47	57	48	52	52
Don't know	15	14	8	10	11	13	10	10	13	11	17	22	17	13	10	11	18	19	14	15	13	9

Fieldwork: 19th - 20th 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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

		Aug 5-6	Aug 19-20	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	11	10	18	5	34	3	12	6	16	12	8	8	10	10	10	12	7	10	12	8	8	12	
In touch with the concerns of ordinary people	10	10	15	5	39	5	10	6	20	10	11	16	9	9	11	12	8	11	14	10	7	7	
Charismatic	10	9	13	6	26	6	10	6	13	10	9	13	9	9	7	10	8	6	12	7	9	10	
Sticks to what he believes in	9	8	16	3	22	2	12	5	11	7	9	3	7	8	11	9	7	7	9	10	6	7	
Strong	4	4	6	1	17	1	4	1	8	5	3	3	5	3	3	4	3	5	5	3	2	3	
A natural leader	5	3	4	2	14	1	2	3	6	4	2	2	4	3	3	3	3	3	4	4	2	4	
Decisive	5	3	4	2	15	0	3	2	6	3	3	3	3	3	4	4	2	1	5	3	2	4	
Good in a crisis	4	3	3	2	19	0	1	2	7	3	3	2	4	2	3	3	2	4	3	2	3	1	
None of these	59	61	52	74	17	81	60	73	52	63	59	50	58	63	66	59	64	55	58	62	65	66	
Don't know	12	11	6	8	6	4	8	7	8	9	14	19	13	10	8	10	14	15	10	11	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.
Age and Gender			
	Male 18 to 24	53	87
	Male 25 to 39	152	171
	Male 40 to 59	234	186
	Male 60 +	181	172
	Female 18 to 24	67	84
	Female 25 to 39	186	161
	Female 40 to 59	247	208
	Female 60 +	170	200
Region			
	North England	297	317
	Midlands	186	200
	East England	136	130
	London	172	165
	South England	311	296
	Wales	68	56
	Scotland	120	106
Social Grade			
	AB	517	399
	C1	395	382
	C2	165	238
	DE	213	250
Newspaper Type			
	Express / Mail	226	197
	Sun / Star	106	283
	Mirror / Record	80	126
	Guardian / Independent	122	72
	FT / Times / Telegraph	98	136
	Other Paper	190	150
	No Paper	468	305
Political Party Identification			
	Labour	453	408
	Conservative	334	356
	Liberal Democrat	122	145
	SNP/Plaid Cymru	37	19
	Others	70	30
	None/ DK	274	312

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