

## YouGov / The Sun Survey Results

Sample Size: 1874 GB Adults  
Fieldwork: 19th - 20th May 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	
<b>Weighted Sample</b>	<b>1874</b>	491	524	158	192	550	440	397	909	965	223	474	641	536	1068	806	240	609	401	461	163	
<b>Unweighted Sample</b>	<b>1874</b>	458	525	121	231	551	448	354	910	964	177	388	757	552	1194	680	224	562	399	464	225	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding the Wouldn't Votes and Don't knows]

Con	33	100	0	0	0	80	4	15	33	33	25	30	35	36	37	26	35	43	33	25	14
Lab	35	0	100	0	0	3	83	27	34	36	42	41	33	29	31	41	35	26	34	46	37
Lib Dem	11	0	0	100	0	2	2	39	9	12	12	12	8	12	12	8	11	12	10	8	13
Other	22	0	0	0	100	15	12	19	24	19	22	17	24	23	20	25	19	19	22	20	36

### Other Parties Voting Intention

UKIP	13	0	0	0	100	12	7	9	15	11	6	8	15	17	10	16	15	13	15	13	3
SNP / PCY	3	0	0	0	0	1	2	1	4	3	3	4	4	3	3	4	0	0	4	0	27
Green	3	0	0	0	0	1	1	7	2	4	10	4	3	1	4	3	4	4	1	4	3
BNP	0	0	0	0	0	0	0	1	0	0	1	1	1	0	0	0	0	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
Other	1	0	0	0	0	1	1	1	1	1	2	1	1	2	2	1	0	2	1	1	3

### Non Voters

Would Not Vote	6	0	0	0	0	2	1	3	5	7	11	9	6	3	4	10	7	6	8	7	1
Don't know	14	0	0	0	0	14	10	16	9	18	9	17	15	11	12	16	15	14	16	11	13

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

	May 18-19	May 19-20																				
Approve	31	32	86	6	44	14	63	11	31	37	28	28	30	31	38	39	24	38	39	29	27	21
Disapprove	55	53	7	85	34	73	22	80	54	50	55	50	52	56	52	47	60	47	45	54	61	65
Don't know	14	15	7	9	22	12	15	9	15	13	17	22	18	14	10	14	16	15	16	17	12	14

Sample Size: 1874 GB Adults  
Fieldwork: 19th - 20th May 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	
<b>Weighted Sample</b>	<b>1874</b>	<b>491</b>	<b>524</b>	<b>158</b>	<b>192</b>	<b>550</b>	<b>440</b>	<b>397</b>	<b>909</b>	<b>965</b>	<b>223</b>	<b>474</b>	<b>641</b>	<b>536</b>	<b>1068</b>	<b>806</b>	<b>240</b>	<b>609</b>	<b>401</b>	<b>461</b>	<b>163</b>	
<b>Unweighted Sample</b>	<b>1874</b>	<b>458</b>	<b>525</b>	<b>121</b>	<b>231</b>	<b>551</b>	<b>448</b>	<b>354</b>	<b>910</b>	<b>964</b>	<b>177</b>	<b>388</b>	<b>757</b>	<b>552</b>	<b>1194</b>	<b>680</b>	<b>224</b>	<b>562</b>	<b>399</b>	<b>464</b>	<b>225</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.**

April 28-29      May 19-20

Sticks to what he believes in	21	23	48	15	20	12	37	15	20	26	20	21	20	23	25	26	19	22	25	19	25	23
Decisive	14	17	42	7	18	7	31	7	14	17	17	17	19	18	14	21	12	17	21	15	14	14
A natural leader	13	17	46	4	13	7	34	6	15	18	16	20	18	17	17	23	10	15	23	16	15	10
Charismatic	14	16	31	10	18	12	26	12	14	17	15	18	17	16	15	19	12	19	19	16	14	10
Strong	12	15	42	6	10	6	30	7	11	18	13	22	17	15	13	19	11	16	17	15	14	14
Good in a crisis	12	14	38	2	11	7	30	3	9	15	12	15	13	14	13	17	9	13	17	12	12	10
Honest	13	13	36	2	17	2	28	3	10	15	11	13	9	12	18	16	9	11	17	10	13	9
In touch with the concerns of ordinary people	5	7	20	1	7	2	16	1	4	6	7	8	6	6	7	7	6	4	10	7	6	3
None of these	48	46	11	65	39	69	24	64	49	45	47	38	40	50	50	42	52	42	40	50	49	59
Don't know	10	7	3	5	7	2	6	4	6	7	8	11	12	5	5	5	10	10	7	9	7	3

**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	21	7	51	14	12	5	45	24	23	19	23	17	23	21	21	21	22	18	20	23	27
Sticks to what he believes in	14	15	9	35	8	8	8	31	16	17	14	15	15	16	15	15	16	19	13	13	17	19
Honest	13	15	5	36	12	6	3	32	17	17	12	14	15	13	16	16	13	15	12	15	16	18
Strong	4	6	1	16	5	4	1	13	6	6	5	10	6	6	4	5	7	5	5	6	7	7
Decisive	5	6	1	14	4	2	1	13	7	7	5	6	4	6	6	5	7	4	6	6	6	7
A natural leader	3	4	0	11	3	3	1	10	3	4	4	6	6	3	3	4	5	2	3	6	5	4
Good in a crisis	4	3	1	9	2	1	1	7	2	4	3	2	5	3	2	3	3	5	3	3	3	3
Charismatic	4	3	1	6	1	1	1	5	4	4	3	3	4	4	2	3	4	4	3	4	3	4
None of these	54	53	76	19	63	74	75	28	52	53	52	40	48	56	59	56	49	46	58	54	50	52
Don't know	14	12	7	8	7	6	10	9	11	10	14	17	18	8	10	9	17	14	11	13	13	6

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

Honest	10	11	17	6	35	3	12	7	18	12	10	12	9	10	12	14	7	11	12	9	10	9
Sticks to what he believes in	8	10	16	4	30	3	13	3	16	10	10	8	8	10	11	11	8	13	10	8	9	9
In touch with the concerns of ordinary people	8	10	12	6	34	3	8	5	20	9	11	9	9	11	10	11	8	10	13	9	8	9
Charismatic	7	10	12	8	27	4	9	7	17	10	10	13	9	8	11	12	6	13	11	8	7	11
Decisive	3	4	7	1	15	2	5	2	6	5	4	5	3	4	5	5	3	4	5	3	4	7
Good in a crisis	2	4	4	2	19	0	3	2	7	4	4	8	3	4	3	4	3	4	4	4	2	5
A natural leader	3	4	5	2	20	0	4	2	9	5	3	6	6	3	3	6	2	3	5	5	3	7
Strong	3	3	4	3	9	3	2	3	5	4	2	6	2	4	2	4	3	6	3	2	3	5
None of these	60	60	52	69	23	85	59	71	48	61	59	44	54	65	65	57	64	49	59	62	62	66
Don't know	13	11	6	10	7	5	9	10	8	9	13	17	17	8	7	9	14	15	8	13	13	7

## 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	75	112
Male 25 to 39	163	236
Male 40 to 59	362	317
Male 60 +	310	244
Female 18 to 24	102	111
Female 25 to 39	225	238
Female 40 to 59	395	324
Female 60 +	242	292
<b>Region</b>		
North England	464	461
Midlands	293	307
East	162	180
London	224	240
South England	400	429
Wales	106	94
Scotland	225	163
<b>Social Grade</b>		
AB	706	525
C1	488	543
C2	278	394
DE	402	412
<b>Newspaper Type</b>		
Express / Mail	369	300
Sun / Star	255	440
Mirror / Record	137	187
Guardian / Independent	142	84
FT / Times / Telegraph	131	178
Other Paper	277	216
No Paper	563	469
<b>Political Party Identification</b>		
Labour	594	600
Conservative	495	525
Liberal Democrat	127	206
SNP/Plaid Cymru	63	32
Others	139	43
None/ DK	456	469

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)