

YouGov / The Sun Survey Results

Sample Size: 2004 GB Adults
Fieldwork: 28th - 29th July 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 2004	527	547	128	188	593	480	390	972	1032	238	507	685	573	1142	862	257	651	429	493	174	
Unweighted Sample 2004	491	589	119	226	581	497	392	914	1090	205	431	797	571	1314	690	306	597	414	456	231	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	79	5	14	35	33	36	33	31	38	36	31	37	42	32	29	19
Lab	35	0	100	0	0	3	82	30	34	37	30	39	38	32	34	38	42	24	37	44	42
Lib Dem	8	0	0	100	0	1	2	34	9	8	8	11	8	7	11	5	8	11	7	7	5
Other	22	0	0	0	100	16	11	22	21	23	26	17	23	23	19	26	13	22	23	20	34

Other Parties Voting Intention

UKIP	12	0	0	0	100	14	6	9	12	12	4	6	14	17	9	17	8	14	14	14	3
Green	6	0	0	0	0	1	3	11	5	6	18	8	5	2	7	4	5	6	7	5	2
SNP / PCY	3	0	0	0	0	0	3	1	3	3	4	3	4	2	2	4	0	1	1	1	28
BNP	1	0	0	0	0	0	0	0	1	0	0	1	0	1	1	1	0	1	1	0	0
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1

Non Voters

Would Not Vote	8	0	0	0	0	2	1	4	5	10	19	10	6	3	6	10	7	7	8	10	6
Don't know	15	0	0	0	0	11	11	21	11	19	20	21	13	10	15	16	15	15	15	16	13

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

	July 27-28	July 28-29																				
Approve	31	31	83	9	39	9	64	11	28	35	28	24	34	28	36	35	27	36	38	28	26	27
Disapprove	53	52	7	83	41	82	22	80	56	53	52	49	45	57	55	51	54	47	46	58	56	57
Don't know	16	16	10	8	20	9	14	9	16	12	20	27	20	15	9	14	19	17	16	14	18	16

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	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

July 14-15

July 28-29

Sticks to what he believes in	25	26	54	14	24	13	46	14	25	27	24	12	27	27	28	27	24	21	31	25	23	23
Charismatic	15	17	33	12	22	11	27	13	13	21	14	19	18	19	14	21	12	18	20	17	16	12
Decisive	18	17	41	8	18	4	31	10	12	20	14	14	22	16	15	18	16	15	17	17	18	17
A natural leader	15	16	37	7	20	6	29	9	13	19	13	17	17	16	14	17	14	17	19	16	16	6
Strong	15	15	38	7	12	5	28	8	9	17	13	13	16	15	15	17	12	15	16	16	13	13
Good in a crisis	13	13	35	4	7	5	28	3	7	14	11	11	12	12	15	14	10	14	15	12	11	6
Honest	13	11	30	2	11	4	26	3	5	13	9	6	8	11	15	13	8	12	14	7	11	7
In touch with the concerns of ordinary people	5	5	14	2	3	3	11	2	3	5	6	6	5	3	7	6	4	3	7	4	6	3
None of these	44	45	7	65	38	73	21	64	49	44	46	45	38	46	50	42	49	40	39	48	49	52
Don't know	9	9	7	5	4	4	8	7	5	7	12	18	12	8	5	8	11	12	11	8	8	9

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	19	21	5	52	19	10	4	47	23	21	20	16	16	24	22	20	21	21	19	18	24	21
Honest	14	17	8	42	16	10	8	39	18	20	14	14	13	19	21	19	15	21	16	17	19	15
Sticks to what he believes in	14	16	6	37	18	8	7	34	19	19	14	9	14	18	20	18	14	19	15	16	16	18
Decisive	6	5	3	13	1	0	2	10	5	5	5	4	5	6	5	4	5	6	4	5	4	7
Strong	4	5	2	12	3	1	2	9	4	5	5	5	6	5	4	5	5	6	4	5	5	9
A natural leader	3	3	1	10	2	2	2	8	1	3	3	2	4	4	2	3	4	5	3	4	3	3
Charismatic	3	3	1	9	5	1	1	6	4	3	4	4	5	4	2	3	4	5	3	4	3	3
Good in a crisis	3	3	0	8	0	1	0	7	2	3	2	1	2	4	2	2	3	3	2	4	2	3
None of these	55	53	76	19	57	76	77	26	50	56	49	47	52	51	57	53	52	47	56	56	49	51
Don't know	13	12	7	6	6	5	7	8	11	7	17	23	15	10	8	11	13	14	12	13	11	11

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

Honest	11	11	15	6	49	3	11	7	22	12	10	8	11	11	11	12	8	13	12	10	9	11
Charismatic	9	9	13	6	25	3	12	7	11	10	7	11	12	8	6	12	5	8	11	6	7	11
In touch with the concerns of ordinary people	8	9	9	6	37	1	8	6	18	9	8	6	14	7	7	10	7	11	8	6	10	9
Sticks to what he believes in	10	8	10	4	29	4	8	4	13	9	7	5	7	8	9	9	6	7	10	7	6	6
Decisive	3	4	7	2	17	1	4	2	8	4	4	5	4	5	3	4	4	5	5	3	4	5
A natural leader	3	3	3	2	17	3	3	1	6	4	2	1	3	4	2	3	2	3	2	3	3	4
Strong	3	3	6	3	11	2	3	3	5	4	3	4	5	3	2	3	3	6	3	2	3	6
Good in a crisis	2	2	4	1	12	0	3	1	4	3	2	4	3	2	2	3	2	2	3	2	2	3
None of these	59	61	57	72	17	86	64	73	46	64	59	54	52	64	70	58	66	56	58	65	64	64
Don't know	14	12	8	8	3	3	8	9	10	7	17	22	15	11	6	11	13	14	11	12	12	13

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	74	120
Male 25 to 39	194	253
Male 40 to 59	351	339
Male 60 +	295	261
Female 18 to 24	131	118
Female 25 to 39	237	255
Female 40 to 59	446	347
Female 60 +	276	313
Region		
North England	456	493
Midlands	297	329
East	186	192
London	306	257
South England	411	459
Wales	117	100
Scotland	231	174
Social Grade		
AB	741	561
C1	573	581
C2	285	421
DE	405	441
Newspaper Type		
Express / Mail	398	321
Sun / Star	217	471
Mirror / Record	134	200
Guardian / Independent	175	90
FT / Times / Telegraph	134	190
Other Paper	301	230
No Paper	645	501
Political Party Identification		
Labour	652	641
Conservative	535	561
Liberal Democrat	168	220
SNP/Plaid Cymru	45	34
Others	145	46
None/ DK	459	501

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