



Sample Size: 2073 GB Adults  
Fieldwork: 30th June - 1st 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	
<b>Weighted Sample</b>	<b>2073</b>	<b>552</b>	<b>635</b>	<b>129</b>	<b>190</b>	<b>627</b>	<b>485</b>	<b>433</b>	<b>1005</b>	<b>1068</b>	<b>247</b>	<b>525</b>	<b>709</b>	<b>593</b>	<b>1181</b>	<b>892</b>	<b>265</b>	<b>674</b>	<b>444</b>	<b>510</b>	<b>180</b>	
Unweighted Sample	2073	515	674	104	218	594	530	437	974	1099	197	479	820	577	1354	719	298	650	410	505	210	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 16-17	June 30 -1 July																				
<b>Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.</b>																						
Sticks to what he believes in	23	31	64	17	24	22	52	18	23	36	26	24	24	31	38	33	27	26	33	31	30	27
Decisive	17	17	40	6	22	8	29	7	15	17	17	13	19	16	18	19	15	17	19	18	14	15
Charismatic	15	16	30	10	20	9	25	9	16	16	16	16	18	17	12	18	13	18	18	16	12	15
A natural leader	15	15	37	6	16	7	27	6	13	17	14	14	19	15	13	17	13	14	19	16	11	11
Strong	16	15	36	6	17	8	26	6	13	15	15	12	19	14	14	16	13	18	17	13	13	14
Good in a crisis	12	13	37	3	13	7	25	5	9	14	12	11	16	11	15	15	11	14	16	14	10	11
Honest	11	12	34	4	8	5	28	3	8	13	11	7	8	11	19	14	9	11	14	12	10	13
In touch with the concerns of ordinary people	5	5	16	1	4	0	12	1	2	6	5	5	5	5	7	6	4	6	7	5	4	3
None of these	47	43	10	62	41	61	22	63	49	42	44	43	38	45	45	41	46	37	38	48	48	48
Don't know	8	8	3	5	3	4	5	6	6	5	11	16	12	7	3	6	11	14	8	6	8	7
<b>Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.</b>																						
In touch with the concerns of ordinary people	19	20	6	49	10	6	8	41	23	21	18	12	19	19	24	19	21	19	19	21	22	14
Honest	15	15	5	38	11	3	5	36	15	20	12	12	16	16	16	16	15	12	15	15	19	14
Sticks to what he believes in	14	15	7	35	10	5	6	32	18	16	14	9	15	16	17	15	15	14	14	16	16	14
Decisive	5	5	2	14	3	0	1	12	3	6	4	5	8	5	3	4	6	7	4	5	5	4
Strong	5	4	2	9	0	1	1	9	2	5	3	6	6	3	2	4	4	5	3	2	5	7
A natural leader	2	3	0	7	1	1	0	7	1	3	2	3	4	3	1	2	3	4	2	2	4	1
Charismatic	3	3	1	7	1	0	1	7	2	4	2	5	3	3	2	2	4	3	2	2	3	6
Good in a crisis	3	3	1	7	0	0	0	7	2	4	2	5	3	3	1	3	3	5	3	2	2	3
None of these	56	55	80	20	63	84	78	28	55	54	55	46	45	59	60	57	51	50	57	55	52	56
Don't know	12	12	5	7	12	5	7	9	10	8	16	24	18	9	6	10	16	14	14	11	10	13

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	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>2073</b>	552	635	129	190	627	485	433	1005	1068	247	525	709	593	1181	892	265	674	444	510	180	
Unweighted Sample	2073	515	674	104	218	594	530	437	974	1099	197	479	820	577	1354	719	298	650	410	505	210	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

		June 16-17																				
		June 30 -1										July										
Honest	10	11	17	5	53	4	14	6	18	14	9	10	12	9	13	15	7	15	12	12	8	11
Sticks to what he believes in	9	10	14	4	39	6	12	4	17	11	8	5	8	10	13	11	8	7	13	9	7	9
In touch with the concerns of ordinary people	9	9	15	6	34	3	12	4	17	11	8	8	10	10	9	11	7	8	13	8	7	9
Charismatic	7	8	12	7	27	4	8	6	13	10	7	10	10	9	6	10	6	9	10	8	5	9
Strong	4	4	4	2	21	1	2	2	7	5	2	2	6	3	4	5	2	5	4	2	2	6
A natural leader	3	3	3	3	14	1	3	2	6	4	3	3	4	3	3	5	2	3	5	2	3	4
Decisive	4	3	3	1	22	2	3	1	6	5	2	4	2	4	4	4	2	6	4	3	2	3
Good in a crisis	2	3	4	1	20	0	3	1	5	4	2	4	4	2	2	4	1	5	4	2	2	1
None of these	62	61	54	72	11	85	61	73	51	60	61	49	52	65	68	58	64	54	56	65	67	59
Don't know	11	11	5	7	6	3	6	8	7	7	14	22	17	8	4	8	14	13	12	8	11	11

## 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	86	124
Male 25 to 39	193	261
Male 40 to 59	417	350
Male 60 +	278	270
Female 18 to 24	111	122
Female 25 to 39	286	263
Female 40 to 59	403	359
Female 60 +	299	323
<b>Region</b>		
North England	505	510
Midlands	282	340
East	191	199
London	298	265
South England	459	475
Wales	128	104
Scotland	210	180
<b>Social Grade</b>		
AB	772	580
C1	582	601
C2	313	435
DE	406	456
<b>Newspaper Type</b>		
Express / Mail	428	332
Sun / Star	239	487
Mirror / Record	145	207
Guardian / Independent	168	93
FT / Times / Telegraph	143	197
Other Paper	303	238
No Paper	647	518
<b>Political Party Identification</b>		
Labour	710	663
Conservative	540	580
Liberal Democrat	168	228
SNP/Plaid Cymru	52	35
Others	145	48
None/ DK	458	518

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)