YouGov / The Sun Survey Results

Sample Size: 1968 GB Adults
Fieldwork: 13th - 14th May 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		1968	500	547	162	197	581	455	425	954	1014	234	498	673	563	1122	846	252	640	421	484	171
Unweighted Sample		1968	453	581	144	220	535	490	424	966	1002	193	412	804	559	1294	674	249	557	429	475	258
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Sep 15-16 2013	**May 13-14 2014**																				

People often say that the Leader of the Opposition does, or does not, 'look like a Prime Minister in waiting'.
Do you believe that at the moment Ed Miliband does or does not look like a Prime Minister in waiting?

	Sep	**May**	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
He does look like a Prime Minster in waiting	12	**15**	2	40	13	6	4	33	14	16	14	14	19	14	13	15	15	17	13	15	16	20
He does not look like a Prime Minster in waiting	73	**66**	93	38	73	86	89	43	68	69	62	59	58	68	73	71	59	65	68	67	64	62
Not sure	15	**19**	5	22	14	8	8	23	18	15	23	28	23	18	14	14	26	17	20	18	21	19

Has or has not provided an effective opposition to the government

Has provided an effective opposition to the government	15	**21**	5	51	19	8	6	42	22	21	20	17	22	21	20	20	21	24	16	23	22	22
Has not provided an effective opposition to the government	68	**62**	89	34	69	83	86	43	61	68	57	51	54	64	71	65	58	61	65	63	59	62
Don't know	17	**17**	6	15	12	9	8	16	17	12	23	31	23	15	9	15	21	16	19	13	19	16

Has or has not made it clear what he stands for?

Has made it clear what he stands for	14	**28**	15	58	22	17	14	49	28	27	29	32	29	30	24	28	29	28	26	30	29	33
Has not made it clear what he stands for	71	**57**	80	32	65	73	79	37	57	63	51	42	50	57	68	60	52	56	59	58	55	54
Don't know	15	**15**	5	10	12	10	7	14	15	10	20	26	21	13	8	12	19	16	16	12	16	13

Would or would not be up to the job of Prime Minister?

Would be up to the job of Prime Minister	18	**22**	4	56	16	10	6	45	22	23	21	25	21	23	19	21	22	24	17	24	24	23
Would not be up to the job of Prime Minister	64	**57**	91	19	61	81	87	29	52	61	52	46	52	58	64	60	52	52	61	56	54	56
Don't know	18	**22**	5	25	23	9	7	26	26	16	27	29	27	19	17	18	26	24	22	20	22	20

Has been a strong or weak leader of his party?

A strong leader	10	**13**	4	34	13	3	4	28	13	14	13	13	14	15	11	13	14	17	10	16	13	14
A weak leader	50	**40**	66	17	38	59	62	22	33	45	36	33	37	40	46	42	37	33	43	41	40	38
Neither strong nor weak	27	**36**	28	41	41	35	30	40	44	35	36	30	32	38	39	36	35	40	37	36	31	39
Don't know	13	**11**	2	8	8	3	4	10	10	7	14	23	17	8	4	9	13	10	10	8	15	9

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

Do you think each of the following would make a better or worse Labour leader than Ed Miliband?

Ed Balls

	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
Would make a better leader	**13**	12	19	8	15	9	18	15	15	12	11	15	15	10	13	13	12	13	14	14	10
Would make a worse leader	**37**	60	28	44	39	56	28	34	46	30	34	30	34	48	43	29	43	38	36	34	40
Neither	**25**	17	29	23	24	20	33	21	24	26	21	25	27	25	22	28	23	23	25	29	23
Don't know, or don't know enough about this person to say	**25**	11	23	25	22	16	21	29	16	32	34	30	24	17	21	30	22	26	25	24	26

Yvette Cooper

	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
Would make a better leader	**10**	13	12	12	6	10	12	9	11	8	8	10	10	10	12	7	16	10	7	9	6
Would make a worse leader	**23**	37	21	15	29	35	18	19	31	16	16	18	24	31	26	20	23	22	23	23	30
Neither	**24**	21	27	28	23	22	29	24	22	27	24	26	24	25	24	25	22	26	26	24	19
Don't know, or don't know enough about this person to say	**43**	30	40	46	42	33	42	48	36	49	52	46	43	35	39	48	39	42	43	43	45

Alistair Darling

	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
Would make a better leader	**18**	33	12	22	20	30	14	15	23	13	10	13	18	25	21	13	21	19	15	16	21
Would make a worse leader	**27**	27	30	21	28	25	27	27	32	22	29	25	29	24	28	25	29	22	32	23	38
Neither	**28**	26	32	26	25	28	33	26	25	31	24	28	28	30	27	30	23	30	26	32	24
Don't know, or don't know enough about this person to say	**27**	13	26	31	27	17	26	31	20	34	37	34	24	21	24	32	27	29	28	29	17

Diane Abbott

	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
Would make a better leader	**8**	11	6	14	7	10	8	10	9	8	11	8	8	8	10	6	14	9	9	5	7
Would make a worse leader	**37**	52	37	35	45	46	35	38	46	30	25	28	42	45	42	31	41	37	35	36	40
Neither	**21**	17	24	24	18	19	24	19	18	24	18	24	19	22	17	26	18	20	22	23	21
Don't know, or don't know enough about this person to say	**33**	21	33	27	30	25	34	33	28	38	47	40	31	25	30	38	27	35	34	35	31

Andy Burnham

	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
Would make a better leader	**11**	10	16	9	9	9	17	11	13	8	7	9	12	12	11	10	9	10	8	15	10
Would make a worse leader	**19**	27	18	16	24	25	16	18	25	14	17	16	19	23	23	15	22	18	20	17	22
Neither	**25**	24	27	25	23	24	29	22	24	26	22	25	24	28	24	27	24	25	28	24	23
Don't know, or don't know enough about this person to say	**45**	39	39	50	44	42	38	50	38	52	53	49	45	37	42	49	45	47	44	44	44

David Miliband

	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
Would make a better leader	**40**	56	42	45	34	50	43	44	49	32	38	36	38	48	46	33	41	41	37	41	41
Would make a worse leader	**13**	14	13	10	17	14	11	11	15	11	12	13	13	13	14	12	13	13	13	13	15
Neither	**22**	17	25	21	25	19	25	19	20	25	19	22	26	20	20	26	23	22	24	22	20
Don't know, or don't know enough about this person to say	**24**	13	21	24	24	17	21	26	17	31	31	29	22	19	20	29	23	24	26	24	24

Gordon Brown

	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
Would make a better leader	**13**	14	15	16	7	10	22	14	15	11	11	15	14	11	14	12	10	13	13	12	21
Would make a worse leader	**46**	58	40	48	61	59	33	47	54	39	38	38	49	55	49	42	48	49	45	45	40
Neither	**25**	22	31	23	16	22	30	24	21	29	25	28	25	22	24	27	27	21	28	27	24
Don't know, or don't know enough about this person to say	**15**	5	14	13	16	10	15	15	10	21	26	19	12	12	13	19	14	17	14	16	16

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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	82	118
Male 25 to 39	170	248
Male 40 to 59	404	333
Male 60 +	310	256
Female 18 to 24	111	116
Female 25 to 39	242	250
Female 40 to 59	400	340
Female 60 +	249	307
Region		
North England	475	484
Midlands	304	323
East	166	189
London	249	252
South England	391	451
Wales	125	98
Scotland	258	171
Social Grade		
AB	748	551
C1	546	571
C2	270	413
DE	404	433
Newspaper Type		
Express / Mail	396	315
Sun / Star	224	462
Mirror / Record	132	197
Guardian / Independent	155	89
FT / Times / Telegraph	143	187
Other Paper	306	226
No Paper	612	492
Political Party Identification		
Labour	669	630
Conservative	475	551
Liberal Democrat	182	216
SNP/Plaid Cymru	66	33
Others	125	45
None/ DK	451	492

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