

YouGov / The Sun Survey Results

Sample Size: 1860 GB Adults
Fieldwork: 24th - 25th June 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	1860	455	574	162	156	575	461	408	904	956	225	474	636	525	1060	800	238	604	398	458	162	
Unweighted Sample	1860	406	627	140	171	507	512	436	867	993	178	446	752	484	1235	625	294	577	349	463	177	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	77	2	10	31	33	29	31	32	33	36	26	35	43	31	23	14
Lab	40	0	100	0	0	4	90	31	41	38	42	44	41	35	36	45	44	28	43	53	36
Lib Dem	11	0	0	100	0	1	1	44	11	12	14	11	11	11	14	7	14	12	12	7	12
Other	17	0	0	0	100	18	7	15	17	17	15	14	15	22	14	21	8	17	14	17	38

Other Parties Voting Intention

UKIP	11	0	0	0	100	16	3	8	10	11	5	7	10	17	9	13	3	12	13	12	7
SNP / PCY	3	0	0	0	0	0	2	2	4	2	6	3	2	3	3	3	0	1	0	0	28
Green	2	0	0	0	0	1	1	4	1	2	4	2	2	1	2	2	2	2	1	2	2
BNP	1	0	0	0	0	1	0	0	0	1	0	0	1	1	0	2	0	1	0	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	0	1	1	0	2	0	0	1	1	2	0	0	1	1

Non Voters

Would Not Vote	9	0	0	0	0	3	2	6	7	10	16	13	7	4	6	11	9	8	8	11	3
Don't know	14	0	0	0	0	11	9	19	8	20	21	14	13	13	14	15	18	15	14	12	16

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

	June 23-24	June 24-25																				
Approve	25	25	73	4	32	7	54	4	20	29	21	19	24	26	27	29	19	30	30	25	19	15
Disapprove	59	58	9	91	43	81	26	90	63	61	55	53	55	60	60	53	64	51	52	55	64	77
Don't know	16	18	18	5	25	12	20	7	17	10	25	29	21	15	13	18	17	18	19	20	17	8

Fieldwork: 24th - 25th June 2013

	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	
Weighted Sample	1860	455	574	162	156	575	461	408	904	956	225	474	636	525	1060	800	238	604	398	458	162	
Unweighted Sample	1860	406	627	140	171	507	512	436	867	993	178	446	752	484	1235	625	294	577	349	463	177	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

June 3
June 24-25

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	21	22	52	12	22	10	39	11	21	25	20	15	22	23	26	25	19	19	27	25	18	16
Charismatic	18	17	32	9	22	16	27	8	19	19	15	16	19	17	15	20	12	20	20	15	13	14
Decisive	15	14	37	4	13	4	28	5	12	14	13	12	14	14	14	16	11	17	16	13	12	8
A natural leader	13	13	30	4	16	7	24	4	12	12	13	13	14	12	13	15	9	16	15	13	9	8
Honest	14	13	37	2	14	6	28	3	10	15	11	8	8	13	20	16	8	15	15	12	10	9
Good in a crisis	13	12	33	2	17	4	27	2	11	13	12	11	9	13	14	15	8	13	16	14	8	5
Strong	13	12	30	3	17	5	24	4	11	12	12	10	12	12	13	14	10	15	12	12	11	11
In touch with the concerns of ordinary people	5	6	16	0	10	1	11	1	5	6	5	5	5	4	8	7	4	7	5	6	5	5
None of these	46	46	9	70	37	65	21	72	50	47	46	42	39	47	53	41	53	40	39	49	55	51
Don't know	7	8	5	4	3	2	6	5	3	4	13	12	12	8	3	8	9	11	9	7	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	22	21	5	53	15	9	5	47	20	24	18	23	16	23	22	21	20	19	18	19	25	24
Honest	18	16	5	37	14	3	4	33	20	20	12	13	13	19	17	17	15	14	14	17	19	15
Sticks to what he believes in	16	13	7	29	9	4	6	25	14	16	10	17	8	15	14	14	11	15	10	15	16	11
Decisive	8	6	1	14	3	2	1	12	6	7	4	9	5	6	5	6	5	5	3	6	7	11
Charismatic	6	5	3	11	1	1	2	8	5	6	4	6	5	5	4	4	6	7	3	7	4	4
Strong	7	5	2	12	2	4	1	12	6	6	4	8	5	5	5	5	6	6	4	6	6	6
Good in a crisis	5	4	0	10	3	0	1	8	3	5	2	4	4	3	4	4	4	4	2	6	4	2
A natural leader	4	3	1	8	2	1	1	7	3	4	2	2	3	4	3	3	4	3	3	5	2	5
None of these	51	52	74	21	56	83	77	25	51	53	50	42	49	53	57	52	51	44	55	57	47	54
Don't know	13	15	10	11	13	4	10	13	12	10	20	21	21	13	11	14	18	18	17	11	17	13

Fieldwork: 24th - 25th June 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	1860	455	574	162	156	575	461	408	904	956	225	474	636	525	1060	800	238	604	398	458	162	
Unweighted Sample	1860	406	627	140	171	507	512	436	867	993	178	446	752	484	1235	625	294	577	349	463	177	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

June 3

June 24-25

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

In touch with the concerns of ordinary people	11	11	13	6	36	4	11	6	22	12	10	8	11	11	12	13	8	10	12	12	11	7
Charismatic	12	10	10	9	26	5	8	8	17	11	9	12	12	10	7	12	6	10	9	11	8	14
Honest	12	10	17	4	43	3	11	4	20	14	8	10	10	13	8	13	7	10	9	12	9	15
Sticks to what he believes in	9	8	11	4	32	4	9	2	18	10	6	3	8	11	7	10	6	5	9	9	9	6
A natural leader	5	4	4	2	15	2	4	1	9	5	3	2	5	5	2	5	3	6	4	2	4	2
Decisive	4	3	5	1	11	1	4	1	6	3	2	1	2	4	3	3	3	3	2	4	3	3
Good in a crisis	2	3	3	1	22	0	2	2	8	4	2	3	3	4	2	4	2	4	3	4	3	2
Strong	3	3	4	2	14	0	2	1	6	4	2	2	4	4	2	3	3	3	3	3	3	3
None of these	58	58	49	71	16	84	60	71	45	59	57	53	48	61	67	53	66	54	55	60	62	62
Don't know	11	13	12	8	6	3	11	10	7	9	17	21	18	12	6	13	13	17	15	10	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.
Age and Gender			
	Male 18 to 24	72	115
	Male 25 to 39	194	238
	Male 40 to 59	364	314
	Male 60 +	237	236
	Female 18 to 24	106	110
	Female 25 to 39	252	236
	Female 40 to 59	388	322
	Female 60 +	247	288
Region			
	North England	463	458
	Midlands	239	305
	East England	155	179
	London	294	238
	South England	422	425
	Wales	110	93
	Scotland	177	162
Social Grade			
	AB	673	521
	C1	562	539
	C2	260	391
	DE	365	409
Newspaper Type			
	Express / Mail	310	298
	Sun / Star	172	437
	Mirror / Record	114	186
	Guardian / Independent	138	84
	FT / Times / Telegraph	117	177
	Other Paper	267	214
	No Paper	742	465
Political Party Identification			
	Labour	676	605
	Conservative	463	530
	Liberal Democrat	175	223
	SNP/Plaid Cymru	35	32
	Others	97	24
	None/ DK	414	446

YouGov is a member of the British Polling Council and abides by its rules.

yougov.co.uk

© 2013 YouGov Plc. All Rights Reserved