

YouGov / The Sun Survey Results

Sample Size: 2162 GB Adults
Fieldwork: 14th - 15th April 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	2162	576	616	169	221	621	533	450	1049	1113	257	547	739	618	1232	930	277	703	463	532	188	
Unweighted Sample	2162	532	635	163	250	595	548	497	1047	1115	202	449	908	603	1441	721	292	639	445	529	257	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	73	9	14	35	33	37	34	32	37	38	29	33	44	33	27	24
Lab	37	0	100	0	0	5	81	34	35	38	27	43	39	32	35	39	39	27	36	49	39
Lib Dem	10	0	0	100	0	3	2	36	10	11	17	10	9	9	11	8	14	13	8	6	7
Other	19	0	0	0	100	19	8	17	20	18	19	14	20	23	16	23	14	17	23	18	30

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	5	8	14	12	13	7	15	16	11	16	9	13	17	16	5
SNP / PCY	3	0	0	0	0	0	1	2	4	2	4	3	3	3	2	4	0	0	3	0	23
Green	2	0	0	0	0	0	1	6	2	3	2	2	2	2	2	2	3	3	2	1	2
BNP	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	1	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	1	0	1	0	1	0	0	1	0	0	0	0

Non Voters

Would Not Vote	8	0	0	0	0	2	1	4	6	9	15	11	7	3	8	7	5	9	6	11	5
Don't know	14	0	0	0	0	10	14	17	9	19	18	14	14	13	13	16	12	14	14	16	12

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

	April 13-14	April 14-15																				
Approve	29	32	83	6	44	18	63	10	25	39	26	30	35	29	34	37	25	35	38	31	24	31
Disapprove	54	52	6	87	38	73	24	80	58	52	52	41	49	56	56	48	58	49	45	53	61	58
Don't know	17	16	11	7	18	9	13	10	17	9	22	29	16	15	11	15	17	16	17	15	15	11

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

Mar
31- 01
April

April
14-15

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	25	23	50	12	27	19	42	15	17	28	20	20	24	24	24	26	19	24	25	24	22	19
Charismatic	15	17	36	9	19	11	30	11	15	19	15	21	21	18	11	19	15	17	21	16	14	13
A natural leader	15	16	39	5	17	8	31	8	12	18	13	16	22	14	11	16	15	20	20	13	12	12
Decisive	16	16	38	7	16	8	28	8	11	18	14	14	23	13	14	16	16	20	19	13	15	11
Strong	15	15	37	9	16	7	28	8	8	17	13	17	24	12	10	16	14	18	20	12	12	11
Good in a crisis	15	14	36	5	12	9	28	6	8	16	12	14	20	10	13	15	12	18	17	11	12	8
Honest	12	13	35	5	11	7	29	6	7	17	10	11	12	12	17	14	12	12	17	13	11	9
In touch with the concerns of ordinary people	7	6	19	0	5	3	14	2	2	8	5	5	9	6	5	6	6	8	8	6	5	3
None of these	46	47	11	68	39	61	24	65	54	45	48	33	38	52	54	42	53	40	42	47	52	54
Don't know	8	8	5	3	6	2	4	5	6	5	10	18	9	5	5	7	9	7	7	9	8	7

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	22	7	56	16	7	8	46	25	24	21	14	19	24	26	21	24	22	20	21	25	23
Honest	14	16	4	40	17	4	5	31	20	18	14	10	11	18	20	16	16	18	15	13	19	15
Sticks to what he believes in	17	16	8	38	15	7	7	29	19	19	14	8	14	20	17	15	17	17	17	12	19	14
Decisive	8	6	2	14	5	2	2	10	6	7	5	4	6	6	7	5	7	6	7	4	7	4
Strong	6	5	3	13	5	1	3	11	4	5	6	4	7	6	4	5	6	6	5	4	7	3
Charismatic	4	4	2	9	6	1	1	7	5	4	4	5	4	4	4	3	5	5	4	5	4	5
Good in a crisis	4	4	1	11	3	1	1	7	4	4	3	3	5	4	3	4	4	6	4	3	2	3
A natural leader	5	3	1	9	1	0	1	7	3	3	3	1	3	4	4	2	5	4	3	2	4	2
None of these	52	53	76	18	51	81	76	33	47	55	52	53	48	52	58	53	53	48	53	58	51	57
Don't know	11	12	8	6	10	3	8	6	14	8	15	21	16	10	6	11	13	11	13	13	11	7

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

Honest	12	10	14	5	40	3	11	6	18	11	8	8	10	10	10	11	8	13	11	10	8	9
Charismatic	10	9	14	8	25	3	11	7	14	10	9	10	13	9	5	10	9	12	12	9	5	9
In touch with the concerns of ordinary people	10	9	11	5	33	4	10	5	16	8	9	8	10	8	8	10	7	9	9	12	5	8
Sticks to what he believes in	10	9	15	5	28	7	13	5	12	11	7	6	10	9	9	10	8	7	11	9	7	7
A natural leader	5	4	5	3	11	0	4	4	5	4	4	4	7	2	2	4	4	4	5	3	3	4
Decisive	5	3	5	2	12	0	2	3	6	3	3	5	5	2	2	4	2	5	4	3	2	1
Good in a crisis	4	3	3	2	16	1	2	1	6	4	2	1	7	2	1	3	3	4	3	1	3	2
Strong	4	3	5	1	15	1	3	1	5	4	2	5	5	2	2	3	3	2	4	4	2	1
None of these	58	62	52	73	23	84	59	73	52	64	60	50	53	65	72	59	66	55	56	62	71	69
Don't know	11	12	11	6	5	4	9	8	9	8	16	24	17	8	6	11	13	12	13	12	11	8

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	83	130
Male 25 to 39	196	272
Male 40 to 59	469	365
Male 60 +	299	281
Female 18 to 24	119	128
Female 25 to 39	253	275
Female 40 to 59	439	374
Female 60 +	304	337
Region		
North England	529	532
Midlands	326	355
East	177	208
London	292	277
South England	462	495
Wales	119	108
Scotland	257	188
Social Grade		
AB	840	605
C1	601	627
C2	308	454
DE	413	476
Newspaper Type		
Express / Mail	396	346
Sun / Star	212	508
Mirror / Record	149	216
Guardian / Independent	141	97
FT / Times / Telegraph	156	205
Other Paper	340	249
No Paper	768	541
Political Party Identification		
Labour	712	692
Conservative	572	605
Liberal Democrat	213	238
SNP/Plaid Cymru	57	37
Others	135	50
None/ DK	473	541

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