

YouGov / Sun on Sunday Survey Results

Sample Size: 2337 GB Adults
Fieldwork: 11th - 12th June 2014

	Westminster VI					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	2337	623	683	153	264	715	594	454	1134	1203	278	591	799	668	1332	1005	299	760	500	575	203	
Unweighted Sample	2337	547	759	135	283	643	657	440	1152	1185	299	497	872	669	1476	861	406	671	463	503	294	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	74	5	13	33	33	34	33	30	36	37	27	31	37	40	26	25
Lab	36	0	100	0	0	4	80	34	36	36	33	41	38	31	33	41	47	29	31	45	34
Lib Dem	8	0	0	100	0	2	1	31	8	8	8	8	8	7	10	5	10	11	6	6	6
Other	23	0	0	0	100	19	14	22	23	23	25	18	24	25	20	27	13	23	23	23	35

Other Parties Voting Intention

UKIP	14	0	0	0	100	17	9	10	15	13	7	7	15	21	11	18	8	17	14	17	4
Green	5	0	0	0	0	2	2	9	4	5	13	7	3	2	5	4	5	5	6	4	3
SNP / PCY	3	0	0	0	0	0	2	1	3	3	5	3	4	2	3	4	0	0	2	1	26
BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	1	0	0	0	0	0	0	1	1	1	0	0	1	1	1	0	1	1	1	0	1

Non Voters

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

Thinking about the current state of the economy, which of the following best reflects your view?

	April 13-14	June 11-12																				
The economy is still getting worse	16	17	2	25	4	27	6	26	14	16	18	12	17	19	16	13	22	16	13	17	21	18
The economy has stopped getting worse, but there are no signs of any recovery yet	29	28	18	40	23	29	22	36	31	26	30	25	29	30	26	27	30	29	27	24	33	27
The economy is in a bad way, but is starting to show signs of recovery	36	34	41	27	54	33	39	28	41	35	32	31	29	35	37	37	29	28	39	35	27	37
The economy is improving and on the way to full recovery	11	15	37	4	16	9	30	5	9	18	12	16	13	13	19	18	11	20	17	16	10	13
Don't know	8	7	2	4	2	2	3	5	6	5	8	15	12	4	1	5	9	7	5	8	8	6

Who would you most trust to make the right decisions about improving the state of the economy?

David Cameron and George Osborne	35	91	4	22	33	75	9	20	38	32	31	31	33	41	40	27	32	39	41	28	28
Ed Miliband and Ed Balls	21	1	61	6	5	2	48	23	25	17	15	21	22	20	19	22	28	18	18	22	22
Nick Clegg and Vince Cable	6	2	2	49	1	2	3	16	7	5	7	6	5	6	7	3	8	5	5	6	2
Don't know	39	6	32	23	61	21	41	42	31	47	47	42	40	33	33	47	32	38	36	44	47

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

Thinking about your own LOCAL area, do you think...

There are more or fewer jobs available than a year ago?

More jobs available	21	41	11	30	12	32	13	17	25	17	30	18	18	22	25	14	19	24	21	15	23
Fewer jobs available	30	12	42	14	47	19	42	24	26	34	22	32	34	26	25	37	28	25	32	37	25
No difference	31	27	34	33	30	29	32	35	32	29	22	31	33	32	31	31	25	31	31	30	39
Don't know	19	20	13	23	11	20	12	23	17	20	26	19	15	20	19	18	28	20	15	17	13

People have more or less money to spend than a year ago?

More than a year ago	15	34	6	21	7	27	8	11	18	13	24	16	13	14	20	9	20	18	14	11	17
Less than a year ago	49	25	64	38	64	32	64	52	46	51	31	44	56	52	42	57	44	43	49	59	48
No difference	28	35	24	35	23	34	22	30	27	28	26	28	27	30	30	25	28	31	30	22	28
Don't know	8	6	6	7	7	8	6	7	8	8	19	11	4	5	7	8	8	8	7	9	7

Local shops are more or less busy than a year ago?

More busy	15	28	8	26	9	23	8	17	17	13	20	16	11	17	18	11	17	18	13	11	18
Less busy	35	18	46	27	47	24	47	34	33	37	22	31	40	37	31	41	29	29	35	43	43
No difference	38	44	38	35	38	42	36	39	39	37	36	37	40	39	41	35	43	42	40	32	32
Don't know	12	10	8	12	6	12	9	10	10	13	21	16	9	7	10	13	12	11	11	14	7

House prices are higher or lower than a year ago?

Gone up	64	75	62	72	64	72	60	67	66	63	56	63	65	69	68	60	84	73	62	48	55
Gone down	6	5	8	6	6	4	8	5	5	6	4	8	5	5	5	6	2	3	6	10	8
No difference	15	12	16	14	17	13	19	14	16	14	7	14	18	15	17	13	5	9	17	22	25
Don't know	15	8	14	7	13	11	12	14	13	17	33	15	13	10	10	21	9	15	15	20	12

People are more or less positive about the future than they were a year ago?

More positive about the future	25	52	11	31	17	42	13	22	27	22	31	24	21	26	29	19	26	29	24	19	24
Less positive about the future	31	10	44	21	43	18	43	29	30	31	24	28	34	32	26	36	29	25	31	38	34
No difference	34	31	37	40	32	30	36	38	33	35	22	34	37	36	35	34	33	35	36	33	31
Don't know	11	8	7	8	8	10	8	11	9	12	23	14	7	6	10	12	12	11	9	10	11

Which of the following have you done in the LAST

TWELVE MONTHS? Please tick all that apply

Been on a holiday abroad	41	49	39	54	33	45	38	43	42	40	42	37	39	45	49	30	49	42	33	40	43
Been on a holiday in Britain	40	44	41	46	34	41	40	47	39	41	34	38	40	44	45	33	38	39	37	41	49
Redecorated or renovated my home	22	25	21	19	22	26	20	21	20	23	7	25	22	24	23	19	16	19	26	21	28
Made a major household purchase (something costing over £500)	19	25	15	22	18	24	14	19	18	19	7	18	20	23	21	16	17	19	18	18	25
Bought a new or second-hand car	15	17	16	11	15	17	15	14	14	15	12	16	15	15	16	12	7	15	18	14	17
Moved house	9	8	9	10	8	8	8	12	10	9	18	17	5	4	11	7	10	9	9	8	11
None of these	24	17	25	16	30	21	26	22	23	24	25	19	29	21	18	32	24	22	26	27	16
Don't know	2	1	2	1	1	1	1	2	3	1	6	4	0	0	2	2	4	2	2	1	1

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

And which of the following are you planning to do in the NEXT TWELVE MONTHS? Please tick all that apply

Go on holiday abroad	44	55	43	52	35	49	41	47	45	44	49	45	41	44	53	33	53	45	38	42	50
Go on holiday in Britain	41	45	43	49	36	43	42	48	39	42	32	39	41	46	45	36	37	40	41	43	47
Redecorate or renovate my home	22	26	21	26	20	24	22	26	19	26	9	19	25	28	25	20	18	22	23	24	24
Make a major household purchase (something costing over £500)	14	18	12	16	14	16	14	16	16	13	10	18	14	14	18	10	15	15	14	11	19
Move house	10	13	8	17	9	10	7	13	11	9	20	16	6	6	12	7	13	11	11	7	10
Buy a new or second-hand car	9	12	10	8	6	11	9	9	10	8	6	13	8	8	11	6	7	8	13	9	10
None of these	21	14	21	14	28	17	21	17	23	19	19	16	25	21	14	30	20	21	23	21	15
Don't know	5	4	4	3	4	6	4	3	5	5	9	7	4	3	5	6	7	4	5	5	5

European heads of government are currently considering who to appoint to the new senior roles in the European Union, including the President of the European Commission and President of the European Council. Some people have suggested that Tony Blair should be considered for one of these roles.

Would you support or oppose Tony Blair being appointed to a senior leadership role in the European Union?

Support	25	18	43	34	12	14	39	28	30	20	24	29	24	23	26	23	24	24	23	27	25
Oppose	52	67	34	49	77	70	37	48	53	51	38	38	56	65	53	51	54	52	53	49	54
Don't know	23	15	24	17	11	16	24	23	17	29	38	33	20	13	21	26	22	23	24	24	21

If the Conservatives win the next election and form a government, do you think...

David Cameron should serve another full five year term as Prime Minister	42	84	18	54	36	70	24	37	46	39	36	41	42	45	48	34	43	45	46	37	35
David Cameron should step down half way through the Parliament and let someone else take over as Prime Minister and Conservative leader	28	8	45	28	38	14	40	32	26	29	29	29	25	29	25	31	25	26	25	32	31
Don't know	30	8	38	18	26	15	36	32	28	33	35	31	33	25	27	35	32	29	29	31	34

Which of the following possible leaders would make you most likely to consider voting Conservative?

George Osborne	5	14	1	4	3	12	2	3	6	5	4	4	6	7	7	4	4	5	6	5	6
Boris Johnson	21	37	10	24	21	36	10	16	24	18	27	23	22	16	24	17	25	22	24	17	15
Theresa May	9	19	4	7	11	15	5	8	9	9	9	8	7	13	10	8	10	11	8	8	8
Michael Gove	2	4	0	2	2	3	0	1	2	1	1	2	1	2	2	1	2	1	3	1	0
None of them - I would never vote Conservative anyway	44	2	78	54	50	9	75	57	45	43	32	42	48	46	40	49	43	39	41	50	55
Don't know	19	24	7	9	13	25	8	15	15	23	27	22	16	17	16	22	16	21	19	19	16

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

Which of the following possible leaders would make you most likely to consider voting Labour?

Ed Balls	9	2	24	4	5	3	22	8	10	8	7	10	12	7	8	11	11	6	12	10	11
Yvette Cooper	6	2	12	8	2	2	11	7	6	5	4	5	6	7	7	4	9	5	4	6	5
Andy Burnham	8	2	17	7	7	2	16	8	10	5	5	8	8	8	9	5	8	5	7	12	7
Tristram Hunt	3	2	4	8	0	1	4	3	4	2	5	2	3	2	4	1	4	4	2	2	1
Rachel Reeves	2	1	3	4	2	1	3	3	2	2	3	3	1	2	2	2	3	2	2	2	1
None of them - I would never vote Labour anyway	43	81	2	47	70	76	8	31	42	44	35	34	42	54	44	42	34	48	49	36	41
Don't know	30	10	38	23	13	14	35	40	25	34	40	38	28	21	26	34	31	29	25	33	33

Thinking about recent leaders of the main parties, which leader would have made you MOST likely to vote Conservative?

Michael Howard	2	4	0	4	3	5	1	1	3	2	1	3	3	2	2	2	1	2	4	2	1
Iain Duncan Smith	3	4	2	5	4	4	1	3	3	3	1	2	3	4	4	2	3	4	2	2	3
William Hague	13	25	6	14	13	25	5	11	14	12	15	11	12	15	16	9	12	15	14	11	11
David Cameron	22	55	4	21	16	43	7	17	23	21	21	22	22	22	25	18	20	26	25	16	17
None of them - I would never vote Conservative anyway	45	1	80	52	51	7	76	58	45	44	33	44	50	44	40	50	47	36	43	52	55
Don't know	16	11	7	5	12	16	9	10	12	19	29	19	11	12	13	19	17	16	13	17	12

Thinking about recent leaders of the main parties, which leader would have made you MOST likely to vote Labour?

Ed Miliband	7	1	19	2	0	2	13	6	7	6	10	9	6	4	7	7	11	5	7	7	6
Tony Blair	15	12	23	21	9	7	22	18	17	13	18	21	13	10	15	14	16	15	13	16	11
Gordon Brown	6	2	11	9	3	2	12	6	5	6	7	9	5	3	6	6	6	5	5	6	8
John Smith	19	9	31	20	14	9	31	27	21	16	3	10	25	26	20	17	17	17	18	19	32
None of them - I would never vote Labour anyway	37	69	1	41	66	69	6	27	35	39	31	27	37	49	38	37	31	43	43	31	31
Don't know	16	7	15	7	7	11	15	17	13	19	30	23	13	9	14	19	18	15	14	20	11

And finally, thinking about recent leaders of the main parties, which leader would have made you MOST likely to vote Liberal Democrat?

Paddy Ashdown	13	12	15	23	12	11	11	26	14	12	3	10	15	18	14	12	13	16	11	12	10
Menzies Campbell	4	3	3	8	3	3	3	6	4	3	3	4	4	4	5	2	2	3	3	5	7
Charles Kennedy	9	5	10	22	7	5	9	16	12	6	8	10	10	7	11	6	11	9	7	7	14
Nick Clegg	9	12	6	34	3	7	5	19	8	10	15	12	8	5	10	8	13	8	9	8	9
None of them - I would never vote Liberal Democrat anyway	48	60	54	1	69	61	60	14	50	47	40	41	51	56	46	51	43	46	55	50	45
Don't know	17	8	12	12	6	12	13	20	12	22	31	24	12	11	14	21	18	18	15	18	14

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	146	140
Male 25 to 39	223	295
Male 40 to 59	434	395
Male 60 +	349	304
Female 18 to 24	153	138
Female 25 to 39	274	297
Female 40 to 59	438	404
Female 60 +	320	364
Region		
North England	503	575
Midlands	312	383
East	190	224
London	406	299
South England	481	535
Wales	151	117
Scotland	294	203
Social Grade		
AB	835	654
C1	641	678
C2	340	491
DE	521	514
Newspaper Type		
Express / Mail	524	374
Sun / Star	292	549
Mirror / Record	180	234
Guardian / Independent	189	105
FT / Times / Telegraph	145	222
Other Paper	355	269
No Paper	652	584
Political Party Identification		
Labour	833	748
Conservative	580	654
Liberal Democrat	199	257
SNP/Plaid Cymru	60	40
Others	159	54
None/ DK	506	584

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