

# YouGov / The Sun Survey Results

Sample Size: 2021 GB Adults  
Fieldwork: 25th - 26th August 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>2021</b>	529	582	124	205	587	512	415	980	1041	240	511	691	578	1152	869	259	657	432	497	176
<b>Unweighted Sample</b>	<b>2021</b>	489	636	116	214	540	561	411	981	1040	237	424	823	537	1299	722	317	617	399	462	226
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	78	5	14	31	35	30	37	28	37	38	27	31	44	34	27	16
Lab	<b>37</b>	0	100	0	0	3	83	33	36	37	36	36	41	33	34	40	45	26	37	47	33
Lib Dem	<b>8</b>	0	0	100	0	1	1	31	8	7	7	10	8	6	9	6	8	9	6	8	6
Other	<b>22</b>	0	0	0	100	18	11	22	24	21	27	17	23	24	19	27	16	21	22	18	46

## Other Parties Voting Intention

UKIP	<b>13</b>	0	0	0	100	15	5	10	14	12	7	7	15	17	10	17	10	16	13	12	6
Green	<b>5</b>	0	0	0	0	1	3	9	4	5	15	4	3	3	5	4	4	4	6	5	7
SNP / PCY	<b>4</b>	0	0	0	0	1	2	2	4	3	5	4	4	2	3	5	0	0	2	0	31
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	2

## Non Voters

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

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

	Aug 21-22	Aug 25-26																				
Approve	32	<b>31</b>	84	6	42	15	67	8	26	36	27	23	33	29	36	36	25	30	37	31	29	20
Disapprove	53	<b>52</b>	6	87	38	72	21	84	58	53	51	45	46	60	52	49	56	50	44	55	57	67
Don't know	15	<b>16</b>	10	7	20	13	12	8	16	11	21	32	21	11	12	14	19	20	19	15	14	13

## If there was a referendum on Britain's membership of the European Union, how would you vote?

	Aug 10-11	Aug 25-26																				
I would vote for Britain to remain a member of the European Union	40	<b>41</b>	34	59	65	2	26	53	54	46	36	58	42	40	34	48	31	50	37	37	40	55
I would vote for Britain to leave the European Union	38	<b>40</b>	50	25	27	96	58	30	33	41	39	16	32	42	56	36	45	34	42	45	39	30
I would not vote	5	<b>5</b>	2	3	2	0	2	3	3	4	6	8	9	4	1	4	6	4	6	5	5	5
Don't know	17	<b>14</b>	14	13	7	1	13	14	10	9	19	18	18	14	9	11	18	12	15	13	16	10

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	Total	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	
<b>Weighted Sample</b>	<b>2021</b>	529	582	124	205	587	512	415	980	1041	240	511	691	578	1152	869	259	657	432	497	176	
<b>Unweighted Sample</b>	<b>2021</b>	489	636	116	214	540	561	411	981	1040	237	424	823	537	1299	722	317	617	399	462	226	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Aug 10-11	Aug 25-26																				
<b>Imagine the British government under David Cameron renegotiated our relationship with Europe and said that Britain's interests were now protected, and David Cameron recommended that Britain remain a member of the European Union on the new terms.</b>																						
<b>How would you then vote in a referendum on the issue?</b>																						
Would vote for Britain to remain in the European Union on the new terms	54	<b>54</b>	65	65	78	12	53	60	65	56	51	61	54	51	53	61	43	58	53	51	49	68
Would vote for Britain to leave the European Union	23	<b>26</b>	24	18	9	77	35	20	19	28	23	12	19	29	33	22	31	22	26	30	25	16
Would not vote	5	<b>5</b>	1	3	2	1	0	3	3	4	6	8	8	3	1	3	6	5	5	4	5	4
Don't know	18	<b>16</b>	10	15	11	10	12	17	13	12	20	19	19	17	12	13	20	14	16	15	20	12
	Aug 10-11	Aug 25-26																				
<b>Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...</b>																						
<b>Good or bad for the economy?</b>																						
Good for the economy	46	<b>43</b>	86	17	47	46	77	20	40	45	41	37	42	40	50	48	37	44	49	43	39	35
Bad for the economy	35	<b>37</b>	6	66	26	39	13	63	41	41	33	33	31	42	37	34	41	37	30	38	41	51
Don't know	19	<b>20</b>	8	17	27	16	10	18	19	14	25	29	26	17	13	17	23	19	21	19	21	14
<b>Being done fairly or unfairly?</b>																						
Fairly	27	<b>29</b>	71	7	36	24	61	9	22	32	26	27	29	26	33	34	22	32	32	29	25	24
Unfairly	54	<b>55</b>	17	85	43	64	28	81	61	56	53	46	50	60	56	51	59	51	49	56	59	62
Don't know	19	<b>17</b>	12	8	20	12	12	10	16	12	21	27	22	15	10	15	19	17	19	15	16	14
<b>Necessary or unnecessary?</b>																						
Necessary	58	<b>57</b>	93	30	68	65	87	32	56	60	54	53	56	54	62	62	49	57	63	55	53	48
Unnecessary	27	<b>26</b>	2	52	17	29	6	49	28	29	24	18	22	31	29	23	31	25	20	29	30	36
Don't know	16	<b>17</b>	5	17	15	6	7	19	16	11	22	28	23	15	10	15	19	17	18	16	17	15
<b>Too deep, too shallow or at about the right level?</b>																						
Too deep	37	<b>39</b>	10	69	34	41	18	66	42	43	36	34	31	45	41	38	41	41	33	40	41	50
Too shallow	11	<b>10</b>	13	6	11	17	13	8	7	13	7	9	12	8	11	11	8	12	11	12	7	7
About the right level	31	<b>30</b>	67	10	33	28	58	10	29	31	29	22	29	28	37	33	26	26	34	28	31	25
Don't know	21	<b>21</b>	10	15	23	14	11	16	22	13	28	35	28	18	11	18	24	22	21	20	21	18

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Aug 10-11	Aug 25-26																			
<b>Being done too quickly, too slowly, or at about the right pace?</b>																						
Too quickly	36	38	9	68	30	39	16	65	42	40	37	30	30	44	41	36	41	39	33	39	41	48
Too slowly	13	12	16	5	14	19	18	7	8	16	9	7	15	11	12	13	10	13	14	13	8	12
About the right pace	33	32	68	11	39	31	58	12	31	33	30	30	31	30	35	36	27	30	37	30	30	25
Don't know	19	18	8	16	18	11	8	16	18	11	24	32	24	15	11	15	22	18	17	18	21	15
<b>Having an impact on your own life, or not having an impact on your own life?</b>																						
Having an impact on my life	54	52	40	65	51	60	43	67	54	54	51	41	45	60	54	50	56	50	47	55	58	51
Not having an impact on my life	33	34	50	26	36	33	47	24	36	36	32	29	33	31	39	37	29	36	35	32	31	36
Don't know	14	14	10	9	12	8	9	8	10	10	17	29	22	9	7	13	15	14	17	12	11	13
<b>And who do you think is most to blame for the current spending cuts?</b>																						
The Conservative-Liberal Democrat coalition	25	27	4	62	18	16	6	55	28	30	24	24	22	31	29	25	30	29	20	30	32	34
The last Labour government	36	34	79	3	38	50	74	6	28	37	31	24	30	33	43	38	29	27	42	36	31	21
Both	25	25	11	24	29	31	17	26	30	23	26	22	26	27	21	24	25	26	25	23	22	33
Neither	4	4	3	6	5	1	1	6	5	4	5	6	5	4	3	5	4	5	4	4	5	6
Don't know	10	10	3	5	10	2	2	7	9	5	14	23	16	6	4	8	12	12	10	8	11	6
		Aug 10-11	Aug 25-26																			
<b>Thinking about the next two or three years, how worried are you that people like you will... not have enough money to live comfortably</b>																						
Very worried	18	20	7	28	18	20	10	28	19	17	23	24	21	24	14	15	27	21	17	24	20	22
Fairly worried	40	40	34	43	44	46	38	43	38	37	42	34	39	40	42	39	41	42	37	39	43	40
<b>TOTAL WORRIED</b>	<b>58</b>	<b>60</b>	<b>41</b>	<b>71</b>	<b>62</b>	<b>66</b>	<b>48</b>	<b>71</b>	<b>57</b>	<b>54</b>	<b>65</b>	<b>58</b>	<b>60</b>	<b>64</b>	<b>56</b>	<b>54</b>	<b>68</b>	<b>63</b>	<b>54</b>	<b>63</b>	<b>63</b>	<b>62</b>
Not very worried	31	27	40	21	33	27	36	21	32	30	25	25	25	29	29	32	21	24	34	23	24	27
Not at all worried	8	9	17	6	5	6	14	6	9	11	7	8	9	6	13	11	6	7	9	10	8	9
<b>TOTAL NOT WORRIED</b>	<b>39</b>	<b>36</b>	<b>57</b>	<b>27</b>	<b>38</b>	<b>33</b>	<b>50</b>	<b>27</b>	<b>41</b>	<b>41</b>	<b>32</b>	<b>33</b>	<b>34</b>	<b>35</b>	<b>42</b>	<b>43</b>	<b>27</b>	<b>31</b>	<b>43</b>	<b>33</b>	<b>32</b>	<b>36</b>
Don't know	3	4	2	2	0	2	2	3	2	4	4	8	6	2	2	3	5	5	3	3	4	2
<b>...be victims of burglary, robbery or mugging</b>																						
Very worried	7	7	4	10	4	13	5	11	4	6	9	7	6	8	8	6	9	11	5	9	9	6
Fairly worried	30	28	27	29	15	34	29	30	24	24	32	24	27	27	32	26	31	28	25	29	32	26
<b>TOTAL WORRIED</b>	<b>37</b>	<b>35</b>	<b>31</b>	<b>39</b>	<b>19</b>	<b>47</b>	<b>34</b>	<b>41</b>	<b>28</b>	<b>30</b>	<b>41</b>	<b>31</b>	<b>33</b>	<b>35</b>	<b>40</b>	<b>32</b>	<b>40</b>	<b>39</b>	<b>30</b>	<b>38</b>	<b>41</b>	<b>32</b>
Not very worried	45	46	50	46	52	41	49	45	51	49	43	43	45	47	45	49	41	44	50	44	43	45
Not at all worried	13	14	15	11	27	10	14	10	18	16	12	17	13	15	12	15	12	11	15	12	12	20
<b>TOTAL NOT WORRIED</b>	<b>58</b>	<b>60</b>	<b>65</b>	<b>57</b>	<b>79</b>	<b>51</b>	<b>63</b>	<b>55</b>	<b>69</b>	<b>65</b>	<b>55</b>	<b>60</b>	<b>58</b>	<b>62</b>	<b>57</b>	<b>64</b>	<b>53</b>	<b>55</b>	<b>65</b>	<b>56</b>	<b>55</b>	<b>65</b>
Don't know	5	5	3	4	2	2	4	4	3	5	5	9	9	3	2	4	6	6	5	6	5	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Aug 10-11	Aug 25-26																				
<b>suffer directly from cuts in spending on public services such as health, education and welfare</b>																						
Very worried	22	24	8	39	20	28	11	37	24	21	27	23	18	27	27	21	28	24	21	28	25	22
Fairly worried	42	40	34	40	39	47	40	42	38	38	42	35	38	41	42	40	40	41	37	39	42	46
<b>TOTAL WORRIED</b>	<b>64</b>	<b>64</b>	<b>42</b>	<b>79</b>	<b>59</b>	<b>75</b>	<b>51</b>	<b>79</b>	<b>62</b>	<b>59</b>	<b>69</b>	<b>58</b>	<b>56</b>	<b>68</b>	<b>69</b>	<b>61</b>	<b>68</b>	<b>65</b>	<b>58</b>	<b>67</b>	<b>67</b>	<b>68</b>
Not very worried	25	25	41	16	31	19	35	15	29	27	22	22	27	25	24	27	22	24	29	21	23	22
Not at all worried	7	7	15	2	9	6	11	2	6	10	5	10	8	6	6	9	4	7	8	7	6	6
<b>TOTAL NOT WORRIED</b>	<b>32</b>	<b>32</b>	<b>56</b>	<b>18</b>	<b>40</b>	<b>25</b>	<b>46</b>	<b>17</b>	<b>35</b>	<b>37</b>	<b>27</b>	<b>32</b>	<b>35</b>	<b>31</b>	<b>30</b>	<b>36</b>	<b>26</b>	<b>31</b>	<b>37</b>	<b>28</b>	<b>29</b>	<b>28</b>
Don't know	4	5	3	3	1	1	3	3	3	4	5	10	9	2	1	4	6	5	5	5	4	3
<b>lose out because foreign factories and/or workers from abroad can do the same job more cheaply</b>																						
Very worried	15	15	8	18	10	37	13	18	12	13	17	11	10	17	19	12	20	13	15	17	16	14
Fairly worried	28	29	26	27	22	31	28	30	27	28	30	20	26	31	33	26	33	31	25	29	34	28
<b>TOTAL WORRIED</b>	<b>43</b>	<b>44</b>	<b>34</b>	<b>45</b>	<b>32</b>	<b>68</b>	<b>41</b>	<b>48</b>	<b>39</b>	<b>41</b>	<b>47</b>	<b>31</b>	<b>36</b>	<b>48</b>	<b>52</b>	<b>38</b>	<b>53</b>	<b>44</b>	<b>40</b>	<b>46</b>	<b>50</b>	<b>42</b>
Not very worried	34	32	39	31	37	20	36	30	34	33	30	36	32	33	28	36	27	31	33	32	29	34
Not at all worried	17	19	24	18	28	10	20	17	23	21	17	24	22	16	17	23	14	17	22	17	15	21
<b>TOTAL NOT WORRIED</b>	<b>51</b>	<b>51</b>	<b>63</b>	<b>49</b>	<b>65</b>	<b>30</b>	<b>56</b>	<b>47</b>	<b>57</b>	<b>54</b>	<b>47</b>	<b>60</b>	<b>54</b>	<b>49</b>	<b>45</b>	<b>59</b>	<b>41</b>	<b>48</b>	<b>55</b>	<b>49</b>	<b>44</b>	<b>55</b>
Don't know	5	5	2	5	3	2	3	5	4	5	6	9	9	3	3	4	7	8	5	4	6	3
<b>lose their job / have difficulty finding work</b>																						
Very worried	17	18	7	26	11	28	10	25	14	15	21	23	14	20	18	15	22	21	15	21	17	18
Fairly worried	35	34	31	33	31	32	32	34	36	31	37	30	36	40	27	33	36	35	31	35	38	34
<b>TOTAL WORRIED</b>	<b>52</b>	<b>52</b>	<b>38</b>	<b>59</b>	<b>42</b>	<b>60</b>	<b>42</b>	<b>59</b>	<b>50</b>	<b>46</b>	<b>58</b>	<b>53</b>	<b>50</b>	<b>60</b>	<b>45</b>	<b>48</b>	<b>58</b>	<b>56</b>	<b>46</b>	<b>56</b>	<b>55</b>	<b>52</b>
Not very worried	29	29	37	26	35	28	35	26	31	33	24	26	32	27	28	32	24	26	31	25	29	32
Not at all worried	13	14	21	12	20	10	19	11	16	16	12	11	10	10	23	16	11	11	18	13	11	13
<b>TOTAL NOT WORRIED</b>	<b>42</b>	<b>43</b>	<b>58</b>	<b>38</b>	<b>55</b>	<b>38</b>	<b>54</b>	<b>37</b>	<b>47</b>	<b>49</b>	<b>36</b>	<b>37</b>	<b>42</b>	<b>37</b>	<b>51</b>	<b>48</b>	<b>35</b>	<b>37</b>	<b>49</b>	<b>38</b>	<b>40</b>	<b>45</b>
Don't know	6	5	4	4	3	2	5	4	3	5	6	10	8	3	4	4	7	6	6	5	5	3
<b>lose their home</b>																						
Very worried	9	12	4	19	7	14	7	19	9	9	15	9	10	14	14	9	16	13	10	16	11	12
Fairly worried	24	24	17	26	19	32	20	28	21	22	26	19	25	25	24	21	28	24	24	26	23	22
<b>TOTAL WORRIED</b>	<b>33</b>	<b>36</b>	<b>21</b>	<b>45</b>	<b>26</b>	<b>46</b>	<b>27</b>	<b>47</b>	<b>30</b>	<b>31</b>	<b>41</b>	<b>28</b>	<b>35</b>	<b>39</b>	<b>38</b>	<b>30</b>	<b>44</b>	<b>37</b>	<b>34</b>	<b>42</b>	<b>34</b>	<b>34</b>
Not very worried	38	37	44	33	39	35	41	31	44	39	36	44	41	36	33	41	32	38	36	33	42	40
Not at all worried	23	21	32	18	32	15	27	19	24	25	18	19	15	23	26	24	17	18	25	20	19	23
<b>TOTAL NOT WORRIED</b>	<b>61</b>	<b>58</b>	<b>76</b>	<b>51</b>	<b>71</b>	<b>50</b>	<b>68</b>	<b>50</b>	<b>68</b>	<b>64</b>	<b>54</b>	<b>63</b>	<b>56</b>	<b>59</b>	<b>59</b>	<b>65</b>	<b>49</b>	<b>56</b>	<b>61</b>	<b>53</b>	<b>61</b>	<b>63</b>
Don't know	5	5	3	3	2	3	5	3	3	5	6	10	9	3	2	4	7	7	5	5	5	3

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	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
Weighted Sample	2021	529	582	124	205	587	512	415	980	1041	240	511	691	578	1152	869	259	657	432	497	176
Unweighted Sample	2021	489	636	116	214	540	561	411	981	1040	237	424	823	537	1299	722	317	617	399	462	226

	Aug 10-11	Aug 25-26	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																						
Very worried	11	10	3	15	9	10	5	14	9	9	11	8	9	11	10	8	12	12	9	11	9	10
Fairly worried	23	23	13	26	17	31	18	27	22	22	23	22	18	23	26	20	27	24	19	27	24	20
<b>TOTAL WORRIED</b>	<b>34</b>	<b>33</b>	<b>16</b>	<b>41</b>	<b>26</b>	<b>41</b>	<b>23</b>	<b>41</b>	<b>31</b>	<b>31</b>	<b>34</b>	<b>30</b>	<b>27</b>	<b>34</b>	<b>36</b>	<b>28</b>	<b>39</b>	<b>36</b>	<b>28</b>	<b>38</b>	<b>33</b>	<b>30</b>
Not very worried	35	37	45	35	42	34	41	32	41	36	38	37	40	36	36	39	34	37	37	36	38	38
Not at all worried	25	24	36	19	29	19	32	21	24	27	21	24	22	25	25	28	18	19	28	20	22	27
<b>TOTAL NOT WORRIED</b>	<b>60</b>	<b>61</b>	<b>81</b>	<b>54</b>	<b>71</b>	<b>53</b>	<b>73</b>	<b>53</b>	<b>65</b>	<b>63</b>	<b>59</b>	<b>61</b>	<b>62</b>	<b>61</b>	<b>61</b>	<b>67</b>	<b>52</b>	<b>56</b>	<b>65</b>	<b>56</b>	<b>60</b>	<b>65</b>
Don't know	6	7	4	4	3	6	5	5	4	6	7	9	11	5	3	5	9	8	7	6	7	5

<b>suffer ill-health</b>																						
Very worried	15	16	6	21	13	20	11	21	14	12	19	10	11	17	21	13	20	13	15	19	16	15
Fairly worried	35	35	30	40	36	42	34	38	38	34	37	24	25	37	47	34	38	35	33	36	38	34
<b>TOTAL WORRIED</b>	<b>50</b>	<b>51</b>	<b>36</b>	<b>61</b>	<b>49</b>	<b>62</b>	<b>45</b>	<b>59</b>	<b>52</b>	<b>46</b>	<b>56</b>	<b>34</b>	<b>36</b>	<b>54</b>	<b>68</b>	<b>47</b>	<b>58</b>	<b>48</b>	<b>48</b>	<b>55</b>	<b>54</b>	<b>49</b>
Not very worried	36	34	49	28	38	27	41	30	36	38	31	41	42	34	26	40	28	36	36	33	32	37
Not at all worried	7	8	10	7	13	6	8	7	10	10	7	13	12	7	4	9	7	9	9	7	7	9
<b>TOTAL NOT WORRIED</b>	<b>43</b>	<b>42</b>	<b>59</b>	<b>35</b>	<b>51</b>	<b>33</b>	<b>49</b>	<b>37</b>	<b>46</b>	<b>48</b>	<b>38</b>	<b>54</b>	<b>54</b>	<b>41</b>	<b>30</b>	<b>49</b>	<b>35</b>	<b>45</b>	<b>45</b>	<b>40</b>	<b>39</b>	<b>46</b>
Don't know	7	6	5	5	0	5	5	5	3	6	6	12	10	4	3	5	8	8	7	5	6	4

	Aug 11-12	Aug 25-26	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<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	23	50	11	22	18	42	11	21	25	22	18	18	22	31	25	21	28	24	22	20	23
Decisive	15	18	39	7	22	10	31	8	18	18	18	20	19	15	18	21	13	15	20	16	16	19
A natural leader	15	18	43	6	20	9	32	8	17	20	16	19	20	15	19	21	13	16	23	15	16	13
Charismatic	16	16	34	8	19	12	25	9	14	18	13	17	15	16	15	19	12	21	20	13	11	11
Strong	14	15	36	5	15	11	28	6	13	15	15	14	14	14	16	17	12	12	17	15	13	13
Good in a crisis	13	13	35	3	17	8	27	4	11	15	12	13	12	12	16	16	10	13	17	12	11	10
Honest	12	13	37	2	18	6	30	3	8	14	12	9	8	11	22	16	10	13	18	11	11	9
In touch with the concerns of ordinary people	5	6	17	0	8	3	15	1	3	6	6	5	4	5	9	6	5	3	8	6	5	5
None of these	46	46	11	71	40	62	25	69	49	46	47	34	41	53	48	42	53	37	41	50	51	56
Don't know	9	9	5	5	6	3	5	5	7	7	11	20	13	6	5	7	11	14	9	8	9	6

Sample Size: 2021 GB Adults  
Fieldwork: 25th - 26th August 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>2021</b>	529	582	124	205	587	512	415	980	1041	240	511	691	578	1152	869	259	657	432	497	176
<b>Unweighted Sample</b>	<b>2021</b>	489	636	116	214	540	561	411	981	1040	237	424	823	537	1299	722	317	617	399	462	226
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

	Aug 11-12	Aug 25-26	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	
In touch with the concerns of ordinary people	20	19	6	50	15	5	5	43	21	20	18	14	13	23	22	19	19	24	16	19	21	17	
Sticks to what he believes in	16	17	8	40	15	6	7	36	18	19	16	16	12	19	20	18	17	21	14	17	20	17	
Honest	17	17	6	40	16	4	4	37	19	18	16	13	11	19	19	19	13	21	15	16	18	18	
Strong	5	5	1	12	5	1	1	11	4	5	4	7	3	7	3	5	5	4	4	6	4	6	
Decisive	5	5	1	13	6	1	1	12	4	5	4	6	3	7	4	5	5	4	4	6	4	9	
Good in a crisis	4	3	1	9	5	1	1	8	3	4	3	2	3	5	3	3	4	2	4	4	3	4	
A natural leader	3	3	1	9	4	1	1	8	3	4	3	5	2	5	2	3	4	2	2	5	4	3	
Charismatic	4	3	1	7	0	2	1	5	3	3	3	4	3	4	2	2	4	4	2	3	3	5	
None of these	53	54	75	23	55	84	78	30	51	56	52	44	53	54	59	54	53	42	58	56	51	58	
Don't know	13	13	8	10	9	4	8	9	13	10	17	25	19	11	7	12	16	18	13	12	14	11	

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

	Aug 11-12	Aug 25-26	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	
In touch with the concerns of ordinary people	9	9	13	7	34	2	10	7	17	9	9	12	8	7	10	10	8	9	10	8	8	8	
Honest	12	9	16	4	37	3	13	5	17	11	8	6	7	10	12	12	7	10	13	5	8	11	
Sticks to what he believes in	9	8	13	4	27	3	10	5	12	8	7	5	4	9	11	9	6	8	9	7	7	8	
Charismatic	9	8	13	5	24	2	10	6	14	9	7	10	9	9	6	10	6	8	10	7	8	8	
Good in a crisis	2	3	4	1	14	1	3	2	4	3	2	4	2	3	2	3	2	2	4	3	1	3	
Decisive	3	3	5	2	16	1	4	2	4	3	3	3	4	2	4	4	2	4	4	3	3	0	
A natural leader	3	3	4	2	17	1	3	1	7	4	3	3	4	4	2	3	3	3	4	2	4	1	
Strong	3	2	4	0	12	0	3	1	3	2	2	3	1	2	3	3	2	2	3	3	1	2	
None of these	61	63	56	75	24	88	64	75	52	65	62	52	58	65	70	62	65	56	58	67	67	70	
Don't know	11	13	9	9	6	4	8	9	9	10	16	24	18	11	6	11	15	18	13	12	11	8	