

YouGov / The Sun Survey Results

Sample Size: 1584 GB Adults
Fieldwork: 2nd - 3rd December 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	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	1584	392	545	134	482	396	309	770	814	192	404	542	447	903	681	203	515	339	390	138
Unweighted Sample	1584	409	491	130	527	371	363	774	810	75	406	628	475	1057	527	302	527	304	345	106
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	73	3	10	29	33	18	32	32	34	32	30	34	31	35	28	29
Lab	43	0	100	0	7	93	34	41	46	60	41	42	40	43	44	44	34	40	57	45
Lib Dem	11	0	0	100	1	1	40	12	10	13	13	10	8	12	9	12	16	10	5	4
Other	15	0	0	0	20	3	16	19	12	9	14	16	17	13	18	10	19	15	10	23

Other Parties Voting Intention

UKIP	10	0	0	0	18	1	7	12	7	2	8	10	13	8	11	6	13	11	8	2
SNP / PCY	2	0	0	0	0	1	3	3	1	0	3	2	1	2	2	0	0	0	0	20
Green	2	0	0	0	0	1	5	1	2	0	2	2	1	2	2	2	2	2	1	1
BNP	1	0	0	0	0	0	0	1	1	0	1	1	1	1	1	0	1	1	1	0
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	1	0	2	0	7	0	1	0	0	2	2	3	0	0	0

Non Voters

Would Not Vote	9	0	0	0	3	6	3	7	10	26	9	7	3	6	12	8	9	8	11	4
Don't know	12	0	0	0	11	6	17	9	14	5	11	15	10	13	10	12	12	13	10	11

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

		Nov 30 - 1 Dec			Dec 2-3																
Approve	27	24	71	3	32	48	3	15	25	22	17	26	25	23	27	20	27	26	22	21	22
Disapprove	59	61	16	92	41	37	87	68	62	59	61	54	63	64	58	65	55	56	66	62	70
Don't know	14	16	13	6	27	15	10	17	13	18	22	20	13	12	15	16	18	18	12	17	8

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

		Nov 18-19			Dec 2-3																
Conservative	21	23	72	2	12	55	3	10	24	22	14	23	22	28	24	21	21	24	22	23	26
Labour	38	38	8	87	15	10	80	39	39	37	35	36	38	41	38	38	39	33	35	44	45
Liberal Democrat	6	7	2	2	51	2	1	21	7	6	10	7	5	6	8	4	6	10	7	3	5
Other	4	5	0	0	0	8	1	4	6	4	0	5	6	6	4	6	4	5	8	3	5
None	14	10	7	2	7	12	4	12	10	10	8	9	13	8	10	11	14	11	10	8	11
Don't know	17	17	10	7	15	15	11	14	13	21	34	19	16	11	15	20	16	17	18	21	7

Fieldwork: 2nd - 3rd December 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
Total	Con	Lab	Lib Dem	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	1584	392	545	134	482	396	309	770	814	192	404	542	447	903	681	203	515	339	390	138	
Unweighted Sample	1584	409	491	130	527	371	363	774	810	75	406	628	475	1057	527	302	527	304	345	106	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Nov 18-19	Dec 2-3																			
Europe			21	66	6	11	47	6	12	21	22	9	21	23	25	21	21	21	17	25	22	26
	Conservative	20	23	3	59	7	4	53	19	24	22	24	25	22	22	24	21	30	20	17	25	31
	Labour	23	10	5	7	54	4	6	27	12	8	14	12	7	11	12	7	10	15	9	6	7
	Liberal Democrat	7	15	13	6	4	26	8	14	19	12	2	13	17	22	16	15	11	18	17	12	15
	Other	15	11	4	9	7	8	10	11	11	11	15	9	15	7	9	14	11	12	13	9	12
	None	16	19	9	15	16	12	18	16	12	25	36	21	17	13	17	22	17	18	19	25	9
	Don't know	19																				

		Nov 18-19	Dec 2-3																			
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.			22	47	14	22	36	11	14	22	22	18	21	24	23	23	20	19	23	20	25	19
	Sticks to what he believes in	22	17	36	10	13	31	8	14	17	17	11	20	19	14	19	14	22	18	12	17	17
	Charismatic	19	17	39	7	26	26	6	12	18	15	16	21	16	14	19	14	18	18	15	16	16
	Decisive	15	14	37	2	14	28	2	9	16	12	8	12	14	18	13	14	13	16	12	14	12
	Honest	15	14	39	6	9	26	6	7	13	15	11	17	15	12	15	13	13	14	17	14	8
	Strong	17	13	33	5	12	25	5	10	13	14	12	15	15	10	15	12	16	12	13	14	14
	A natural leader	14	13	37	3	9	27	3	6	12	14	3	16	13	15	14	12	17	13	11	11	17
	Good in a crisis	13	7	19	2	3	14	1	2	8	6	12	7	5	6	7	7	8	8	6	5	7
	In touch with the concerns of ordinary people	6	47	10	68	35	25	71	55	48	47	48	39	50	52	45	50	43	43	49	50	57
	None of these	46	8	5	4	9	6	4	7	6	8	12	10	7	4	6	8	8	8	7	6	7
	Don't know	8																				

		Nov 18-19	Dec 2-3																			
Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.			25	8	58	16	7	51	29	29	24	26	20	26	32	23	31	32	23	25	26	32
	In touch with the concerns of ordinary people	25	17	9	39	20	8	41	20	22	16	15	14	20	24	18	20	16	17	20	22	21
	Sticks to what he believes in	17	18	4	40	13	5	36	19	21	14	18	12	17	24	16	20	21	19	14	18	16
	Honest	18	8	4	26	13	4	25	9	15	8	14	10	9	15	12	11	11	11	9	14	12
	Decisive	8	7	3	18	13	3	16	6	11	7	11	8	7	10	9	8	7	8	6	11	11
	Strong	7	5	1	13	1	2	12	4	7	4	7	5	6	5	5	7	7	7	4	4	6
	A natural leader	5	4	2	9	2	2	9	5	5	4	5	4	5	4	3	7	7	4	3	4	9
	Charismatic	4	5	2	13	2	2	12	4	7	4	1	6	5	7	5	6	7	6	5	4	8
	Good in a crisis	5	51	64	18	43	69	20	49	47	44	26	44	51	49	48	41	44	48	46	41	46
	None of these	51	11	14	8	16	12	10	11	10	19	31	17	12	9	12	18	13	14	13	20	7
	Don't know	11																				

Fieldwork: 2nd - 3rd December 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	1584	392	545	134	482	396	309	770	814	192	404	542	447	903	681	203	515	339	390	138
Unweighted Sample	1584	409	491	130	527	371	363	774	810	75	406	628	475	1057	527	302	527	304	345	106
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 18-19

Dec 2-3

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

Honest	12	12	24	5	35	17	6	19	15	9	8	12	11	15	14	10	13	14	14	8	8
In touch with the concerns of ordinary people	12	12	16	7	44	11	5	24	12	12	13	13	10	12	13	10	11	15	11	11	6
Sticks to what he believes in	8	9	14	4	35	12	4	13	11	7	9	7	9	12	10	8	12	11	8	7	8
Charismatic	10	8	12	7	19	9	8	11	8	9	11	9	8	7	10	7	12	7	10	9	5
Strong	3	5	7	4	19	4	2	6	6	4	9	7	4	3	6	3	4	9	2	4	2
A natural leader	4	4	6	3	12	4	4	4	6	3	6	7	4	2	3	5	7	6	2	4	3
Decisive	3	4	5	2	25	4	2	8	6	3	7	3	5	4	5	4	4	7	3	3	3
Good in a crisis	3	3	5	1	13	3	1	4	3	3	1	5	2	2	3	2	4	4	1	2	2
None of these	63	58	42	73	14	55	74	50	58	58	41	51	63	66	57	59	54	53	57	60	81
Don't know	9	12	13	5	8	11	6	9	8	16	23	14	10	7	8	16	13	13	11	13	4

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	22	98
Male 25 to 39	186	203
Male 40 to 59	334	268
Male 60 +	232	201
Female 18 to 24	53	93
Female 25 to 39	220	201
Female 40 to 59	294	274
Female 60 +	243	246
Region		
North England	345	390
Midlands	241	260
East England	157	152
London	302	203
South England	370	363
Wales	63	79
Scotland	106	138
Social Grade		
AB	626	444
C1	431	459
C2	211	333
DE	316	348
Newspaper Type		
Express / Mail	352	253
Sun / Star	121	372
Mirror / Record	70	158
Guardian / Independent	97	71
FT / Times / Telegraph	105	150
Other Paper	208	182
No Paper	631	396
Political Party Identification		
Labour	449	515
Conservative	477	451
Liberal Democrat	162	190
SNP/Plaid Cymru	25	27
Others	98	21
None/ DK	373	380

YouGov is a member of the British Polling Council and abides by its rules.
<http://today.yougov.co.uk>