

YouGov / The Sun Survey Results

Sample Size: 1552 GB Adults
Fieldwork: 18th - 19th November 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	1552	384	514	109	485	386	351	754	798	188	396	531	438	885	667	199	504	332	382	135
Unweighted Sample	1552	394	467	100	528	357	340	756	796	77	422	593	460	1022	530	287	532	279	359	95
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	78	2	9	32	31	16	35	31	36	36	26	36	41	30	23	19
Lab	42	0	100	0	6	91	37	40	44	56	41	44	37	39	47	43	34	45	53	38
Lib Dem	9	0	0	100	1	2	33	9	9	0	10	9	11	11	7	8	10	8	8	12
Other	17	0	0	0	14	4	21	19	15	29	14	17	16	15	21	13	16	17	16	31

Other Parties Voting Intention

UKIP	9	0	0	0	11	1	8	10	8	8	5	10	10	7	11	10	9	10	10	1
SNP / PCY	3	0	0	0	0	2	2	4	2	6	4	2	2	3	4	0	1	1	0	30
Green	2	0	0	0	0	0	6	2	3	5	3	1	2	2	2	2	4	2	1	1
BNP	2	0	0	0	2	1	2	2	2	5	1	2	1	1	4	1	1	3	4	0
Respect	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	3	1	1	5	0	1	0	2	0	0	1	1	2	0

Non Voters

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

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

	Nov 15-16	Nov 18-19																			
Approve	27	24	70	3	34	49	4	21	26	21	13	25	23	27	27	18	28	26	25	18	19
Disapprove	59	60	14	92	43	34	87	62	61	59	61	57	62	60	57	64	58	55	56	68	74
Don't know	14	16	16	5	23	16	8	17	13	19	26	17	15	12	15	17	14	19	19	14	7

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 4-5	Nov 18-19																			
Conservative	23	21	71	1	5	55	2	9	22	21	10	20	19	29	25	16	22	28	19	17	15
Labour	38	38	7	87	29	11	80	39	42	35	43	36	39	38	38	39	37	33	33	47	48
Liberal Democrat	6	6	2	1	47	3	1	17	6	5	3	7	6	5	6	5	6	6	5	4	8
Other	4	4	1	0	1	4	2	4	5	3	3	3	5	5	5	4	4	3	6	3	10
None	13	14	9	6	9	14	6	12	14	13	19	13	14	12	11	17	15	14	17	11	9
Don't know	16	17	10	5	9	14	9	19	11	23	23	22	17	11	15	20	16	16	21	19	11

Fieldwork: 18th - 19th November 2012

	Total	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	
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Unweighted Sample	1552	394	467	100	528	357	340	756	796	77	422	593	460	1022	530	287	532	279	359	95	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Nov 4-5	Nov 18-19																			
Asylum and immigration																					
Conservative	33	28	75	14	16	56	15	20	30	26	20	30	27	32	32	23	28	34	24	25	29
Labour	18	18	3	45	12	4	43	16	21	16	22	18	19	16	19	17	20	13	17	24	21
Liberal Democrat	7	6	1	5	45	1	2	19	6	6	5	8	5	5	5	6	8	5	6	4	8
Other	8	13	8	6	4	16	8	10	16	10	11	9	14	15	14	12	12	13	15	13	12
None	18	18	7	19	13	12	20	15	18	18	19	14	19	20	15	21	19	18	18	17	18
Don't know	16	17	6	11	10	9	14	20	9	24	24	20	17	11	14	21	14	17	20	18	12
Law and order																					
Conservative	33	31	86	9	17	66	9	19	35	28	20	31	29	38	35	25	28	39	27	27	26
Labour	26	24	1	66	9	4	59	24	26	23	27	23	24	25	23	26	23	19	23	32	28
Liberal Democrat	5	5	2	1	54	2	2	18	6	5	4	6	6	5	6	4	8	5	5	4	8
Other	5	7	2	2	0	9	4	6	10	5	4	6	9	8	8	7	7	5	10	7	11
None	14	14	4	12	11	9	13	13	14	15	19	13	14	14	11	18	17	13	16	12	18
Don't know	17	18	5	10	9	10	13	20	10	25	27	21	18	9	16	20	17	19	20	18	9
Education and schools																					
Conservative	27	25	79	2	6	63	5	11	28	23	11	24	25	34	31	19	26	32	24	19	21
Labour	32	32	3	79	19	6	72	31	34	30	43	29	33	29	32	32	32	27	26	42	37
Liberal Democrat	9	8	4	4	57	4	4	22	9	7	3	10	7	10	9	7	7	9	7	7	11
Other	4	5	2	1	0	4	2	6	6	4	4	5	5	5	5	5	6	4	5	3	13
None	12	13	4	8	12	10	8	12	12	13	18	10	12	13	10	17	14	12	17	11	8
Don't know	16	17	8	6	7	12	11	17	12	22	21	23	18	9	14	20	15	16	22	17	11
Taxation																					
Conservative	27	25	79	3	8	60	4	11	29	22	13	24	24	32	30	18	25	32	24	19	19
Labour	30	30	3	74	17	7	69	28	32	27	36	29	28	30	30	30	25	22	26	40	45
Liberal Democrat	9	8	3	4	56	3	4	22	8	7	6	9	7	8	9	6	8	10	6	5	8
Other	4	6	1	2	0	6	1	5	6	5	6	5	6	6	5	6	9	5	5	3	11
None	14	14	5	10	12	11	11	14	14	15	16	11	17	14	13	17	18	14	19	12	9
Don't know	16	17	8	7	7	13	11	18	11	24	24	21	18	10	14	22	17	16	19	20	8
Unemployment																					
Conservative	24	24	77	2	9	57	4	12	26	22	10	25	22	30	28	18	22	30	22	18	20
Labour	34	32	7	74	20	8	65	34	36	28	41	29	30	33	32	31	31	28	27	40	33
Liberal Democrat	5	4	1	1	46	2	1	14	5	4	0	7	4	5	4	4	5	4	4	4	8
Other	5	6	1	1	0	6	3	5	7	4	5	5	7	6	6	6	9	4	5	5	13
None	16	15	7	10	14	13	11	15	15	15	18	12	17	15	13	18	17	15	19	12	12
Don't know	17	19	8	12	11	13	15	21	11	27	26	23	21	11	16	23	17	19	22	20	14
The economy in general																					
Conservative	31	27	87	2	8	65	5	12	30	24	13	26	25	35	32	20	24	34	27	21	21
Labour	29	26	1	70	10	5	64	23	28	24	32	25	26	26	26	26	26	21	23	32	34
Liberal Democrat	4	5	1	1	55	1	1	17	5	5	3	6	5	5	6	4	7	4	5	5	8
Other	4	6	1	1	1	6	2	5	8	4	2	6	7	6	5	7	8	5	5	5	11
None	15	17	4	14	16	11	15	18	17	16	26	14	17	15	15	20	18	15	19	17	15
Don't know	17	19	7	12	10	12	13	24	11	27	24	23	20	12	16	23	17	20	21	21	10

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

		Nov 4-5	Nov 18-19																			
Europe																						
	Conservative	24	20	64	5	8	47	7	10	19	21	13	20	19	24	22	18	20	24	20	16	18
	Labour	22	23	2	59	7	4	56	20	24	22	32	23	20	21	22	24	25	17	21	31	24
	Liberal Democrat	8	7	2	4	54	1	3	22	8	5	4	8	7	6	8	5	7	7	5	6	12
	Other	11	15	14	6	5	21	7	11	19	10	11	10	15	20	17	12	11	17	13	14	17
	None	16	16	9	13	17	13	12	16	17	15	18	14	18	15	14	19	19	15	19	15	16
	Don't know	20	19	10	12	9	13	14	22	12	26	22	25	20	12	18	21	17	20	22	19	14

		Nov 4-5	Nov 18-19																			
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	18	22	50	12	20	38	13	18	20	24	16	21	20	27	22	21	19	24	23	21	19
	Charismatic	22	19	35	10	21	31	11	17	17	20	13	19	21	20	21	16	24	20	17	16	19
	Strong	13	17	40	7	14	31	9	13	14	19	21	20	14	15	18	15	19	17	15	18	15
	Decisive	14	15	36	7	17	26	8	14	13	17	19	18	13	13	17	12	14	16	15	17	8
	Honest	16	15	44	3	13	34	3	11	17	13	8	12	13	23	19	10	14	18	11	15	12
	A natural leader	17	14	38	4	16	30	4	10	14	15	9	17	13	16	18	10	18	16	14	12	9
	Good in a crisis	13	13	35	3	13	27	4	9	14	11	9	14	11	14	15	9	14	16	8	11	11
	In touch with the concerns of ordinary people	7	6	20	0	6	13	1	5	5	7	1	6	4	10	6	5	5	5	8	4	8
	None of these	45	46	8	70	40	22	71	50	49	44	43	43	49	48	44	49	40	42	43	53	57
	Don't know	8	8	4	3	7	7	2	5	8	7	14	10	8	3	5	10	8	7	11	5	5

		Nov 4-5	Nov 18-19																			
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	26	25	8	56	20	10	54	25	23	27	26	18	26	30	25	25	26	23	24	28	24
	Honest	21	18	6	41	21	6	41	17	20	16	16	14	18	23	20	15	22	18	13	21	15
	Sticks to what he believes in	19	17	6	36	17	6	36	18	17	18	16	12	19	20	17	18	17	17	16	19	19
	Decisive	11	8	3	21	4	3	20	6	8	9	3	7	9	10	9	7	7	7	8	10	8
	Strong	9	7	1	20	2	2	21	5	7	8	7	5	8	8	7	8	9	6	6	10	6
	A natural leader	6	5	2	12	1	2	13	2	4	5	4	5	4	6	4	6	5	5	5	6	2
	Good in a crisis	7	5	1	13	2	2	13	4	6	5	4	5	6	5	5	5	7	4	5	7	1
	Charismatic	6	4	1	10	3	2	10	2	4	5	5	5	3	4	4	5	7	3	5	4	1
	None of these	47	51	74	19	50	72	22	50	55	48	47	49	53	52	51	51	46	52	55	48	59
	Don't know	13	11	7	6	9	8	6	10	8	13	10	16	9	8	9	13	9	11	14	10	5

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

Nov 4-5
Nov 18-19

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	20	6	54	15	6	23	13	12	9	11	11	17	14	10	11	15	12	9	15
In touch with the concerns of ordinary people	11	12	16	6	46	12	6	23	11	13	14	13	10	13	13	10	9	14	12	9	17
Charismatic	9	10	15	6	28	12	6	15	11	9	7	12	10	8	12	6	11	10	9	7	15
Sticks to what he believes in	7	8	13	4	31	9	3	13	8	7	4	5	5	15	9	7	6	10	7	6	11
A natural leader	4	4	6	2	16	5	2	7	4	4	4	4	3	4	4	3	6	4	2	2	7
Decisive	4	3	3	1	16	2	1	7	3	3	0	3	2	4	3	2	2	2	3	3	4
Good in a crisis	3	3	3	1	17	3	1	6	3	2	1	4	2	3	4	2	4	3	2	2	2
Strong	3	3	5	1	14	3	2	5	3	3	0	4	2	4	3	3	4	3	2	2	6
None of these	61	63	51	79	15	59	80	49	64	62	63	57	67	63	60	67	60	58	62	72	64
Don't know	12	9	8	2	8	8	3	8	6	12	11	13	9	6	8	12	12	10	12	8	3

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	38	96
Male 25 to 39	200	199
Male 40 to 59	285	262
Male 60 +	233	197
Female 18 to 24	39	92
Female 25 to 39	222	197
Female 40 to 59	308	268
Female 60 +	227	241
Region		
North England	359	382
Midlands	218	255
East England	150	149
London	287	199
South England	382	355
Wales	61	78
Scotland	95	135
Social Grade		
AB	575	435
C1	447	450
C2	218	326
DE	312	341
Newspaper Type		
Express / Mail	298	248
Sun / Star	181	365
Mirror / Record	96	155
Guardian / Independent	90	70
FT / Times / Telegraph	117	147
Other Paper	214	178
No Paper	556	388
Political Party Identification		
Labour	432	504
Conservative	464	442
Liberal Democrat	153	186
SNP/Plaid Cymru	21	26
Others	102	20
None/ DK	380	372

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