

# YouGov / The Sun Survey Results

Sample Size: 1991 GB Adults  
Fieldwork: 5th - 6th December 2010

	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	
<b>Weighted Sample</b>	<b>1991</b>	655	608	149	642	503	440	969	1022	240	510	684	557	1118	843	259	650	422	485	175	
<b>Unweighted Sample</b>	<b>1991</b>	606	618	131	610	517	438	945	1046	136	505	779	571	1263	698	293	659	357	448	234	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't know and Wouldn't Vote]

Con	<b>42</b>	100	0	0	92	3	19	41	44	31	41	39	50	45	37	48	51	41	37	18
Lab	<b>39</b>	0	100	0	2	94	36	39	39	44	38	45	31	34	47	38	30	39	47	52
Lib Dem	<b>10</b>	0	0	100	2	1	37	10	9	17	11	7	9	11	8	7	11	12	8	8
Other	<b>9</b>	0	0	0	4	1	9	10	8	8	10	9	10	10	8	7	8	8	8	23

## Other Parties Voting Intention

SNP / PCY	<b>2</b>	0	0	0	0	0	2	2	2	0	2	2	2	2	1	0	0	1	0	16
Green	<b>1</b>	0	0	0	0	0	4	1	1	2	3	1	1	2	1	2	1	2	1	1
UKIP	<b>3</b>	0	0	0	3	1	2	3	3	1	1	4	6	4	3	1	6	3	3	3
BNP	<b>2</b>	0	0	0	1	0	0	3	1	3	3	2	1	1	2	2	0	2	3	2
Respect	<b>0</b>	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	2	1	1	1	1	1	1	1	0	2	0

## Non Voters

Would Not Vote	<b>9</b>	0	0	0	3	2	3	7	10	17	14	6	3	7	11	8	10	7	11	2
Don't know	<b>13</b>	0	0	0	9	9	21	8	18	11	17	14	10	13	14	9	14	13	14	16

2-3 Dec 5-6 Dec

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

Approve	37	<b>39</b>	86	4	59	76	7	35	43	35	32	35	37	47	43	32	40	44	39	36	25
Disapprove	47	<b>47</b>	4	91	19	14	85	49	48	47	49	45	52	42	42	54	42	41	46	53	62
Don't know	15	<b>14</b>	9	5	22	10	8	15	10	19	20	19	12	11	14	15	18	15	15	11	13

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

21-22  
Nov  
5-6 Dec

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**

Labour	35	<b>34</b>	5	89	13	6	83	34	39	30	37	30	40	30	32	37	34	26	36	39	46
Conservative	29	<b>30</b>	80	1	11	72	2	13	33	28	17	26	30	41	34	25	33	40	28	24	14
Liberal Democrat	6	<b>5</b>	3	0	42	3	1	16	5	5	3	4	6	6	6	4	4	6	5	6	5
Other	2	<b>2</b>	0	0	1	1	1	4	3	2	3	2	2	3	3	2	2	1	2	3	6
None	11	<b>11</b>	4	5	11	7	6	12	9	14	13	13	11	10	10	14	11	11	12	12	11
Don't know	17	<b>16</b>	7	5	22	11	8	21	11	22	28	24	12	10	15	18	15	16	17	17	17

**Asylum and immigration**

Conservative	38	<b>40</b>	82	20	32	72	21	26	45	36	36	36	41	45	44	34	47	45	40	36	26
Labour	16	<b>15</b>	1	43	2	2	38	13	14	15	15	12	19	12	14	16	13	12	16	15	20
Liberal Democrat	7	<b>6</b>	2	5	36	2	5	16	7	5	5	7	6	5	7	4	5	5	6	7	9
Other	8	<b>7</b>	4	3	3	7	3	5	9	5	5	6	6	8	6	7	7	6	8	7	6
None	15	<b>17</b>	7	17	11	9	18	18	16	17	17	16	15	18	14	20	16	16	15	17	20
Don't know	16	<b>16</b>	4	12	16	7	14	20	9	22	22	22	13	12	14	18	12	16	15	18	18

**Law and order**

Conservative	38	<b>39</b>	87	12	31	76	14	27	44	34	26	35	40	48	44	32	45	44	37	35	28
Labour	24	<b>23</b>	1	66	3	2	61	21	23	23	27	18	28	19	20	26	19	19	25	26	30
Liberal Democrat	5	<b>4</b>	1	1	35	1	1	13	5	3	6	5	3	3	4	4	4	3	5	4	4
Other	4	<b>4</b>	1	1	2	3	1	4	5	3	3	3	4	5	4	4	3	3	4	4	6
None	13	<b>14</b>	5	10	10	10	10	15	12	15	15	15	13	13	11	17	15	13	15	13	12
Don't know	17	<b>17</b>	5	10	20	9	13	21	10	23	22	25	13	12	16	18	15	18	14	18	20

**Education and schools**

Labour	33	<b>32</b>	3	84	11	5	78	30	35	28	35	28	36	28	29	35	29	24	36	35	44
Conservative	30	<b>30</b>	79	2	9	69	4	15	33	28	19	26	30	40	33	27	37	37	26	27	17
Liberal Democrat	8	<b>7</b>	5	2	52	5	2	19	9	6	6	7	8	7	9	5	7	9	7	6	6
Other	2	<b>3</b>	0	1	1	1	1	4	4	2	4	3	2	3	3	2	2	2	3	3	7
None	10	<b>12</b>	5	6	10	9	7	12	10	13	13	12	12	10	10	14	13	11	12	12	9
Don't know	16	<b>16</b>	7	6	17	11	8	19	9	23	23	23	12	12	15	18	12	16	17	17	18

**Taxation**

Conservative	32	<b>35</b>	84	5	23	75	7	20	40	31	29	31	33	44	40	29	41	42	32	30	21
Labour	26	<b>27</b>	3	77	5	4	73	22	29	25	27	24	32	24	25	30	27	20	29	30	42
Liberal Democrat	9	<b>7</b>	3	3	45	2	3	20	9	6	7	7	8	6	8	6	6	7	10	6	7
Other	3	<b>3</b>	0	0	1	1	1	4	3	2	3	3	2	3	3	2	2	2	3	3	6
None	12	<b>12</b>	4	7	9	8	7	14	11	14	13	13	13	11	10	16	9	13	13	13	11
Don't know	17	<b>16</b>	6	8	17	11	9	20	8	23	20	23	13	11	15	18	15	17	13	19	14

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

**Unemployment**

Conservative	32	<b>31</b>	78	4	14	70	5	15	33	29	17	30	30	39	34	26	36	37	31	25	17
Labour	28	<b>29</b>	4	77	10	5	71	27	32	25	32	25	34	25	27	31	26	23	30	33	41
Liberal Democrat	6	<b>6</b>	4	2	44	3	3	17	7	5	5	6	6	8	8	4	6	7	6	6	5
Other	3	<b>3</b>	0	1	1	1	1	4	4	2	3	3	3	3	3	3	2	2	4	3	6
None	13	<b>14</b>	7	8	9	10	9	14	13	15	17	13	14	14	12	17	14	14	13	16	15
Don't know	18	<b>17</b>	6	8	22	10	10	22	10	23	26	23	13	12	16	18	15	18	16	17	16

**The economy in general**

Conservative	36	<b>37</b>	90	3	29	79	6	22	41	33	29	31	34	47	42	30	40	43	35	32	23
Labour	26	<b>26</b>	1	77	6	2	70	23	30	23	26	23	30	24	24	30	27	20	27	29	39
Liberal Democrat	5	<b>4</b>	1	1	36	1	2	13	4	4	1	4	5	4	5	3	3	5	5	3	5
Other	3	<b>3</b>	0	0	1	2	1	4	4	2	3	3	2	4	3	3	2	2	4	3	6
None	12	<b>13</b>	3	9	10	7	9	16	11	14	15	14	14	10	11	15	12	12	13	14	14
Don't know	18	<b>17</b>	5	9	17	9	12	22	10	23	25	23	15	11	15	20	15	17	17	19	14

**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	29	<b>31</b>	59	13	33	53	13	30	34	28	26	28	30	35	32	30	28	36	32	28	20
Decisive	32	<b>29</b>	61	8	33	54	11	25	30	28	23	30	26	35	32	25	29	33	32	26	18
Charismatic	29	<b>28</b>	47	15	35	44	14	24	31	24	33	29	26	26	32	21	37	28	24	26	25
Strong	28	<b>26</b>	56	8	27	51	9	17	26	25	22	27	23	28	29	20	31	30	25	23	12
A natural leader	24	<b>22</b>	46	7	26	43	9	18	24	21	22	22	20	25	24	19	23	26	20	21	12
Honest	21	<b>20</b>	50	2	18	47	2	13	24	17	12	16	20	29	23	16	23	25	19	17	13
Good in a crisis	16	<b>15</b>	38	2	17	34	2	11	16	14	16	14	13	18	17	13	17	17	15	14	6
In touch with the concerns of ordinary people	14	<b>13</b>	35	0	7	34	1	6	13	13	7	10	13	19	14	12	14	17	12	12	5
None of these	34	<b>33</b>	3	63	12	8	62	32	32	33	27	30	37	32	28	39	31	26	34	39	39
Don't know	9	<b>9</b>	2	4	10	5	5	12	6	12	15	12	8	5	8	10	5	10	10	9	9

	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	21	<b>21</b>	10	52	6	9	49	18	21	21	33	16	22	19	19	23	21	16	20	26	26
Honest	17	<b>17</b>	8	41	7	6	39	16	20	14	20	14	19	16	17	17	21	12	15	19	26
Sticks to what he believes in	15	<b>14</b>	7	34	2	7	32	12	16	13	14	13	16	14	14	14	17	11	13	17	20
Strong	10	<b>8</b>	4	19	0	3	18	6	8	8	8	7	10	5	8	8	7	5	10	9	10
Decisive	8	<b>8</b>	3	21	2	3	19	5	9	7	10	7	9	6	8	9	7	7	9	9	9
Charismatic	9	<b>8</b>	4	18	3	4	16	7	8	7	10	7	9	6	7	8	8	6	8	7	10
A natural leader	7	<b>5</b>	2	13	2	2	12	4	6	5	8	4	6	4	5	5	6	4	8	4	7
Good in a crisis	3	<b>4</b>	1	10	1	1	10	3	4	3	6	3	5	2	3	4	3	3	4	5	6
None of these	34	<b>39</b>	55	14	49	55	15	39	43	36	22	37	40	48	42	35	43	43	36	38	32
Don't know	32	<b>29</b>	25	18	36	26	21	32	22	35	38	35	25	23	27	31	26	31	31	25	28

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

Charismatic	19	<b>17</b>	25	9	43	23	8	25	18	16	17	18	16	17	19	14	19	18	17	16	14
In touch with the concerns of ordinary people	17	<b>15</b>	26	4	54	23	4	24	16	14	14	16	12	18	16	14	14	17	17	13	12
Honest	16	<b>14</b>	23	4	53	21	5	22	17	11	10	16	12	17	17	10	18	16	13	11	12
Strong	7	<b>7</b>	10	2	27	9	3	10	9	4	5	7	6	8	8	5	8	7	8	5	6
Decisive	8	<b>7</b>	10	2	27	8	2	12	8	5	3	7	6	8	7	5	9	7	6	5	6
A natural leader	8	<b>7</b>	10	2	27	10	1	12	9	5	6	7	6	8	8	6	7	7	6	8	6
Sticks to what he believes in	6	<b>6</b>	8	2	26	7	2	12	7	5	4	6	5	8	6	6	9	6	5	6	4
Good in a crisis	6	<b>5</b>	8	2	19	7	2	9	6	4	4	6	4	6	6	4	7	6	5	3	4
None of these	44	<b>47</b>	27	77	5	33	76	36	51	44	45	41	53	48	44	51	47	43	44	54	55
Don't know	17	<b>17</b>	16	7	12	17	9	15	11	24	28	21	14	13	16	19	14	19	21	15	15

## 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.
<b>Age and Gender</b>			
	Male 18 to 24	58	122
	Male 25 to 39	221	256
	Male 40 to 54	362	339
	Male 55 +	304	252
	Female 18 to 24	78	119
	Female 25 to 39	284	254
	Female 40 to 54	417	344
	Female 55 +	267	305
<b>Region</b>			
	North England	448	485
	Midlands	272	324
	East England	199	193
	London	293	259
	South England	460	457
	Wales	85	98
	Scotland	234	175
<b>Social Grade</b>			
	AB	706	549
	C1	557	569
	C2	333	412
	DE	365	431
<b>Newspaper Type</b>			
	Express / Mail	391	301
	Sun / Star	274	425
	Mirror / Record	174	306
	Guardian / Independent	180	62
	FT / Times / Telegraph	208	171
	Other Paper	204	228
	No Paper	560	499
<b>Political Party Identification</b>			
	Labour	679	648
	Conservative	522	570
	Liberal Democrat	219	238
	Others	242	59
	None/ DK	329	476

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