

YouGov / The Sun Survey Results

Sample Size: 1697 GB Adults
Fieldwork: 7th - 8th October 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	1697	439	574	109	542	408	381	825	872	205	433	580	479	967	730	217	552	363	417	148	
Unweighted Sample	1697	434	546	108	543	401	393	789	908	92	464	707	434	1141	556	319	544	328	369	137	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	80	3	10	33	34	26	30	33	40	38	28	30	44	37	24	16
Lab	44	0	100	0	5	90	47	43	45	50	51	45	34	40	49	51	32	44	58	44
Lib Dem	8	0	0	100	1	1	31	8	9	13	9	8	7	10	6	6	11	6	9	7
Other	14	0	0	0	14	6	12	16	12	11	10	14	19	12	17	13	14	12	9	34

Other Parties Voting Intention

UKIP	7	0	0	0	12	2	6	9	6	4	2	7	13	6	9	7	10	8	5	4
SNP / PCY	3	0	0	0	1	2	2	3	3	2	4	3	3	2	5	0	1	3	0	27
Green	2	0	0	0	1	0	4	1	2	1	2	2	2	2	1	3	1	1	1	2
BNP	1	0	0	0	0	1	0	1	1	1	1	1	1	1	1	1	1	0	2	1
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	1	0	1	0	2	1	1	0	1	1	1	1	0	1	0

Non Voters

Would Not Vote	8	0	0	0	4	1	7	8	8	12	11	9	2	7	9	7	5	10	11	8
Don't know	15	0	0	0	13	10	20	8	22	14	15	17	13	15	16	13	16	15	17	12

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

		Oct 4-5	Oct 7-8																		
Approve	24	26	74	5	31	54	7	14	30	21	19	30	22	29	30	20	29	33	24	18	18
Disapprove	61	59	13	87	48	31	85	69	60	59	55	53	64	61	57	62	54	53	62	64	72
Don't know	15	15	13	9	21	15	8	16	10	20	26	18	14	10	13	18	16	15	14	18	10

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

Sep 23-24

Oct 7-8

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

Conservative	22	23	72	3	6	54	4	10	26	21	16	20	23	30	26	19	24	33	23	16	8
Labour	38	40	7	85	18	10	80	45	43	36	41	39	40	39	39	41	43	29	36	50	55
Liberal Democrat	6	5	4	1	46	3	1	14	6	5	6	8	5	3	7	3	5	6	4	5	6
Other	4	4	0	0	5	4	1	4	6	3	4	2	4	6	3	5	2	4	3	3	14
None	14	14	8	5	7	18	8	12	10	17	5	15	16	13	12	16	12	14	15	14	10
Don't know	16	14	8	5	18	12	6	15	9	19	27	15	13	8	12	15	14	14	18	12	7

Asylum and immigration

Conservative	30	31	73	13	27	58	12	21	35	26	25	29	28	37	36	24	34	38	28	24	24
Labour	18	19	4	49	1	4	46	19	18	20	28	19	19	15	19	19	21	13	18	27	19
Liberal Democrat	6	6	1	5	38	1	3	17	6	6	6	9	5	4	7	5	7	7	4	5	8
Other	12	10	7	6	2	11	7	9	14	7	4	8	12	13	9	11	7	10	11	9	18
None	19	19	10	17	10	19	21	17	17	21	7	18	22	23	17	22	17	18	20	21	23
Don't know	15	15	5	10	22	7	11	17	10	20	29	17	15	8	12	19	15	15	19	14	8

Law and order

Conservative	33	35	86	10	29	68	7	27	38	31	26	32	32	44	40	27	32	45	33	28	21
Labour	25	23	2	61	3	3	60	22	24	22	23	22	25	22	22	25	26	15	24	30	29
Liberal Democrat	5	5	1	3	36	0	2	13	5	4	4	8	4	2	6	3	7	5	1	4	8
Other	7	6	0	2	1	6	3	4	8	3	3	3	6	8	4	7	5	6	5	4	12
None	14	16	5	12	10	14	15	14	14	17	8	16	18	16	14	17	15	14	16	19	14
Don't know	16	17	5	12	22	8	13	20	11	22	36	19	15	8	14	20	15	16	21	15	16

Education and schools

Conservative	26	27	76	2	15	63	4	10	30	24	17	21	25	37	32	20	28	36	25	19	12
Labour	33	33	5	80	7	6	77	33	35	31	32	34	35	31	31	36	36	21	35	42	44
Liberal Democrat	9	8	5	6	51	3	2	22	9	8	14	10	6	7	10	7	8	11	3	10	8
Other	5	4	0	1	0	5	1	3	5	3	3	2	4	6	3	5	2	4	3	2	12
None	12	13	5	6	5	12	9	13	11	14	4	15	15	11	11	15	11	12	12	13	15
Don't know	15	15	9	6	22	11	7	18	10	20	30	17	14	9	14	17	15	15	21	13	9

Taxation

Conservative	26	28	80	4	12	64	4	11	31	24	25	22	26	35	31	23	28	35	26	22	18
Labour	29	28	2	69	8	4	65	32	29	28	25	27	32	26	26	31	32	21	27	35	33
Liberal Democrat	9	9	6	7	45	5	5	21	10	8	9	13	7	7	11	6	8	10	9	8	8
Other	6	5	0	1	0	5	1	5	6	3	3	3	4	7	4	6	3	5	4	3	12
None	14	15	7	10	15	14	14	15	13	18	9	16	17	16	14	17	12	15	16	18	15
Don't know	15	15	5	9	19	8	11	17	11	19	29	19	14	8	14	17	16	14	19	14	13

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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	25	25	8	57	16	9	54	27	25	26	22	22	26	30	25	26	26	21	25	31	26
Sticks to what he believes in	16	20	9	43	15	9	39	23	21	19	16	16	23	22	20	20	23	17	23	19	22
Honest	17	19	4	43	10	5	42	22	22	16	18	15	20	23	20	17	22	15	21	20	20
Decisive	8	10	2	24	8	2	25	7	12	9	10	12	8	10	9	11	11	7	13	10	14
Strong	7	8	3	20	2	2	20	6	10	7	11	10	7	8	8	9	10	6	10	10	7
Charismatic	4	6	1	14	3	1	14	5	7	5	10	6	6	4	5	6	5	4	8	7	6
A natural leader	5	5	1	13	0	1	13	4	6	4	4	7	4	5	5	6	5	4	7	5	5
Good in a crisis	6	5	0	13	1	1	15	4	6	4	9	4	5	4	5	6	7	4	8	2	7
None of these	50	48	72	14	47	73	20	43	51	45	39	46	50	50	48	48	44	55	47	41	47
Don't know	14	13	9	11	15	9	10	12	8	18	23	16	11	9	11	16	14	13	17	12	10

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

Honest	12	13	22	6	46	17	6	18	15	11	14	12	12	14	15	9	13	18	9	9	12
Charismatic	10	11	14	9	28	11	6	17	11	10	15	12	10	10	13	9	10	12	12	8	14
In touch with the concerns of ordinary people	12	11	16	7	40	14	5	18	10	13	10	14	11	10	12	10	11	13	10	11	9
Sticks to what he believes in	5	6	9	3	23	7	4	7	6	5	3	6	5	8	7	4	7	7	4	5	4
A natural leader	4	4	5	2	16	4	2	8	5	3	3	5	4	3	5	3	7	5	2	3	2
Decisive	4	4	6	2	23	4	3	5	5	3	6	5	4	2	5	3	4	4	2	5	3
Good in a crisis	2	3	5	0	16	3	1	6	3	4	8	3	3	2	4	3	5	4	4	1	4
Strong	4	3	5	1	14	4	1	5	4	2	4	2	4	2	3	2	3	4	2	1	3
None of these	62	62	51	74	16	62	78	53	65	59	45	57	66	71	59	67	60	59	60	68	65
Don't know	10	10	9	7	5	7	7	9	6	14	19	14	9	5	8	13	10	10	12	9	10

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	40	105
	Male 25 to 39	190	217
	Male 40 to 59	348	287
	Male 60 +	211	216
	Female 18 to 24	52	100
	Female 25 to 39	274	216
	Female 40 to 59	359	294
	Female 60 +	223	263
Region			
	North England	369	417
	Midlands	245	278
	East England	144	163
	London	319	217
	South England	400	389
	Wales	83	85
	Scotland	137	148
Social Grade			
	AB	641	475
	C1	500	492
	C2	230	356
	DE	326	373
Newspaper Type			
	Express / Mail	360	272
	Sun / Star	157	399
	Mirror / Record	76	170
	Guardian / Independent	91	76
	FT / Times / Telegraph	119	161
	Other Paper	240	195
	No Paper	654	424
Political Party Identification			
	Labour	523	552
	Conservative	482	484
	Liberal Democrat	187	204
	SNP/Plaid Cymru	32	29
	Others	77	22
	None/ DK	396	407

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