

YouGov / The Sun Survey Results

Sample Size: 1721 GB Adults

Fieldwork: 8th - 9th July 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	1721	470	589	89	554	438	392	836	885	208	439	589	485	981	740	220	559	368	423	150
Unweighted Sample	1721	455	582	96	545	443	401	823	898	93	475	706	447	1125	596	306	574	335	384	122
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	81	3	16	36	35	39	37	31	38	41	27	36	44	33	30	22
Lab	44	0	100	0	6	94	44	42	47	38	45	49	41	37	55	49	35	49	54	35
Lib Dem	7	0	0	100	0	1	26	8	6	7	7	7	6	8	5	7	10	4	6	3
Other	14	0	0	0	12	2	14	15	13	16	11	13	15	15	12	8	11	14	11	40

Other Parties Voting Intention

UKIP	6	0	0	0	8	1	2	7	5	5	4	5	9	5	7	4	7	8	6	1
SNP / PCY	4	0	0	0	3	1	3	4	3	5	5	3	3	5	3	0	0	1	0	38
Green	3	0	0	0	0	0	9	2	4	6	2	3	2	4	1	3	3	3	3	1
BNP	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	1	1	0	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	1	0	0	1	0	0	1	1	0	1	0	1	0	1	1	0

Non Voters

Would Not Vote	7	0	0	0	4	2	4	6	7	9	12	5	3	6	8	9	5	7	9	6
Don't know	16	0	0	0	13	9	23	9	23	15	16	17	14	15	17	9	17	21	14	16

July 5-6 July 8-9

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

Approve	24	24	69	3	45	48	5	21	29	19	23	27	23	25	28	19	26	31	17	21	22
Disapprove	61	59	14	91	37	32	89	64	58	60	42	54	65	63	56	63	56	54	65	61	64
Don't know	15	17	17	7	18	20	6	14	12	21	35	19	12	12	15	18	17	15	18	18	13

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

		June 24-25	July 8-9																			
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	21	21	64	1	5	52	2	8	23	19	10	19	20	30	24	18	21	27	18	17	20
	Labour	37	39	9	83	27	12	81	42	42	36	32	34	43	41	38	39	44	33	39	45	34
	Liberal Democrat	6	6	2	3	51	2	1	18	6	6	8	5	6	5	7	5	4	7	6	6	1
	Other	4	4	1	1	0	3	1	4	5	3	8	3	4	3	4	4	2	4	3	2	13
	None	13	13	10	6	5	14	7	14	13	13	12	15	14	11	13	13	15	12	13	14	15
	Don't know	18	17	14	6	12	17	8	14	12	22	31	24	13	10	15	20	14	17	22	15	17
Asylum and immigration																						
	Conservative	30	31	75	12	34	59	13	25	33	29	25	32	29	35	36	25	32	36	29	27	26
	Labour	17	17	1	45	5	3	41	15	17	17	13	16	20	15	16	19	22	15	13	20	17
	Liberal Democrat	7	6	1	8	36	1	5	18	7	5	10	5	6	6	7	5	7	6	7	6	3
	Other	9	10	7	6	2	12	5	7	12	8	13	9	10	11	9	12	7	11	9	10	16
	None	19	18	9	18	11	14	21	20	18	18	11	17	19	21	16	21	18	14	19	22	17
	Don't know	17	17	7	12	12	12	15	15	12	23	30	20	15	12	16	19	14	17	23	14	21
Law and order																						
	Conservative	32	32	81	9	35	64	11	27	38	27	24	31	31	39	38	25	35	36	31	29	27
	Labour	23	24	1	63	7	5	60	21	25	24	17	21	27	26	21	28	27	22	22	29	21
	Liberal Democrat	6	4	1	3	36	1	1	13	5	3	6	4	3	4	5	3	4	5	4	3	1
	Other	5	5	1	1	0	4	2	4	6	4	9	5	4	6	5	5	4	6	4	4	13
	None	15	14	6	10	6	12	11	15	13	15	9	15	16	13	13	15	15	11	17	15	15
	Don't know	19	20	10	14	16	14	16	20	13	27	36	25	18	12	17	24	16	20	23	20	24
Education and schools																						
	Conservative	25	27	75	3	9	60	4	14	31	22	16	25	24	37	31	21	31	33	22	21	24
	Labour	32	32	4	78	9	8	74	30	34	30	28	28	35	33	30	35	33	25	30	42	29
	Liberal Democrat	9	8	3	5	62	2	4	23	9	7	11	8	8	7	9	6	8	10	9	6	5
	Other	4	4	1	1	1	3	2	4	5	4	8	4	4	4	5	4	3	4	3	2	15
	None	12	12	7	7	5	12	8	14	11	14	9	13	15	10	11	13	13	10	14	14	10
	Don't know	18	17	10	7	14	15	9	15	11	23	29	22	14	10	14	20	12	17	21	15	17
Taxation																						
	Conservative	25	25	74	3	7	59	3	13	29	22	17	24	23	33	29	20	27	32	19	22	23
	Labour	29	29	3	71	11	8	66	29	30	27	19	27	32	30	26	32	29	24	27	37	25
	Liberal Democrat	8	8	3	6	65	1	5	23	10	6	14	9	7	7	9	7	7	9	12	6	4
	Other	5	5	1	0	1	3	2	6	6	4	8	5	5	5	6	4	3	5	4	3	16
	None	15	14	8	9	5	15	12	15	13	16	9	14	18	13	13	16	15	13	15	17	13
	Don't know	19	18	10	10	11	15	12	15	11	25	33	22	15	12	16	21	19	16	23	15	20

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		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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Unweighted Sample		1721	455	582	96	545	443	401	823	898	93	475	706	447	1125	596	306	574	335	384	122	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unemployment																						
	Conservative	21	22	64	1	10	49	3	11	22	21	8	22	21	28	25	17	21	28	17	18	21
	Labour	32	33	8	77	9	11	71	35	39	28	28	29	37	35	32	34	37	27	33	40	31
	Liberal Democrat	6	5	1	2	60	1	1	16	6	4	8	6	4	4	6	4	3	7	5	4	3
	Other	5	5	1	1	3	3	2	5	5	8	3	4	6	5	5	4	6	3	2	14	
	None	17	16	11	9	6	17	12	16	14	17	11	16	17	15	14	17	15	13	18	19	12
	Don't know	19	20	15	9	12	20	11	17	14	26	38	24	17	12	17	23	20	19	24	17	20
The economy in general																						
	Conservative	28	28	82	3	18	62	4	16	32	24	19	28	27	33	33	21	30	34	24	23	22
	Labour	26	27	0	73	5	5	66	26	30	24	21	24	30	29	24	31	30	22	26	35	24
	Liberal Democrat	5	4	0	2	51	1	1	14	5	4	5	4	4	5	6	3	2	8	3	3	3
	Other	5	5	0	1	1	2	2	5	5	5	10	4	4	5	5	5	3	5	5	3	12
	None	16	16	7	11	6	13	12	21	15	17	12	16	18	14	14	17	16	13	17	18	15
	Don't know	21	20	10	11	19	16	14	19	13	27	34	24	17	14	18	23	18	18	25	18	23
Europe																						
	Conservative	24	23	63	5	16	49	5	15	24	22	12	25	22	27	26	19	27	26	21	21	19
	Labour	22	22	2	55	5	5	50	24	24	19	21	20	24	20	20	23	21	19	18	28	20
	Liberal Democrat	7	7	3	6	51	2	4	19	9	5	6	5	7	8	9	4	8	9	7	4	4
	Other	9	9	7	3	2	11	4	5	12	6	11	8	8	11	10	9	5	12	6	9	16
	None	17	17	11	16	7	16	18	16	16	18	9	17	20	17	15	20	20	13	20	18	20
	Don't know	22	22	15	14	18	18	18	21	14	30	40	24	19	17	20	25	20	21	28	19	22
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
	Charismatic	20	21	37	12	37	31	12	21	23	18	27	21	20	18	25	15	29	23	20	18	10
	Sticks to what he believes in	18	17	37	7	20	28	7	17	16	18	6	18	16	23	20	14	20	20	13	16	18
	A natural leader	14	15	35	6	28	25	6	17	15	16	20	19	13	14	19	10	17	18	13	15	10
	Strong	16	15	35	5	24	24	5	14	17	12	21	17	13	12	17	11	16	17	13	12	15
	Honest	12	14	38	3	17	28	3	11	15	13	12	11	12	20	16	12	17	17	11	11	17
	Decisive	15	13	30	4	28	22	4	11	14	13	11	17	12	13	15	11	17	15	10	12	11
	Good in a crisis	10	11	32	2	14	22	3	8	12	10	11	12	10	13	14	8	12	13	12	9	7
	In touch with the concerns of ordinary people	6	6	18	1	4	15	1	3	5	7	6	8	5	7	7	5	7	6	6	6	7
	None of these	48	46	12	72	28	25	71	49	47	46	30	39	52	53	40	54	40	44	49	48	51
	Don't know	8	8	6	2	7	7	5	5	5	11	16	11	7	3	7	9	8	7	9	9	9

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

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	5	53	35	8	53	29	27	23	20	19	28	29	23	27	28	23	24	30	20
Sticks to what he believes in	16	17	7	37	8	6	37	19	18	17	18	13	16	21	17	17	20	15	17	20	12
Honest	19	17	4	37	20	5	35	21	21	13	12	15	18	19	16	17	17	16	17	18	17
Decisive	9	9	3	21	1	4	21	7	9	10	11	8	11	8	9	11	8	8	10	11	10
Strong	7	7	1	15	3	2	17	5	7	6	3	5	8	7	5	9	10	6	7	5	6
Good in a crisis	4	6	0	14	3	0	16	4	6	6	5	4	8	5	4	7	7	5	6	6	5
Charismatic	4	4	1	9	4	1	9	3	5	3	5	3	5	3	4	5	5	4	4	4	4
A natural leader	4	4	1	10	2	1	12	4	5	4	2	4	7	4	4	6	5	5	4	3	5
None of these	50	47	71	21	39	68	23	44	49	44	33	46	48	51	49	43	38	54	41	45	51
Don't know	13	17	13	10	11	16	9	13	9	23	28	22	14	9	14	20	19	14	20	14	21

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

Honest	11	10	14	6	49	10	7	18	12	8	6	9	8	14	11	8	12	15	5	8	7
Charismatic	9	10	14	7	34	12	8	13	11	9	10	12	9	9	12	8	13	11	9	10	6
Sticks to what he believes in	8	9	13	5	37	10	5	14	11	7	4	10	6	12	11	6	5	12	6	9	6
In touch with the concerns of ordinary people	12	9	11	6	48	10	6	18	10	9	6	8	9	12	11	6	8	12	8	8	6
Decisive	5	4	4	3	22	4	3	6	5	3	7	5	2	3	5	2	4	6	4	2	0
A natural leader	4	4	6	3	28	5	3	7	5	3	6	7	3	3	4	4	5	5	1	5	2
Strong	3	3	6	1	17	3	2	6	4	3	5	3	2	4	3	3	2	4	1	5	2
Good in a crisis	3	2	2	2	16	2	2	5	3	2	3	3	2	2	3	2	3	3	0	3	0
None of these	57	60	50	74	12	56	73	57	62	59	54	51	66	65	57	65	57	58	62	62	64
Don't know	13	14	12	7	8	13	8	8	9	18	21	19	12	7	12	16	15	12	16	11	18

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	107
Male 25 to 39	198	220
Male 40 to 59	343	291
Male 60 +	244	219
Female 18 to 24	55	102
Female 25 to 39	277	219
Female 40 to 59	363	298
Female 60 +	203	267
Region		
North England	384	423
Midlands	248	282
East England	161	165
London	306	220
South England	413	394
Wales	87	86
Scotland	122	150
Social Grade		
AB	617	482
C1	508	499
C2	265	361
DE	331	379
Newspaper Type		
Express / Mail	345	275
Sun / Star	197	404
Mirror / Record	134	172
Guardian / Independent	94	77
FT / Times / Telegraph	109	163
Other Paper	261	198
No Paper	581	430
Political Party Identification		
Labour	570	559
Conservative	478	490
Liberal Democrat	197	207
SNP/Plaid Cymru	28	29
Others	80	22
None/ DK	368	413

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