

YouGov / The Sun Survey Results

Sample Size: 1772 GB Adults

Fieldwork: 12th - 13th February 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	1772	521	571	118	549	466	377	861	911	214	452	606	500	1010	762	227	576	379	436	154	
Unweighted Sample	1772	485	574	117	515	475	403	841	931	102	480	699	491	1138	634	263	557	344	443	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	38	100	0	0	90	5	14	37	40	37	35	34	45	43	32	41	48	39	33	12
Lab	42	0	100	0	4	91	41	43	41	43	44	47	35	37	48	43	31	44	52	45
Lib Dem	9	0	0	100	1	0	35	8	9	12	11	7	8	10	7	9	11	8	6	7
Other	11	0	0	0	5	4	10	12	10	8	10	12	12	10	13	7	10	9	8	35

Other Parties Voting Intention

UKIP	4	0	0	0	3	1	3	5	3	3	2	4	6	3	6	1	6	4	5	0
SNP / PCY	3	0	0	0	0	2	1	3	3	0	3	5	3	4	3	0	0	1	0	32
Green	2	0	0	0	1	0	4	2	2	1	2	2	1	2	1	5	2	1	1	1
BNP	1	0	0	0	1	1	0	2	1	1	3	1	1	1	2	0	1	1	1	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	0	2	1	1	3	0	1	0	1	1	1	1	2	1	1

Non Voters

Would Not Vote	8	0	0	0	4	2	4	8	9	13	15	6	3	8	9	7	9	9	9	5
Don't know	15	0	0	0	10	10	24	11	18	17	14	18	10	12	18	17	17	10	13	16

Feb 9-10
Feb 12-13

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

Approve	31	31	78	6	39	64	9	23	35	27	26	29	26	39	36	24	30	33	36	27	21
Disapprove	53	53	8	86	43	19	83	60	56	51	54	50	61	47	49	59	57	47	49	59	65
Don't know	16	16	14	8	18	17	8	17	10	22	19	21	12	14	15	17	13	20	15	14	14

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	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	1772	521	571	118	549	466	377	861	911	214	452	606	500	1010	762	227	576	379	436	154	
Unweighted Sample	1772	485	574	117	515	475	403	841	931	102	480	699	491	1138	634	263	557	344	443	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Jan 29-30	Feb 12-13																		
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	26	26	72	2	7	63	5	8	27	25	25	21	23	34	30	20	25	31	29	22	10
Labour	34	36	4	85	19	6	77	40	41	31	30	35	39	36	34	39	36	29	36	43	41
Liberal Democrat	6	5	3	0	48	2	0	17	6	5	3	6	5	6	6	5	5	5	6	5	4
Other	4	4	0	1	2	1	3	3	3	4	5	2	4	4	3	5	4	3	3	3	8
None	13	14	8	5	14	12	7	14	11	16	12	15	15	12	13	15	15	13	12	14	20
Don't know	17	15	12	7	9	16	8	17	12	19	25	21	13	9	15	16	14	19	14	12	17
Asylum and immigration																					
Conservative	38	36	76	15	32	65	18	31	37	35	32	32	36	42	42	28	39	39	36	36	18
Labour	14	16	2	42	8	2	38	14	18	13	16	17	17	14	14	18	15	14	15	18	22
Liberal Democrat	6	7	2	6	39	1	6	15	7	6	7	8	4	8	7	6	7	6	7	5	9
Other	8	8	4	6	2	6	6	8	9	6	6	6	8	9	6	10	4	6	10	9	10
None	18	19	12	17	10	16	19	15	17	21	16	17	23	17	17	22	23	18	17	18	24
Don't know	16	15	5	14	9	10	13	17	12	19	23	20	13	10	14	17	12	17	15	14	16
Law and order																					
Conservative	38	37	81	12	31	71	15	29	39	34	32	29	36	47	43	29	38	44	34	34	21
Labour	20	23	1	63	7	3	57	21	27	20	21	22	24	24	21	27	23	18	25	29	25
Liberal Democrat	6	5	2	2	37	2	2	12	6	4	5	6	3	6	5	5	3	5	5	5	7
Other	5	4	2	1	0	3	2	3	5	4	4	3	6	4	4	5	3	3	6	4	8
None	14	15	7	10	11	11	12	13	12	17	13	17	17	10	13	17	17	12	14	15	20
Don't know	17	16	5	13	14	10	11	21	11	21	25	22	14	9	15	17	16	18	15	13	18
Education and schools																					
Conservative	31	28	79	2	9	67	6	13	29	27	24	22	26	38	32	23	29	34	30	24	12
Labour	28	31	3	79	7	5	73	30	36	28	32	29	34	31	29	35	31	26	33	37	35
Liberal Democrat	8	8	4	3	61	4	3	23	9	8	7	9	7	9	9	7	7	11	7	7	8
Other	4	4	1	1	0	2	2	4	4	3	2	3	5	4	3	5	3	3	5	4	8
None	11	13	6	7	12	10	9	12	11	16	10	15	16	9	12	15	16	12	10	15	19
Don't know	17	15	7	8	10	11	7	17	12	18	24	21	12	9	14	16	15	15	15	13	18

Fieldwork: 12th - 13th February 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		1772	521	571	118	549	466	377	861	911	214	452	606	500	1010	762	227	576	379	436	154	
Unweighted Sample		1772	485	574	117	515	475	403	841	931	102	480	699	491	1138	634	263	557	344	443	165	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																						
	Conservative	31	29	81	4	10	66	7	16	32	27	25	26	27	37	34	23	32	32	32	27	14
	Labour	24	27	3	71	13	5	64	25	32	23	26	25	31	25	26	29	27	22	30	31	29
	Liberal Democrat	11	8	3	4	59	3	4	25	9	8	8	9	7	10	9	8	9	11	6	6	8
	Other	4	4	1	2	1	2	3	3	5	4	4	3	6	5	4	5	3	4	5	4	9
	None	13	14	6	8	7	10	11	12	12	16	12	15	17	11	12	17	15	13	12	14	23
	Don't know	17	17	7	11	11	13	11	19	11	22	24	22	13	13	16	18	15	18	15	17	17
Unemployment																						
	Conservative	25	26	76	1	9	62	4	12	25	26	26	21	22	34	30	20	25	31	28	23	11
	Labour	29	32	5	79	21	6	69	35	39	26	31	30	36	31	31	35	35	27	34	37	32
	Liberal Democrat	6	5	2	2	47	2	2	15	5	5	4	5	3	8	6	4	2	6	5	4	7
	Other	5	4	1	1	0	2	2	4	4	3	3	4	5	4	4	4	3	2	5	4	10
	None	15	17	10	9	12	14	14	16	14	20	13	17	21	14	15	20	19	15	14	18	24
	Don't know	19	16	7	8	10	14	8	19	12	20	23	23	13	10	15	17	16	19	14	14	16
The economy in general																						
	Conservative	34	33	88	3	19	74	8	19	35	30	30	28	29	42	37	27	34	38	35	30	15
	Labour	22	26	1	72	8	3	64	24	31	22	26	25	28	25	24	29	26	20	28	32	27
	Liberal Democrat	5	5	1	2	46	2	2	13	5	4	2	5	3	7	5	4	4	5	5	4	6
	Other	4	4	1	1	1	2	2	4	4	3	2	4	4	4	3	4	3	2	4	4	9
	None	16	15	5	10	11	10	12	16	11	19	14	15	18	12	13	17	17	13	13	17	22
	Don't know	19	18	4	12	14	10	12	25	14	22	26	24	17	11	18	18	17	21	15	15	21
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	30	31	58	15	44	55	17	25	33	30	25	28	29	40	35	27	29	35	36	30	17
	Decisive	24	24	49	9	27	43	10	19	24	23	25	21	22	27	27	20	23	25	23	26	15
	Charismatic	24	23	42	12	32	37	12	23	23	22	20	23	22	25	26	18	23	25	24	19	18
	Strong	21	22	50	7	23	45	7	14	22	21	24	20	19	26	26	17	23	22	23	22	13
	A natural leader	21	19	48	6	21	40	7	13	19	19	21	20	15	23	23	14	19	21	20	19	12
	Good in a crisis	17	18	46	3	19	37	6	12	20	15	25	12	16	21	20	14	20	21	18	15	10
	Honest	16	18	46	3	22	40	5	12	20	15	15	12	16	26	20	15	19	17	22	17	10
	In touch with the concerns of ordinary people	9	9	24	1	11	21	3	4	10	9	11	7	8	12	10	8	9	11	10	8	3
	None of these	36	38	6	63	26	11	62	44	39	36	29	35	45	35	33	43	43	29	36	41	56
	Don't know	9	8	3	6	3	6	4	8	7	10	16	11	6	5	6	12	4	11	7	8	9

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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	19	21	6	49	19	7	47	20	23	20	17	16	24	25	20	24	27	16	23	25	20
Honest	15	16	5	38	12	5	35	18	21	12	11	12	19	20	16	17	19	13	19	17	17
Sticks to what he believes in	13	15	7	32	15	5	32	14	17	12	11	10	17	18	14	16	17	12	17	15	16
Decisive	6	6	2	15	4	1	15	5	8	5	6	5	9	5	6	7	9	3	9	8	6
Strong	4	6	2	13	4	2	11	4	6	5	7	3	8	5	6	5	7	4	7	5	6
Good in a crisis	3	4	0	11	2	1	11	3	5	4	2	4	5	4	3	5	5	1	6	7	2
Charismatic	4	4	2	6	10	2	6	5	4	4	4	4	4	4	4	5	6	4	5	3	3
A natural leader	3	3	1	6	5	1	5	3	3	3	2	2	2	4	3	3	4	2	3	3	3
None of these	54	50	72	19	53	72	25	48	51	49	45	46	51	55	54	45	50	52	46	50	53
Don't know	15	14	10	11	10	10	9	15	9	19	20	21	11	10	11	18	10	18	13	14	12

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

In touch with the concerns of ordinary people	15	13	18	6	46	15	6	20	13	13	14	14	12	13	15	10	15	15	13	10	11
Charismatic	13	13	18	8	32	16	7	22	13	12	11	14	12	13	14	11	9	13	16	13	10
Honest	14	13	21	5	49	16	7	20	13	12	9	11	13	15	13	11	9	14	15	10	12
Sticks to what he believes in	10	9	13	2	36	12	3	12	9	8	0	8	9	12	9	8	7	10	10	6	7
Decisive	5	6	7	3	27	7	4	10	7	5	8	6	3	7	6	5	3	4	8	7	4
Strong	4	5	7	2	27	6	2	11	5	5	7	6	4	5	6	4	6	5	8	4	2
A natural leader	5	5	7	3	24	4	4	9	5	4	10	4	3	6	6	4	5	4	8	4	0
Good in a crisis	3	3	3	1	25	2	1	8	3	3	3	4	3	3	3	3	1	4	4	3	3
None of these	54	55	43	72	18	47	73	47	58	52	51	48	61	55	54	57	64	51	51	57	62
Don't know	13	14	11	10	4	12	8	11	9	18	20	19	9	12	11	17	10	15	14	14	13

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	110
Male 25 to 39	214	227
Male 40 to 59	335	299
Male 60 +	254	225
Female 18 to 24	64	105
Female 25 to 39	266	225
Female 40 to 59	364	307
Female 60 +	237	275
Region		
North England	443	436
Midlands	262	291
East England	156	170
London	263	227
South England	401	406
Wales	82	89
Scotland	165	154
Social Grade		
AB	643	496
C1	495	514
C2	261	372
DE	373	390
Newspaper Type		
Express / Mail	371	284
Sun / Star	226	416
Mirror / Record	97	177
Guardian / Independent	98	80
FT / Times / Telegraph	107	168
Other Paper	253	204
No Paper	620	443
Political Party Identification		
Labour	599	576
Conservative	479	505
Liberal Democrat	208	213
SNP/Plaid Cymru	41	30
Others	69	23
None/ DK	376	425

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