

# YouGov/ The Sun Survey Results

Sample Size: 1730 GB adults  
Fieldwork: 22nd - 23rd 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	
<b>Weighted Sample</b>	<b>1730</b>	429	553	120	564	407	395	841	889	209	441	592	488	986	744	221	562	370	426	151
<b>Unweighted Sample</b>	<b>1730</b>	425	530	118	563	398	423	809	921	91	507	712	420	1175	555	291	556	323	403	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	77	1	9	35	31	34	30	29	39	35	30	38	46	27	26	12
Lab	<b>43</b>	0	100	0	7	95	38	40	45	48	45	45	36	41	45	43	30	43	58	40
Lib Dem	<b>9</b>	0	0	100	1	0	38	9	9	8	12	9	9	11	6	8	12	10	7	6
Other	<b>15</b>	0	0	0	15	3	15	16	14	10	13	17	16	12	19	10	12	20	9	42

## Other Parties Voting Intention

UKIP	<b>8</b>	0	0	0	12	1	5	8	8	3	4	10	11	6	11	5	8	12	7	6
SNP / PCY	<b>4</b>	0	0	0	1	1	4	5	3	4	4	4	3	3	5	0	0	4	0	35
Green	<b>1</b>	0	0	0	0	0	4	1	2	2	2	2	0	2	1	3	2	1	1	0
BNP	<b>1</b>	0	0	0	1	0	1	1	1	0	1	0	1	0	1	2	1	1	0	0
Respect	<b>0</b>	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	1	0	0	1
Other	<b>1</b>	0	0	0	1	0	1	1	1	0	1	1	1	1	1	1	1	2	1	0

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	3	1	3	6	8	13	10	6	3	7	7	4	9	6	6	9
Don't know	<b>18</b>	0	0	0	15	11	25	14	21	22	21	17	15	17	20	17	17	19	18	19

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

	July 19-20	July 22-23																			
Approve	26	<b>24</b>	68	5	36	49	5	18	29	19	25	24	21	25	26	21	25	28	24	20	17
Disapprove	59	<b>59</b>	14	90	43	34	88	67	59	59	37	58	66	60	57	61	57	50	59	67	70
Don't know	15	<b>18</b>	18	6	22	17	7	15	13	22	38	17	13	15	18	17	18	22	17	13	13

Fieldwork: 22nd - 23rd 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
<b>Weighted Sample</b>	<b>1730</b>	<b>429</b>	<b>553</b>	<b>120</b>	<b>564</b>	<b>407</b>	<b>395</b>	<b>841</b>	<b>889</b>	<b>209</b>	<b>441</b>	<b>592</b>	<b>488</b>	<b>986</b>	<b>744</b>	<b>221</b>	<b>562</b>	<b>370</b>	<b>426</b>	<b>151</b>
Unweighted Sample	1730	425	530	118	563	398	423	809	921	91	507	712	420	1175	555	291	556	323	403	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		July 08-09	July 22-23																			
<b>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?</b>																						
<b>National Health Service</b>																						
	Conservative	21	<b>21</b>	72	2	9	54	2	6	24	19	22	17	19	28	23	19	26	27	20	17	10
	Labour	39	<b>36</b>	7	83	21	9	81	39	37	34	28	35	39	36	37	34	39	25	39	46	35
	Liberal Democrat	6	<b>6</b>	2	1	49	3	1	19	7	5	5	7	6	6	7	5	5	7	6	6	6
	Other	4	<b>4</b>	0	1	1	4	0	3	4	4	3	2	6	4	3	6	2	5	4	2	11
	None	13	<b>15</b>	8	5	8	18	8	15	14	15	6	17	17	13	13	17	14	15	15	12	21
	Don't know	17	<b>18</b>	11	8	12	13	8	18	12	23	35	23	12	13	16	20	13	21	17	16	18
<b>Asylum and immigration</b>																						
	Conservative	31	<b>28</b>	72	14	22	52	11	24	32	25	27	24	29	32	31	25	32	34	27	22	21
	Labour	17	<b>16</b>	1	43	5	3	43	13	15	17	12	17	18	14	18	13	18	11	15	22	18
	Liberal Democrat	6	<b>7</b>	2	3	52	1	2	19	6	7	9	7	6	5	7	5	5	6	6	8	9
	Other	10	<b>10</b>	8	4	0	15	5	5	13	8	6	9	12	12	9	12	12	10	12	9	10
	None	18	<b>21</b>	11	21	9	20	23	19	21	21	8	22	24	21	18	24	18	17	23	23	24
	Don't know	17	<b>18</b>	7	14	12	9	15	20	13	23	37	21	12	15	17	20	15	22	17	16	18
<b>Law and order</b>																						
	Conservative	32	<b>31</b>	81	11	24	61	10	22	36	27	25	27	31	37	34	27	38	35	30	26	22
	Labour	24	<b>23</b>	1	62	6	4	63	20	24	22	15	22	27	22	24	22	24	16	24	31	24
	Liberal Democrat	4	<b>4</b>	0	2	42	0	1	14	4	4	4	5	4	3	5	3	4	4	3	5	5
	Other	5	<b>6</b>	3	1	1	8	2	3	7	5	5	4	8	7	5	8	6	8	5	3	10
	None	14	<b>15</b>	7	10	9	16	11	16	15	16	8	19	16	15	14	18	14	13	16	16	23
	Don't know	20	<b>20</b>	8	15	18	10	14	24	15	25	43	24	14	14	19	22	13	24	23	18	17
<b>Education and schools</b>																						
	Conservative	27	<b>26</b>	81	3	9	61	4	9	29	23	19	22	23	36	28	23	28	31	27	20	16
	Labour	32	<b>30</b>	4	77	11	7	73	29	32	28	23	29	35	28	31	29	31	20	32	40	34
	Liberal Democrat	8	<b>8</b>	2	3	64	3	3	23	8	8	10	9	8	7	10	5	8	9	7	7	8
	Other	4	<b>5</b>	0	2	1	5	1	4	6	4	5	3	6	5	4	6	5	6	4	2	11
	None	12	<b>13</b>	4	7	5	14	8	14	12	14	6	17	14	11	11	16	13	11	12	14	18
	Don't know	17	<b>18</b>	9	9	10	10	11	21	13	23	37	21	14	13	16	21	14	23	18	16	14

Fieldwork: 22nd - 23rd 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	
<b>Weighted Sample</b>		<b>1730</b>	<b>429</b>	<b>553</b>	<b>120</b>	<b>564</b>	<b>407</b>	<b>395</b>	<b>841</b>	<b>889</b>	<b>209</b>	<b>441</b>	<b>592</b>	<b>488</b>	<b>986</b>	<b>744</b>	<b>221</b>	<b>562</b>	<b>370</b>	<b>426</b>	<b>151</b>	
Unweighted Sample		1730	425	530	118	563	398	423	809	921	91	507	712	420	1175	555	291	556	323	403	157	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Taxation</b>																						
	Conservative	25	25	77	5	8	58	6	10	30	21	20	20	25	33	26	24	30	29	25	20	17
	Labour	29	27	3	68	4	8	64	25	27	26	19	29	30	25	28	25	24	18	32	35	28
	Liberal Democrat	8	8	3	3	66	3	2	25	9	8	7	10	9	7	9	7	7	9	8	8	9
	Other	5	5	2	1	0	6	2	5	6	5	6	3	6	6	4	6	6	6	4	3	9
	None	14	16	6	10	10	15	14	15	15	16	11	17	19	14	15	17	16	15	14	16	22
	Don't know	18	19	9	12	12	11	12	21	13	24	37	22	13	16	17	21	16	22	17	18	16
<b>Unemployment</b>																						
	Conservative	22	22	73	2	8	53	4	6	25	20	17	20	21	29	24	21	26	29	22	16	10
	Labour	33	31	5	77	15	9	72	32	33	28	21	29	34	32	32	28	29	20	34	42	31
	Liberal Democrat	5	6	2	2	51	3	1	18	6	6	9	7	5	5	7	5	5	7	5	6	7
	Other	5	6	1	2	1	6	2	3	6	5	5	4	7	6	4	7	5	6	6	3	10
	None	16	17	8	8	11	18	9	18	15	18	7	18	20	14	16	18	16	15	17	17	21
	Don't know	20	19	10	11	14	11	13	22	14	24	41	22	13	14	18	21	19	22	17	16	20
<b>The economy in general</b>																						
	Conservative	28	27	83	3	14	61	5	12	31	22	21	23	26	34	28	25	29	34	27	21	13
	Labour	27	26	0	72	8	4	67	24	27	25	18	25	28	26	26	25	24	17	27	35	34
	Liberal Democrat	4	5	1	1	47	1	0	16	5	4	4	5	5	4	5	4	3	4	5	5	6
	Other	5	6	0	2	2	6	2	4	6	5	5	4	7	7	4	8	6	7	4	3	11
	None	16	16	6	9	13	16	11	18	16	17	8	19	18	15	15	18	16	15	17	17	20
	Don't know	20	21	10	13	16	12	14	26	15	26	43	24	15	14	20	21	22	23	20	19	18
<b>Europe</b>																						
	Conservative	24	23	68	6	9	49	6	13	25	21	26	20	21	27	25	21	29	29	19	17	21
	Labour	22	20	2	55	10	4	54	19	19	22	14	23	21	20	22	19	18	15	23	29	17
	Liberal Democrat	7	7	2	5	53	2	3	22	9	6	8	7	8	7	9	5	6	8	7	8	6
	Other	9	11	8	5	0	15	6	6	15	7	8	8	13	13	9	13	10	11	12	10	12
	None	17	16	9	11	11	18	13	15	16	16	6	18	19	16	15	18	18	14	16	17	21
	Don't know	22	22	11	18	16	13	19	24	15	28	37	24	18	18	20	24	20	23	23	20	24

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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	
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<b>Unweighted Sample</b>	<b>1730</b>	<b>425</b>	<b>530</b>	<b>118</b>	<b>563</b>	<b>398</b>	<b>423</b>	<b>809</b>	<b>921</b>	<b>91</b>	<b>507</b>	<b>712</b>	<b>420</b>	<b>1175</b>	<b>555</b>	<b>291</b>	<b>556</b>	<b>323</b>	<b>403</b>	<b>157</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.**

Charismatic	21	21	41	11	24	33	11	20	24	18	22	23	22	18	21	21	24	27	16	20	13
Sticks to what he believes in	17	18	41	8	19	32	7	15	20	16	16	14	19	21	19	17	13	21	16	17	19
Decisive	13	15	37	5	14	26	5	12	17	12	25	15	11	14	16	13	17	16	15	13	10
A natural leader	15	14	33	4	24	26	4	14	15	14	12	15	15	15	16	13	18	14	14	14	12
Strong	15	14	36	5	8	24	6	9	15	12	19	15	11	13	14	12	15	15	11	14	10
Honest	14	13	38	2	16	29	2	8	16	11	12	9	14	18	16	11	16	16	13	11	10
Good in a crisis	11	11	33	3	8	24	1	6	12	10	20	10	9	11	12	10	15	13	12	7	6
In touch with the concerns of ordinary people	6	5	17	1	2	12	0	3	5	6	8	4	6	5	6	5	8	7	3	4	3
None of these	46	46	7	72	34	24	71	50	45	48	31	44	51	48	44	49	40	38	48	53	59
Don't know	8	8	5	2	7	7	5	5	6	11	20	9	6	6	6	11	11	9	10	7	4

**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	22	7	51	19	9	47	25	23	21	18	18	24	25	23	21	23	18	23	26	24
Honest	17	16	5	37	12	6	36	17	17	15	9	13	20	17	18	14	19	13	18	16	20
Sticks to what he believes in	17	16	6	37	16	7	36	18	17	16	12	13	19	18	17	15	18	13	15	20	18
Decisive	9	8	2	20	4	3	19	8	9	7	8	7	10	7	9	7	9	6	9	9	12
Strong	7	7	2	18	3	3	17	6	8	7	10	7	9	4	8	7	7	6	7	10	8
Charismatic	4	5	3	12	2	3	11	5	5	5	6	6	6	3	5	6	7	4	6	5	7
Good in a crisis	6	5	1	12	2	2	11	4	5	4	5	5	6	3	5	4	6	3	3	6	8
A natural leader	4	4	1	10	1	2	9	3	4	4	1	5	4	4	3	4	5	3	2	4	5
None of these	47	49	71	21	51	69	25	45	51	47	28	51	50	55	48	50	45	53	49	46	49
Don't know	17	17	12	11	13	11	13	17	13	20	39	17	13	11	15	19	15	19	16	17	13

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

Honest	10	11	16	4	48	12	4	23	12	10	4	12	13	10	13	8	8	14	11	8	9
Sticks to what he believes in	9	10	17	5	36	12	5	14	10	9	10	8	9	11	9	10	8	13	8	7	9
In touch with the concerns of ordinary people	9	10	12	4	47	10	4	18	10	9	8	11	10	8	11	8	7	13	9	7	9
Charismatic	10	10	14	6	27	11	6	16	10	10	5	13	10	8	10	9	11	14	8	7	5
Decisive	4	3	5	1	13	4	2	5	3	3	4	4	3	2	4	3	3	4	3	3	1
A natural leader	4	3	2	2	16	2	2	7	4	2	2	3	4	2	3	3	3	3	3	3	4
Strong	3	2	4	1	10	4	1	4	2	3	3	3	3	1	3	2	2	3	1	3	1
Good in a crisis	2	2	2	2	13	2	2	5	3	2	2	2	4	1	3	2	4	3	1	3	2
None of these	60	60	47	79	15	58	75	49	62	58	47	54	63	67	59	61	59	51	63	68	62
Don't know	14	13	11	7	6	11	10	9	9	17	28	15	10	10	12	15	16	12	14	11	14

## 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	35	107
Male 25 to 39	223	221
Male 40 to 59	346	292
Male 60 +	205	220
Female 18 to 24	56	102
Female 25 to 39	284	220
Female 40 to 59	366	299
Female 60 +	215	268
<b>Region</b>		
North England	403	426
Midlands	248	284
East England	170	166
London	291	221
South England	386	396
Wales	75	87
Scotland	157	151
<b>Social Grade</b>		
AB	655	484
C1	520	502
C2	260	363
DE	295	381
<b>Newspaper Type</b>		
Express / Mail	347	277
Sun / Star	192	407
Mirror / Record	108	173
Guardian / Independent	110	78
FT / Times / Telegraph	103	164
Other Paper	254	199
No Paper	616	433
<b>Political Party Identification</b>		
Labour	526	562
Conservative	496	493
Liberal Democrat	201	208
SNP/Plaid Cymru	36	29
Others	81	22
None/ DK	390	415

YouGov is a member of the British Polling Council and abides by its rules.

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