

YouGov / The Sun Survey Results

Sample Size: 1697 GB Adults
Fieldwork: 24th - 25th June 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	418	557	138	496	449	387	825	872	205	433	580	479	967	730	217	552	363	417	148	
Unweighted Sample	1697	425	541	122	526	428	389	812	885	88	502	672	435	1101	596	297	831	335	395	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	82	2	10	31	34	32	30	30	37	35	28	31	38	38	24	23
Lab	43	0	100	0	5	93	37	42	44	49	45	45	37	39	49	51	32	41	55	38
Lib Dem	11	0	0	100	3	2	39	10	11	13	13	11	8	12	8	9	14	9	10	7
Other	14	0	0	0	11	3	14	16	11	6	12	14	18	13	15	9	15	11	11	33

Other Parties Voting Intention

UKIP	7	0	0	0	10	1	5	9	5	1	5	7	11	7	8	4	10	6	8	3
SNP / PCY	3	0	0	0	0	1	4	3	3	0	2	3	5	3	3	0	0	2	1	29
Green	1	0	0	0	0	0	3	1	1	1	2	1	1	2	1	3	1	1	1	0
BNP	1	0	0	0	1	0	1	1	1	3	1	2	0	1	2	0	3	0	1	0
Respect	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	0	1	1	0	1	1	1	0	1	1	1

Non Voters

Would Not Vote	8	0	0	0	3	1	4	7	9	21	11	5	4	6	12	5	9	8	8	9
Don't know	16	0	0	0	16	7	23	9	22	16	18	15	14	14	18	12	19	12	16	14

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

	June 21-22	June 24-25																			
Approve	27	24	68	2	43	50	5	21	28	20	16	23	24	28	29	18	26	30	23	19	17
Disapprove	59	60	18	94	34	31	90	62	61	59	53	56	62	63	57	64	62	50	62	68	65
Don't know	14	16	14	3	24	19	5	16	11	21	31	20	14	9	15	18	12	20	16	13	18

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

June 10-11
June 24-25

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	67	3	10	55	2	9	23	20	17	17	21	28	25	17	21	24	24	17	19
Labour	38	37	8	84	16	9	79	35	43	30	27	35	41	37	35	38	44	29	34	44	38
Liberal Democrat	5	6	1	1	48	3	1	22	6	7	4	7	8	6	8	5	5	8	7	5	4
Other	4	4	0	0	0	2	1	4	5	3	4	3	4	4	4	4	3	3	3	3	11
None	13	13	13	5	8	17	6	12	10	16	10	16	11	14	12	15	10	15	15	13	10
Don't know	18	18	10	7	18	14	11	18	12	24	37	22	14	12	16	21	17	20	18	18	19

Asylum and immigration

Conservative	31	30	75	13	26	59	13	22	34	27	24	31	31	31	35	25	33	33	31	28	24
Labour	16	17	2	45	5	3	43	14	18	17	11	18	19	17	16	19	23	11	18	22	19
Liberal Democrat	6	7	2	7	40	2	5	20	8	7	12	5	7	7	9	4	6	8	9	6	6
Other	11	9	3	4	1	8	5	8	11	7	5	7	9	11	8	9	5	10	8	7	11
None	19	19	13	19	11	19	18	18	18	20	11	17	19	25	16	23	17	19	19	20	20
Don't know	17	17	6	13	18	9	16	18	12	23	36	21	15	10	15	20	16	19	15	17	21

Law and order

Conservative	31	32	81	9	27	66	9	26	35	29	27	27	33	38	36	27	31	36	31	30	28
Labour	24	23	1	63	5	3	61	17	26	20	14	23	27	23	21	26	33	16	22	29	23
Liberal Democrat	5	6	2	3	44	2	2	17	5	6	9	6	6	3	7	4	5	6	9	4	4
Other	7	5	0	1	1	4	2	5	8	3	4	4	6	6	5	5	5	5	5	4	10
None	15	15	9	11	5	16	10	14	13	16	11	16	13	19	13	17	12	17	15	15	14
Don't know	19	19	7	13	18	10	16	21	12	25	36	24	15	11	17	21	16	20	18	19	21

Education and schools

Conservative	25	25	74	3	9	62	3	10	26	23	17	20	25	31	27	22	24	28	27	20	19
Labour	33	32	5	79	10	6	75	28	37	28	23	33	35	32	30	35	41	24	31	39	36
Liberal Democrat	8	9	4	3	60	5	2	28	10	9	11	9	9	9	12	5	7	12	10	8	6
Other	5	4	0	0	0	2	2	5	5	3	5	3	4	4	4	4	4	3	3	4	9
None	13	12	9	6	5	15	5	11	10	14	9	14	11	13	11	14	8	14	13	12	10
Don't know	17	18	8	9	15	11	13	18	12	23	36	21	14	11	16	20	16	19	16	17	20

Taxation

Conservative	24	25	78	3	12	61	3	13	29	22	22	23	25	29	29	20	25	29	30	18	18
Labour	29	29	3	73	7	6	68	25	32	26	21	28	32	29	26	33	38	20	25	38	32
Liberal Democrat	8	8	1	4	55	3	3	24	9	7	6	9	9	7	11	5	6	10	9	7	5
Other	6	5	1	0	0	3	2	4	6	3	4	3	6	5	5	4	5	4	4	4	10
None	16	15	11	10	5	16	10	12	12	17	11	15	13	18	13	17	11	18	13	14	14
Don't know	17	19	7	10	21	11	14	21	12	25	37	22	15	12	16	22	15	19	18	19	21

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unemployment																						
	Conservative	20	21	65	3	11	51	4	11	23	18	17	20	22	21	23	18	22	24	23	17	15
	Labour	33	32	7	75	15	8	69	32	37	29	23	29	36	35	31	34	41	28	25	39	35
	Liberal Democrat	5	6	2	3	42	2	3	18	6	6	8	7	6	4	7	4	5	5	9	6	3
	Other	6	5	1	0	2	4	2	5	7	3	5	4	6	6	6	4	5	4	5	4	10
	None	17	17	15	9	7	21	11	14	14	20	10	16	16	21	15	19	13	19	19	15	14
	Don't know	19	19	10	10	22	13	13	22	13	24	37	23	15	12	17	21	15	20	19	18	23
The economy in general																						
	Conservative	25	28	80	3	18	64	5	15	32	23	22	26	27	32	32	22	28	33	29	22	23
	Labour	27	26	0	72	10	3	66	23	28	24	17	24	30	27	24	29	35	20	24	32	24
	Liberal Democrat	5	5	1	2	41	1	2	17	5	6	8	4	6	3	6	4	4	5	8	4	4
	Other	5	5	1	1	2	3	2	5	7	3	4	4	5	5	5	4	6	4	4	4	11
	None	17	16	10	11	10	16	11	16	14	17	12	16	14	18	14	18	11	16	15	18	15
	Don't know	20	21	8	12	20	13	14	24	13	27	37	25	17	14	19	23	16	22	21	21	23
Europe																						
	Conservative	23	24	67	6	14	54	7	11	26	21	21	22	24	25	28	18	25	26	22	22	22
	Labour	20	22	2	57	7	3	54	18	24	20	14	22	23	22	20	24	33	14	20	26	23
	Liberal Democrat	7	7	3	4	47	3	2	21	7	6	9	6	7	5	9	4	5	8	8	5	3
	Other	10	9	5	2	1	12	4	8	13	5	6	8	10	11	9	9	9	10	9	7	14
	None	17	17	13	17	10	17	16	16	16	19	12	17	17	21	14	21	13	18	18	19	15
	Don't know	22	22	10	14	22	11	17	26	14	29	38	25	18	16	20	23	16	23	23	22	23
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
	Charismatic	21	20	40	9	27	34	10	20	21	19	15	22	21	19	24	14	24	21	19	19	15
	Sticks to what he believes in	20	18	41	7	19	35	8	14	19	17	12	16	17	22	20	15	18	21	19	15	12
	Strong	17	16	38	5	20	32	4	11	17	14	16	18	13	17	18	13	20	17	14	12	19
	Decisive	15	15	33	4	20	26	3	17	15	14	18	17	12	14	17	12	16	17	16	13	8
	A natural leader	15	14	32	4	18	28	5	12	15	13	15	16	13	13	18	10	17	15	13	13	11
	Honest	14	12	37	1	9	29	2	9	14	10	6	11	11	18	14	10	12	15	11	10	14
	Good in a crisis	12	10	30	1	8	24	2	6	11	9	7	12	10	11	13	7	9	12	12	8	10
	In touch with the concerns of ordinary people	6	6	18	1	7	14	1	4	7	5	4	4	6	8	7	5	5	9	6	4	2
	None of these	45	48	10	76	32	24	74	49	51	45	43	45	51	48	43	54	42	43	49	52	59
	Don't know	8	8	5	2	8	6	3	6	5	11	15	9	7	5	5	11	10	8	7	7	10

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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	23	25	9	54	17	8	53	23	29	22	17	22	27	28	24	26	33	21	23	28	27
Honest	18	19	7	43	14	6	41	19	23	16	20	13	19	24	21	16	26	14	19	19	28
Sticks to what he believes in	17	16	6	34	11	5	32	15	21	10	14	14	15	18	14	17	18	13	17	18	10
Decisive	8	9	3	20	6	2	21	6	10	7	11	7	9	9	7	11	12	8	6	11	9
Strong	6	7	3	16	4	1	16	5	8	5	11	4	7	7	5	9	8	5	6	9	6
Charismatic	5	4	1	11	1	1	12	2	5	4	4	5	3	6	4	4	5	3	5	5	6
A natural leader	4	4	1	9	1	1	9	2	5	3	4	3	3	5	3	6	3	2	5	5	3
Good in a crisis	4	4	0	11	3	1	12	2	6	3	2	4	5	4	3	5	8	3	2	6	6
None of these	49	50	73	20	58	74	24	48	49	50	37	49	52	53	51	48	39	54	53	47	47
Don't know	15	13	10	6	9	11	7	11	8	17	25	16	11	8	11	16	13	15	10	13	13

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	11	12	15	6	44	12	7	23	10	13	6	11	13	13	14	9	9	14	13	11	7
Honest	11	11	16	6	40	15	6	21	14	9	6	11	12	13	15	6	12	12	11	12	10
Charismatic	10	9	13	9	23	11	8	15	8	10	7	11	9	10	11	7	13	9	9	9	8
Sticks to what he believes in	8	8	16	2	26	13	4	12	10	7	0	9	9	11	10	7	9	8	10	8	7
Decisive	4	5	8	3	15	5	1	8	6	3	6	4	4	5	5	3	5	5	3	5	5
A natural leader	4	4	4	2	18	4	2	8	4	3	2	5	4	3	5	3	3	5	4	3	3
Strong	4	3	4	2	12	3	1	7	3	4	2	3	4	3	4	3	5	3	4	2	3
Good in a crisis	3	3	3	3	14	2	1	7	3	3	6	3	3	2	4	2	5	3	4	2	2
None of these	58	57	45	72	13	53	69	46	60	55	47	53	59	63	54	61	53	55	57	61	62
Don't know	14	13	10	7	12	12	9	8	9	16	24	17	10	7	10	16	15	13	11	13	11

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	208	217
Male 40 to 59	316	287
Male 60 +	248	216
Female 18 to 24	48	100
Female 25 to 39	294	216
Female 40 to 59	356	294
Female 60 +	187	263
Region		
North England	395	417
Midlands	262	278
East England	179	163
London	297	217
South England	352	389
Wales	73	85
Scotland	139	148
Social Grade		
AB	603	475
C1	498	492
C2	250	356
DE	346	373
Newspaper Type		
Express / Mail	339	272
Sun / Star	201	399
Mirror / Record	112	170
Guardian / Independent	92	76
FT / Times / Telegraph	116	161
Other Paper	227	195
No Paper	610	424
Political Party Identification		
Labour	530	552
Conservative	487	484
Liberal Democrat	172	204
SNP/Plaid Cymru	28	29
Others	65	22
None/ DK	415	407

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