

YouGov / The Sun Survey Results

Sample Size: 1743 GB Adults
Fieldwork: 27th - 28th May 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	1743	432	575	104	564	436	376	847	896	211	444	596	492	994	749	223	566	373	429	152
Unweighted Sample	1743	426	550	109	562	414	404	840	903	99	435	740	469	1098	645	297	595	319	393	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	80	3	12	35	31	37	30	34	33	37	27	30	41	37	26	21
Lab	44	0	100	0	6	93	40	41	47	36	49	45	42	40	49	49	35	39	58	40
Lib Dem	8	0	0	100	1	1	31	8	8	13	11	6	6	10	5	13	9	7	8	1
Other	15	0	0	0	13	4	17	16	14	15	10	15	19	13	18	8	15	17	9	38

Other Parties Voting Intention

UKIP	7	0	0	0	11	2	4	7	8	2	2	7	14	6	9	5	9	11	5	2
SNP / PCY	4	0	0	0	0	1	3	5	3	3	5	3	3	4	3	0	0	2	0	33
Green	3	0	0	0	0	1	7	3	3	9	2	3	1	1	5	3	4	3	1	1
BNP	1	0	0	0	1	0	0	1	1	0	0	1	1	1	1	0	1	1	1	0
Respect	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	1	0
Other	0	0	0	0	0	0	1	1	0	0	1	1	0	1	0	0	1	0	0	1

Non Voters

Would Not Vote	9	0	0	0	5	3	4	8	9	14	13	8	4	8	10	8	10	9	7	6
Don't know	16	0	0	0	16	11	22	11	21	13	19	17	14	16	16	14	18	16	17	11

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

	May 24-25	May 27-28																			
Approve	24	23	69	3	39	48	7	18	27	19	22	23	23	23	28	17	22	24	23	22	24
Disapprove	62	62	15	93	38	36	87	68	62	62	52	56	64	69	59	66	64	58	62	65	62
Don't know	14	15	16	4	22	16	6	15	11	19	26	20	13	8	13	17	14	18	14	13	13

Fieldwork: 27th - 28th May 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	
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Unweighted Sample	1743	426	550	109	562	414	404	840	903	99	435	740	469	1098	645	297	595	319	393	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		May 13-14	May 27-28																			
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	20	62	2	13	47	4	8	23	17	20	14	21	22	23	15	17	24	20	16	15
	Labour	39	39	8	84	21	10	78	40	40	37	33	38	41	39	37	40	43	33	33	48	42
	Liberal Democrat	4	5	3	2	46	2	2	18	6	4	8	6	5	3	6	5	5	5	5	6	3
	Other	5	5	1	0	1	4	2	3	6	4	3	3	6	5	4	6	3	5	5	3	12
	None	12	15	13	5	8	20	5	13	14	17	10	17	13	19	15	16	14	16	16	13	16
	Don't know	19	17	14	7	11	18	9	17	12	21	25	23	14	11	16	18	18	17	21	14	11
Asylum and immigration																						
	Conservative	26	28	67	14	18	51	14	19	30	26	28	27	31	24	32	22	31	30	24	26	26
	Labour	18	17	1	44	7	2	42	15	18	16	9	20	17	18	17	17	20	14	13	22	20
	Liberal Democrat	5	6	2	5	50	1	4	19	6	6	14	7	5	4	7	5	5	6	6	7	7
	Other	13	11	8	4	3	14	6	7	14	8	12	7	12	14	10	13	9	11	16	9	12
	None	20	21	12	19	12	20	19	18	19	22	13	17	20	28	18	24	19	22	20	19	23
	Don't know	19	17	9	14	9	13	15	21	12	22	25	21	17	11	17	18	16	16	22	17	12
Law and order																						
	Conservative	29	31	81	9	28	60	12	25	35	27	30	27	34	32	36	24	26	36	31	28	31
	Labour	23	23	0	63	6	2	56	20	23	22	14	25	23	24	21	24	25	17	21	31	21
	Liberal Democrat	4	5	2	3	48	1	3	15	5	5	16	4	3	4	6	5	6	5	5	5	5
	Other	8	7	1	1	1	7	4	5	9	5	6	4	9	8	7	8	5	7	7	7	11
	None	15	16	6	11	10	15	10	15	14	18	9	15	16	19	13	19	18	16	16	14	19
	Don't know	20	18	9	14	8	13	15	20	14	22	24	25	15	13	17	20	20	19	20	15	14
Education and schools																						
	Conservative	23	22	68	3	6	54	6	8	25	20	20	17	23	27	26	17	20	25	24	19	16
	Labour	33	33	7	78	13	7	67	33	34	31	35	31	34	32	32	34	36	28	26	43	33
	Liberal Democrat	7	9	7	4	62	4	6	24	10	8	13	11	8	7	9	8	9	8	9	8	11
	Other	5	5	1	1	1	4	3	5	6	4	4	4	7	5	4	6	4	6	5	4	10
	None	13	14	7	6	10	16	6	13	13	15	8	15	13	17	13	16	12	15	15	12	19
	Don't know	19	17	11	9	7	15	12	18	13	21	21	23	15	12	16	19	18	18	20	14	11

Fieldwork: 27th - 28th May 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		1743	432	575	104	564	436	376	847	896	211	444	596	492	994	749	223	566	373	429	152	
Unweighted Sample		1743	426	550	109	562	414	404	840	903	99	435	740	469	1098	645	297	595	319	393	139	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																						
	Conservative	24	25	78	6	10	55	9	11	29	21	26	22	27	26	30	19	27	28	25	22	21
	Labour	29	27	3	71	6	4	61	29	26	29	21	26	29	29	26	30	31	22	24	36	32
	Liberal Democrat	7	8	3	4	64	2	5	24	9	7	14	9	6	5	8	7	7	9	7	9	5
	Other	6	5	1	1	3	2	3	4	7	4	4	7	6	5	6	5	6	4	4	4	10
	None	15	16	8	8	10	19	8	14	15	16	10	16	14	20	14	18	15	16	17	13	20
	Don't know	19	18	8	11	7	16	14	19	13	23	24	23	16	14	17	19	15	20	22	16	13
Unemployment																						
	Conservative	19	19	64	2	8	46	4	8	21	17	20	14	23	20	23	14	19	21	21	16	16
	Labour	34	33	6	77	17	8	70	33	36	30	24	33	34	35	32	33	33	26	30	43	34
	Liberal Democrat	5	5	4	2	48	2	1	19	6	5	9	7	3	4	6	4	5	6	6	5	2
	Other	6	6	2	2	3	5	4	5	7	5	7	4	7	5	5	7	6	6	5	4	10
	None	17	18	13	8	11	22	9	15	17	19	12	19	16	22	16	21	17	19	18	16	20
	Don't know	20	19	12	10	12	18	12	20	13	25	28	23	17	15	19	20	19	22	20	16	17
The economy in general																						
	Conservative	26	26	81	2	17	59	6	13	30	22	24	20	28	29	31	19	28	29	24	23	25
	Labour	27	27	1	73	7	3	66	23	29	25	19	26	29	29	25	30	29	21	25	34	29
	Liberal Democrat	4	5	1	3	53	0	2	17	5	5	9	7	3	4	6	4	4	5	5	6	1
	Other	6	6	1	2	3	5	3	6	7	5	9	3	7	6	6	6	5	7	5	5	9
	None	16	17	8	10	10	18	10	16	15	19	14	19	15	20	15	20	16	17	19	15	20
	Don't know	21	19	8	11	9	15	13	25	13	25	25	25	18	13	18	21	18	21	22	17	16
Europe																						
	Conservative	19	21	60	6	13	44	10	12	23	20	18	19	24	22	25	17	20	25	19	22	14
	Labour	21	20	2	54	5	3	47	22	20	20	20	23	20	18	20	20	22	16	18	26	23
	Liberal Democrat	7	7	2	4	55	1	4	19	8	5	11	8	6	5	8	5	9	6	6	7	7
	Other	13	11	9	2	4	16	5	6	14	8	9	8	12	14	11	11	10	12	12	10	14
	None	17	20	14	16	11	20	15	18	19	20	14	17	19	25	17	23	19	20	19	18	23
	Don't know	22	21	13	18	11	16	20	23	15	26	29	25	20	16	19	24	21	21	26	18	19

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

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	24	24	46	15	22	38	16	20	26	22	24	21	26	25	28	20	22	24	28	21	29
Charismatic	23	20	41	13	32	31	11	19	21	19	27	18	21	17	22	17	24	20	18	21	19
Decisive	16	18	39	9	22	30	10	14	16	19	26	14	18	17	19	15	19	18	18	15	19
Strong	15	15	39	7	18	27	8	13	17	14	25	16	12	14	17	13	14	16	18	14	15
A natural leader	15	13	31	5	22	23	4	12	16	10	15	14	13	11	16	9	16	14	11	12	12
Honest	13	11	35	2	7	25	3	7	13	10	9	6	13	15	12	10	11	16	9	9	8
Good in a crisis	10	9	27	2	8	19	3	6	10	8	6	10	9	10	11	7	10	11	9	9	8
In touch with the concerns of ordinary people	5	5	15	1	6	10	1	2	3	7	9	2	6	4	4	6	6	6	4	5	3
None of these	46	46	11	66	30	24	65	50	47	44	32	46	45	52	41	52	42	45	41	51	52
Don't know	9	8	4	3	6	8	5	6	5	10	10	12	7	3	7	8	8	8	11	7	2

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	24	23	6	52	22	6	47	27	23	24	20	20	22	28	19	28	26	21	22	27	22
Honest	17	17	5	40	11	4	40	17	19	15	11	17	17	20	15	19	22	14	15	20	17
Sticks to what he believes in	17	16	5	38	10	6	31	17	18	15	13	15	17	19	14	20	19	15	16	20	10
Decisive	8	7	2	16	4	2	17	6	8	6	11	6	8	5	7	8	7	6	7	8	8
Strong	6	6	1	13	3	3	12	4	6	5	9	3	6	6	5	7	9	4	5	8	0
Charismatic	4	5	3	11	3	1	12	4	6	5	8	7	5	3	5	6	5	4	5	7	7
A natural leader	4	4	1	10	3	1	10	3	4	4	4	4	5	3	4	5	6	3	3	6	6
Good in a crisis	5	4	1	9	1	1	8	3	4	3	3	3	4	3	4	3	8	3	3	4	1
None of these	48	50	76	18	52	74	22	46	54	47	41	47	53	54	54	46	41	54	50	48	55
Don't know	14	15	10	12	14	11	14	14	9	19	24	18	13	9	14	16	18	13	16	15	8

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

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

Honest	11	12	22	5	49	15	6	21	14	11	11	11	12	14	14	10	12	13	11	11	14
Charismatic	11	11	19	9	31	12	8	18	13	10	16	12	12	8	13	9	12	11	10	13	9
In touch with the concerns of ordinary people	10	9	14	4	53	10	4	19	10	8	11	7	9	9	10	8	11	12	8	7	5
Sticks to what he believes in	8	8	18	2	31	13	3	11	9	7	8	5	8	11	9	6	8	8	8	9	7
Decisive	4	4	8	2	22	4	2	9	4	4	8	3	4	4	4	4	5	4	4	4	2
Strong	4	4	6	3	19	4	2	8	5	3	9	3	3	4	4	3	4	4	5	4	2
A natural leader	4	4	7	3	15	3	3	7	5	3	11	4	2	3	5	3	4	6	2	3	3
Good in a crisis	3	2	3	1	19	2	1	7	3	2	4	2	2	2	3	2	3	3	2	3	1
None of these	59	61	43	76	12	55	75	51	64	58	49	57	62	68	57	65	53	59	61	66	64
Don't know	13	12	9	7	8	12	9	10	8	16	21	16	12	5	11	13	16	12	14	9	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	31	104
Male 25 to 39	194	215
Male 40 to 59	325	284
Male 60 +	261	214
Female 18 to 24	35	99
Female 25 to 39	253	214
Female 40 to 59	349	291
Female 60 +	234	261
Region		
North England	418	414
Midlands	254	276
East England	148	161
London	209	215
South England	419	385
Wales	79	84
Scotland	155	146
Social Grade		
AB	580	471
C1	509	488
C2	248	353
DE	345	370
Newspaper Type		
Express / Mail	338	269
Sun / Star	177	395
Mirror / Record	118	168
Guardian / Independent	76	76
FT / Times / Telegraph	124	160
Other Paper	209	193
No Paper	640	421
Political Party Identification		
Labour	508	547
Conservative	482	479
Liberal Democrat	204	202
SNP/Plaid Cymru	42	29
Others	66	22
None/ DK	380	404

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