

YouGov / The Sun Survey Results

Sample Size: 1738 GB Adults
Fieldwork: 5th - 6th August 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	1738	447	591	129	534	478	409	845	893	210	443	594	490	991	747	222	565	372	428	151
Unweighted Sample	1738	455	567	138	529	453	436	835	903	135	472	664	467	1178	560	326	553	315	406	138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	85	2	16	33	34	30	35	30	38	41	23	33	43	32	27	22
Lab	44	0	100	0	7	92	35	44	45	39	46	49	40	37	55	47	29	50	61	40
Lib Dem	10	0	0	100	0	2	37	9	10	20	10	8	8	12	6	9	15	6	7	10
Other	12	0	0	0	9	4	12	14	10	12	10	13	14	10	15	10	13	12	6	28

Other Parties Voting Intention

UKIP	6	0	0	0	7	2	4	7	5	2	5	5	11	5	8	5	8	8	4	2
SNP / PCY	3	0	0	0	0	1	2	4	2	3	2	4	1	2	4	0	0	1	0	24
Green	2	0	0	0	0	1	5	1	3	6	2	2	1	3	1	4	3	1	1	0
BNP	1	0	0	0	0	1	1	1	0	1	1	0	1	0	1	0	1	0	1	1
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1
Other	0	0	0	0	1	0	0	1	0	0	0	1	0	0	1	1	0	1	0	0

Non Voters

Would Not Vote	8	0	0	0	3	3	6	7	9	20	9	7	4	7	10	6	8	7	12	3
Don't know	15	0	0	0	16	7	21	10	20	18	14	16	14	14	17	13	17	17	14	11

Aug 2-3 Aug 5-6

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

Approve	25	25	71	4	37	51	9	22	29	22	23	28	23	27	30	19	26	30	23	21	22
Disapprove	62	59	12	90	45	30	85	60	62	57	51	54	64	62	54	67	58	53	62	65	64
Don't know	13	15	17	6	18	18	6	18	10	21	26	18	13	11	16	15	16	17	15	13	15

July 22-23 Aug 5-6

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	70	1	5	54	4	9	23	20	17	21	20	26	26	16	22	28	20	16	16
Labour	36	41	7	89	24	12	81	38	45	38	39	40	43	41	38	45	44	30	46	49	44
Liberal Democrat	6	5	3	1	48	2	1	17	6	5	6	5	5	7	7	3	5	7	3	6	6
Other	4	4	1	0	2	4	2	4	5	3	7	3	5	4	3	6	4	3	6	1	12
None	15	12	9	3	6	13	5	11	10	14	9	13	13	12	11	14	10	13	11	14	10
Don't know	18	16	11	6	14	14	7	21	10	21	22	19	15	11	15	17	16	19	15	14	12

Fieldwork: 5th - 6th August 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		1738	447	591	129	534	478	409	845	893	210	443	594	490	991	747	222	565	372	428	151	
Unweighted Sample		1738	455	567	138	529	453	436	835	903	135	472	664	467	1178	560	326	553	315	406	138	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Asylum and immigration																						
	Conservative	28	32	77	15	28	59	17	27	33	30	30	30	31	36	38	24	36	36	32	26	29
	Labour	16	17	1	44	10	2	42	14	19	16	15	20	16	17	17	18	18	12	18	24	18
	Liberal Democrat	7	5	1	4	32	1	3	15	5	6	7	5	4	6	6	4	4	7	3	5	5
	Other	10	11	6	5	5	13	5	6	14	7	11	7	12	12	8	14	10	10	12	10	13
	None	21	19	9	18	13	16	18	17	18	20	11	18	23	19	16	23	15	17	22	23	15
	Don't know	18	16	6	14	12	9	15	21	11	21	24	21	14	10	16	17	17	19	13	13	20
Law and order																						
	Conservative	31	33	85	10	27	65	11	27	35	30	27	31	31	39	39	24	35	36	32	28	27
	Labour	23	25	1	64	12	4	59	22	28	23	22	24	27	26	22	29	23	18	26	34	30
	Liberal Democrat	4	5	0	3	34	0	3	13	5	4	7	6	4	3	6	3	5	6	5	2	5
	Other	6	6	1	1	3	7	3	3	7	4	6	4	6	7	4	8	7	5	7	3	11
	None	15	15	6	11	9	13	11	13	13	16	12	13	18	14	13	18	10	15	14	19	12
	Don't know	20	17	7	11	16	11	13	22	11	23	26	23	15	11	17	18	20	21	15	14	14
Education and schools																						
	Conservative	26	27	77	4	14	61	6	16	28	26	24	25	24	34	32	21	29	32	26	23	19
	Labour	30	33	4	80	10	5	74	26	37	29	25	33	35	34	31	35	35	22	37	40	36
	Liberal Democrat	8	7	4	3	54	4	2	22	8	7	10	6	7	8	9	5	6	11	4	6	9
	Other	5	5	0	0	2	5	2	3	6	3	6	3	5	5	3	6	6	3	7	2	11
	None	13	12	5	4	7	12	7	11	10	14	12	11	14	10	10	14	8	12	11	15	11
	Don't know	18	16	9	8	14	14	9	22	11	22	24	22	15	9	15	17	15	20	15	13	14
Taxation																						
	Conservative	25	25	74	4	12	57	7	16	27	23	20	25	23	29	31	17	28	29	24	20	22
	Labour	27	31	5	74	14	6	67	25	33	29	29	29	32	31	27	35	31	22	35	37	32
	Liberal Democrat	8	8	4	5	51	3	3	21	10	6	10	7	7	8	10	5	6	8	6	8	10
	Other	5	5	1	0	1	5	2	3	7	3	4	3	5	6	3	7	6	3	5	2	11
	None	16	15	9	8	8	15	10	13	12	18	14	15	18	13	14	16	13	14	15	18	12
	Don't know	19	17	7	10	13	14	10	23	11	22	23	20	15	14	15	19	16	23	15	13	13
Unemployment																						
	Conservative	22	24	70	5	8	57	7	11	26	21	22	24	21	27	27	19	26	27	27	17	19
	Labour	31	33	8	75	15	7	69	30	38	28	27	31	34	35	31	35	33	22	37	43	32
	Liberal Democrat	6	5	2	2	47	2	1	18	5	6	7	6	4	6	7	4	7	8	3	4	6
	Other	6	5	1	0	3	5	2	3	6	3	6	3	5	5	3	6	5	3	5	3	11
	None	17	16	9	7	12	16	9	14	13	19	14	14	19	15	15	17	13	18	14	17	14
	Don't know	19	18	9	11	15	14	12	24	12	23	25	22	16	12	17	18	17	22	14	15	18
The economy in general																						
	Conservative	27	29	86	4	21	66	7	17	32	26	29	26	26	33	35	20	30	33	30	23	23
	Labour	26	27	0	74	7	4	66	22	32	23	18	27	29	30	23	33	29	18	32	36	27
	Liberal Democrat	5	5	1	1	46	0	1	16	5	5	8	5	4	5	6	3	5	6	2	5	8
	Other	6	5	0	0	3	5	2	4	7	3	6	3	5	5	4	6	4	4	6	2	12
	None	16	16	7	9	11	13	10	16	15	16	13	16	19	13	14	18	12	17	14	18	13
	Don't know	21	19	6	13	13	13	13	25	10	27	26	23	17	14	18	20	20	22	17	16	16

Fieldwork: 5th - 6th August 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		1738	455	567	138	529	453	436	835	903	135	472	664	467	1178	560	326	553	315	406	138	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Europe																						
	Conservative	23	25	73	7	9	56	8	13	27	22	23	27	22	27	29	18	23	31	23	20	20
	Labour	20	22	1	57	9	2	53	18	24	21	16	25	22	23	21	24	26	14	24	28	27
	Liberal Democrat	7	7	4	5	48	2	3	22	8	6	6	7	7	9	8	6	9	9	4	6	10
	Other	11	10	7	3	3	12	6	6	13	7	13	6	9	13	9	11	9	9	12	8	13
	None	16	17	8	12	10	15	13	15	17	17	12	14	21	17	14	20	13	16	19	21	12
	Don't know	22	19	8	15	21	12	17	26	11	27	30	22	19	11	18	20	19	23	17	16	19
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	18	20	44	10	18	34	10	18	20	19	12	20	20	22	22	17	21	22	18	18	16
	Charismatic	21	19	36	10	28	31	10	19	22	17	22	20	17	21	23	15	26	21	18	16	17
	Strong	14	16	43	4	11	33	5	11	17	15	18	20	14	15	19	13	17	17	16	15	14
	A natural leader	14	16	41	6	22	31	6	14	17	16	18	18	15	16	19	12	21	17	18	12	14
	Decisive	15	15	37	7	14	30	6	12	15	16	15	18	15	14	18	12	17	17	15	13	14
	Honest	13	15	43	2	13	34	3	12	16	14	11	14	13	19	19	10	16	19	15	11	10
	Good in a crisis	11	13	37	5	6	30	5	6	14	12	15	15	11	13	15	11	17	14	13	12	6
	In touch with the concerns of ordinary people	5	7	21	0	8	16	1	4	7	7	6	7	7	7	7	8	8	10	7	4	2
	None of these	46	46	9	68	34	22	69	47	47	45	34	42	52	49	40	55	43	40	45	54	55
	Don't know	8	8	4	5	9	5	5	11	6	11	18	11	6	5	8	9	7	10	10	6	7
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	22	25	6	55	17	7	53	22	28	23	18	22	27	29	24	27	23	18	26	35	26
	Sticks to what he believes in	16	20	11	40	17	10	38	17	22	17	14	18	21	22	19	21	17	18	22	23	20
	Honest	16	20	6	43	19	5	39	21	24	16	13	17	22	23	20	20	23	14	24	25	16
	Decisive	8	8	4	19	1	5	17	6	11	5	7	7	9	8	7	10	7	6	10	10	8
	Strong	7	6	3	14	3	2	14	5	7	5	5	5	6	7	6	7	9	3	7	9	3
	Good in a crisis	5	5	1	12	2	1	12	3	6	4	4	5	4	7	5	5	5	3	8	5	4
	Charismatic	5	5	3	10	3	3	8	5	6	4	7	5	4	5	4	6	7	5	5	5	2
	A natural leader	4	4	1	10	3	2	8	4	4	4	4	2	5	4	3	6	6	2	4	6	3
	None of these	49	48	71	18	49	70	23	48	48	48	45	44	49	52	51	44	46	55	46	41	51
	Don't know	17	14	10	11	15	12	10	15	10	19	24	19	13	8	12	17	15	16	16	12	15
Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.																						
	Honest	11	11	19	6	45	14	7	19	14	9	10	11	13	10	14	7	13	13	11	10	11
	In touch with the concerns of ordinary people	10	11	16	6	42	12	6	19	11	11	10	12	10	11	13	8	9	13	10	11	7
	Charismatic	10	11	13	10	30	13	9	16	12	10	18	12	11	7	13	8	12	10	12	12	8
	Sticks to what he believes in	10	10	17	4	28	13	5	13	11	9	5	8	11	12	11	9	14	14	7	6	9

Fieldwork: 5th - 6th August 2012

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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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Decisive	3	5	8	3	21	4	3	11	7	4	5	6	6	4	5	5	5	5	6	7
Strong	2	4	7	1	17	6	1	6	4	3	5	4	3	3	4	3	3	4	4	1
A natural leader	3	4	4	3	16	4	2	7	5	3	5	5	4	2	4	3	6	3	4	2
Good in a crisis	2	3	4	1	15	3	1	5	3	2	1	4	3	2	3	2	2	4	2	0
None of these	60	59	46	72	18	54	73	46	61	57	46	52	60	68	56	62	55	55	60	63
Don't know	13	12	10	7	13	11	7	15	8	16	26	16	10	6	12	13	13	14	15	9

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	70	108
Male 25 to 39	200	222
Male 40 to 59	323	294
Male 60 +	242	221
Female 18 to 24	65	103
Female 25 to 39	272	221
Female 40 to 59	341	301
Female 60 +	225	269
Region		
North England	406	428
Midlands	239	285
East England	172	167
London	326	222
South England	381	398
Wales	76	87
Scotland	138	151
Social Grade		
AB	622	487
C1	556	504
C2	229	365
DE	331	382
Newspaper Type		
Express / Mail	345	278
Sun / Star	187	408
Mirror / Record	92	174
Guardian / Independent	95	78
FT / Times / Telegraph	114	165
Other Paper	236	200
No Paper	669	435
Political Party Identification		
Labour	551	565
Conservative	489	495
Liberal Democrat	202	209
SNP/Plaid Cymru	26	30
Others	69	23
None/ DK	401	417

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