

YouGov / The Sun Survey Results

Sample Size: 1725 GB Adults
Fieldwork: 19th - 20th 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	1725	437	565	107	512	442	374	840	885	210	440	588	486	983	742	221	561	369	424	150
Unweighted Sample	1725	445	538	109	538	425	396	813	912	118	502	647	458	1172	553	275	545	364	397	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	85	3	11	34	34	26	36	34	36	37	29	30	47	33	25	18
Lab	44	0	100	0	4	92	40	43	46	51	43	45	42	40	49	48	31	44	56	54
Lib Dem	8	0	0	100	0	2	34	9	7	7	13	7	7	9	7	10	12	9	4	5
Other	14	0	0	0	11	3	15	14	13	16	8	15	16	13	15	12	10	14	15	24

Other Parties Voting Intention

SNP / PCY	2	0	0	0	0	1	1	2	2	7	2	2	0	2	2	2	0	0	0	17
Green	3	0	0	0	0	1	8	3	3	3	4	2	3	3	3	3	4	3	2	3
UKIP	7	0	0	0	9	2	5	7	7	4	1	7	12	7	7	5	6	8	9	4
BNP	1	0	0	0	1	0	0	1	0	0	0	2	0	0	1	0	1	1	1	0
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	1	0	1	1	1	2	1	1	0	1	1	2	0	2	1	0

Non Voters

Would Not Vote	8	0	0	0	4	3	4	8	9	18	10	7	4	6	12	5	8	9	9	9
Don't know	17	0	0	0	14	8	26	13	22	24	20	16	13	16	18	17	17	19	18	10

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

	Aug 16-17	Aug 19-20	Con		Lab		Lib Dem		Male		Female		Age		Social grade		Region				
Approve	24	24	67	4	35	51	5	19	26	22	21	26	23	24	28	18	25	29	24	19	18
Disapprove	61	59	15	90	37	32	86	65	61	58	49	52	63	66	56	64	59	52	57	66	74
Don't know	15	17	18	6	28	17	8	16	13	20	30	22	14	10	16	18	16	19	19	15	8

Fieldwork: 19th - 20th 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	1725	445	538	109	538	425	396	813	912	118	502	647	458	1172	553	275	545	364	397	144	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 5-6
Aug 19-20

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	22	70	2	6	57	4	7	24	20	18	21	22	25	25	18	22	31	16	20	14
Labour	41	39	6	88	24	9	83	40	41	36	35	33	41	43	38	40	35	31	38	48	48
Liberal Democrat	5	7	5	2	50	3	1	18	7	6	7	8	6	7	8	5	11	8	6	3	5
Other	4	3	0	0	2	3	0	4	4	3	2	2	4	4	3	4	3	3	5	3	4
None	12	13	8	4	7	14	5	12	13	14	11	13	15	12	12	15	14	13	13	11	19
Don't know	16	16	11	5	11	14	6	18	11	21	27	24	12	9	14	18	16	14	22	14	11

Asylum and immigration

Conservative	32	30	72	13	28	58	13	24	32	27	31	30	27	32	34	24	29	37	26	26	21
Labour	17	18	2	46	4	3	43	14	20	16	14	15	20	19	16	20	20	13	13	24	29
Liberal Democrat	5	6	2	4	49	1	3	19	7	6	7	9	5	5	8	4	7	7	8	4	5
Other	11	9	4	5	3	11	6	9	11	8	6	7	10	13	9	10	8	9	12	10	7
None	19	20	10	22	3	16	25	15	19	21	13	17	25	20	17	24	19	17	20	23	25
Don't know	16	17	10	11	13	11	10	19	12	21	29	23	13	11	15	19	16	17	22	14	14

Law and order

Conservative	33	31	82	7	26	67	12	23	34	29	22	31	31	36	36	26	30	41	25	30	19
Labour	25	24	1	65	7	3	57	21	26	22	21	18	27	26	21	26	23	18	22	30	30
Liberal Democrat	5	6	2	2	47	1	1	18	6	5	9	7	4	5	6	4	7	7	6	2	7
Other	6	6	1	1	1	6	2	5	7	5	6	4	6	9	6	6	7	4	8	6	7
None	15	15	5	12	5	11	14	13	15	15	10	14	19	13	13	17	16	13	14	15	22
Don't know	17	18	9	13	14	12	14	20	13	24	32	27	14	10	17	20	18	17	23	17	16

Education and schools

Conservative	27	25	75	2	10	62	4	10	26	23	14	25	24	29	28	21	19	35	20	21	15
Labour	33	33	4	81	10	7	77	31	35	31	34	26	36	36	31	36	30	25	32	42	45
Liberal Democrat	7	8	6	3	59	4	2	26	9	7	6	10	8	8	10	6	12	10	8	5	5
Other	5	5	0	1	3	5	1	6	5	5	5	3	5	7	5	5	7	3	6	5	6
None	12	13	5	6	4	11	7	11	12	13	12	12	15	12	11	15	16	10	13	12	18
Don't know	16	16	9	7	13	11	9	18	12	21	30	24	13	8	15	18	15	16	21	16	11

Fieldwork: 19th - 20th 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		1725	437	565	107	512	442	374	840	885	210	440	588	486	983	742	221	561	369	424	150	
Unweighted Sample		1725	445	538	109	538	425	396	813	912	118	502	647	458	1172	553	275	545	364	397	144	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																						
	Conservative	25	24	75	3	10	62	4	11	27	22	16	22	26	28	28	20	23	34	21	21	13
	Labour	31	29	4	71	10	5	70	26	30	29	26	25	30	34	27	33	29	22	27	40	37
	Liberal Democrat	8	8	3	6	59	2	5	23	9	7	8	10	7	8	10	6	9	9	10	4	7
	Other	5	5	1	1	3	5	1	6	5	5	3	4	5	7	6	4	5	5	6	5	5
	None	15	16	8	11	5	14	13	13	16	16	12	14	20	15	14	19	16	15	16	15	25
	Don't know	17	17	9	8	14	13	8	20	12	22	34	25	12	8	16	18	17	15	21	16	13
Unemployment																						
	Conservative	24	21	68	1	9	54	3	9	22	20	13	21	21	23	23	18	19	31	16	18	8
	Labour	33	34	6	79	11	8	74	34	37	30	32	26	36	37	33	35	34	26	32	42	42
	Liberal Democrat	5	6	3	2	53	2	2	17	7	5	7	8	4	6	8	3	8	7	7	2	4
	Other	5	5	1	0	1	5	1	5	5	5	3	3	5	7	4	5	4	3	7	5	6
	None	16	16	10	10	8	18	10	14	16	17	12	16	20	15	15	19	18	15	16	15	24
	Don't know	18	19	12	8	19	14	10	22	13	24	33	26	14	11	17	20	18	18	22	17	16
The economy in general																						
	Conservative	29	26	82	1	19	63	4	15	29	24	17	26	28	29	30	22	24	35	23	21	17
	Labour	27	28	1	76	3	4	69	25	30	26	23	24	30	32	26	31	29	22	24	37	35
	Liberal Democrat	5	5	1	2	53	0	2	17	6	4	4	5	4	6	6	3	5	5	7	3	4
	Other	5	5	1	1	2	6	1	5	6	4	6	3	5	7	5	5	6	4	7	4	5
	None	16	16	6	11	6	13	12	14	15	17	15	14	19	15	14	19	16	15	15	17	24
	Don't know	19	19	9	10	17	14	11	23	13	25	36	27	14	11	19	20	19	18	24	18	15
Europe																						
	Conservative	25	22	63	6	11	49	7	12	25	20	23	23	21	23	25	18	23	29	16	20	19
	Labour	22	21	3	56	10	4	52	19	23	20	19	19	24	21	21	22	21	16	20	29	25
	Liberal Democrat	7	7	2	6	50	2	5	21	8	6	6	7	6	8	8	5	10	9	6	4	8
	Other	10	11	10	5	1	14	6	10	13	9	8	7	12	14	11	11	8	10	14	11	10
	None	17	18	12	12	8	17	15	14	18	18	13	15	21	18	16	20	17	17	18	17	22
	Don't know	19	21	11	15	20	15	15	24	14	27	32	28	15	16	19	23	21	20	26	19	16
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
	Charismatic	19	21	40	10	35	32	12	23	21	20	13	24	22	20	23	17	23	25	21	15	16
	Sticks to what he believes in	20	18	40	9	22	31	9	15	19	17	12	19	18	19	21	14	13	21	20	17	12
	Honest	15	15	40	5	16	32	4	9	18	11	8	13	13	20	16	12	13	20	13	10	13
	A natural leader	16	14	33	6	18	25	6	13	15	13	11	20	12	13	17	9	14	18	13	10	12
	Decisive	15	14	33	7	15	25	7	10	14	14	18	15	14	11	15	12	15	17	14	11	7
	Strong	16	13	33	5	16	26	4	10	14	13	13	16	12	12	15	11	15	16	12	10	9
	Good in a crisis	13	11	31	3	13	25	2	8	13	10	11	15	9	11	14	8	11	14	12	8	8
	In touch with the concerns of ordinary people	7	6	16	1	7	13	1	5	4	7	5	7	4	7	5	7	7	8	5	5	3
	None of these	46	45	9	68	29	23	71	49	44	45	29	35	50	54	40	51	41	38	39	55	60
	Don't know	8	9	5	3	6	7	2	7	7	10	19	14	6	3	8	9	9	8	15	7	3

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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	25	24	7	54	18	7	55	24	26	23	21	17	26	30	24	24	28	19	24	30	23
Sticks to what he believes in	20	18	6	41	13	8	38	19	21	16	10	14	20	23	18	18	16	15	18	24	14
Honest	20	17	4	41	8	4	41	17	21	13	12	11	19	22	18	16	21	14	15	22	14
Decisive	8	9	2	21	10	4	20	8	10	8	5	8	9	11	7	11	8	8	8	12	8
Strong	6	6	2	15	1	2	17	2	7	5	3	5	6	8	7	5	6	3	6	10	3
A natural leader	4	5	1	12	0	1	11	3	5	5	5	4	5	5	4	6	6	4	4	7	4
Charismatic	5	5	1	11	3	1	11	3	5	4	6	5	4	4	4	5	6	2	5	6	5
Good in a crisis	5	5	1	13	1	1	12	3	7	3	6	5	5	5	5	5	4	3	4	7	9
None of these	48	48	74	16	54	73	20	44	51	45	35	49	50	51	50	46	41	55	45	45	51
Don't know	14	14	11	9	9	12	9	14	10	18	27	21	11	7	13	16	14	13	18	15	10

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	19	6	50	15	6	21	14	10	5	14	12	13	14	9	15	15	12	8	10
Charismatic	11	11	16	6	26	15	7	14	10	11	10	15	9	9	14	7	15	11	8	10	12
In touch with the concerns of ordinary people	11	11	16	5	33	12	4	19	10	11	12	12	9	10	13	7	10	14	11	7	8
Sticks to what he believes in	10	9	14	6	33	11	6	13	9	9	6	9	10	11	12	6	11	13	9	6	4
A natural leader	4	4	6	2	12	4	2	6	5	3	4	6	3	3	5	2	4	5	3	2	5
Decisive	5	4	6	2	22	4	3	8	4	4	2	6	4	3	4	3	4	5	5	3	1
Strong	4	4	7	2	15	5	2	6	5	3	2	6	4	3	5	3	4	5	4	2	2
Good in a crisis	3	3	4	1	17	2	1	6	2	3	2	4	3	1	3	1	5	3	2	2	1
None of these	59	59	50	75	16	57	77	48	61	57	46	45	66	67	55	64	54	56	55	66	65
Don't know	12	12	11	7	6	10	6	10	10	15	22	21	8	6	11	13	12	11	17	12	6

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	43	107
Male 25 to 39	238	221
Male 40 to 59	331	292
Male 60 +	200	219
Female 18 to 24	74	102
Female 25 to 39	264	219
Female 40 to 59	317	298
Female 60 +	258	267
Region		
North England	397	424
Midlands	285	283
East England	168	166
London	275	221
South England	377	395
Wales	79	86
Scotland	144	150
Social Grade		
AB	632	483
C1	540	500
C2	240	362
DE	313	380
Newspaper Type		
Express / Mail	349	276
Sun / Star	204	405
Mirror / Record	105	173
Guardian / Independent	95	78
FT / Times / Telegraph	121	164
Other Paper	210	198
No Paper	641	431
Political Party Identification		
Labour	536	561
Conservative	491	492
Liberal Democrat	190	207
SNP/Plaid Cymru	29	29
Others	71	22
None/ DK	408	414

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