

YouGov / The Sun Survey Results

Sample Size: 1633 GB Adults
Fieldwork: 16th - 17th December 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	1633	400	548	120	507	410	351	794	839	198	416	558	461	931	702	209	531	349	402	142	
Unweighted Sample	1633	426	497	95	547	376	353	751	882	100	452	624	457	1098	535	296	544	303	354	136	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	31	100	0	0	75	4	13	28	35	20	35	32	33	35	27	33	46	29	20	18
Lab	43	0	100	0	7	91	35	43	43	59	43	44	37	38	50	49	26	50	56	42
Lib Dem	9	0	0	100	1	0	37	10	9	12	11	9	8	12	5	10	10	6	12	6
Other	16	0	0	0	17	6	15	19	13	10	12	15	23	15	19	9	18	16	12	34

Other Parties Voting Intention

UKIP	11	0	0	0	16	3	8	14	8	2	6	11	18	9	13	6	13	12	10	9
SNP / PCY	2	0	0	0	0	0	1	2	2	4	2	1	3	2	2	0	0	0	0	23
Green	2	0	0	0	0	1	5	2	2	1	3	2	2	2	2	2	3	1	1	2
BNP	1	0	0	0	0	1	0	1	1	2	0	1	0	1	1	0	1	2	0	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	0	0	0	1	0	0	0	0	1	1	0	0	0	0	1	0

Non Voters

Would Not Vote	7	0	0	0	2	1	8	6	8	18	12	5	2	6	9	4	9	8	7	4
Don't know	15	0	0	0	13	8	19	12	17	16	14	17	12	14	16	13	17	13	13	15

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

		Dec 13-14	Dec 16-17																			
Approve	26	26	76	5	41	52	7	23	25	27	19	29	24	28	30	21	22	36	23	21	17	
Disapprove	59	59	12	89	46	31	87	66	61	56	47	57	62	60	57	61	61	48	66	64	60	
Don't know	15	16	12	7	13	17	6	10	14	17	34	14	14	11	13	18	17	15	12	16	23	

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

		Dec 2-3	Dec 16-17																			
Conservative	23	23	72	2	15	57	2	9	25	21	11	23	22	29	27	17	20	31	22	16	21	
Labour	38	37	4	86	14	12	82	39	39	36	32	35	40	39	35	41	43	27	44	45	32	
Liberal Democrat	7	7	3	1	52	2	1	21	7	6	5	9	6	6	8	5	5	7	4	10	6	
Other	5	5	0	0	2	5	1	4	6	4	4	4	5	6	5	5	4	4	5	3	15	
None	10	10	9	4	6	11	6	11	10	11	6	7	13	12	10	11	16	12	9	9	4	
Don't know	17	18	12	7	11	13	8	16	14	21	42	21	15	8	15	21	13	21	17	16	22	

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	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
		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	1633	426	497	95	547	376	353	751	882	100	452	624	457	1098	535	296	544	303	354	136	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Dec 2-3	Dec 16-17																		
Asylum and immigration																					
Conservative	25	27	71	9	22	55	9	22	27	28	9	29	29	32	32	21	30	33	25	22	23
Labour	18	17	1	47	5	2	46	15	16	18	19	21	16	14	15	20	23	9	18	24	18
Liberal Democrat	8	8	2	7	48	1	5	23	8	8	14	8	7	6	10	6	9	8	3	12	7
Other	16	17	11	9	11	19	11	12	20	13	8	12	20	19	15	18	12	19	21	13	16
None	14	14	8	17	5	12	18	12	15	14	10	11	15	18	14	15	15	13	17	12	17
Don't know	18	17	8	12	10	10	11	16	14	19	41	19	11	11	14	20	12	18	17	16	19
Law and order																					
Conservative	30	31	86	8	22	67	10	22	32	31	13	33	30	39	36	26	31	40	29	24	26
Labour	27	24	1	64	7	4	60	25	23	25	19	26	25	25	22	27	28	14	30	32	22
Liberal Democrat	7	6	0	3	53	0	3	17	7	5	10	7	5	5	8	4	7	5	4	10	5
Other	7	8	2	4	2	9	4	4	11	5	7	4	10	10	7	9	7	8	8	7	14
None	10	11	4	11	7	8	12	13	11	12	8	8	14	12	12	11	12	12	14	9	9
Don't know	19	19	7	10	10	11	11	19	16	21	43	22	16	9	15	24	15	21	16	19	24
Education and schools																					
Conservative	24	27	81	2	20	65	3	13	28	26	12	27	27	34	30	23	21	37	27	18	23
Labour	34	33	3	81	5	7	77	33	34	32	26	33	34	34	31	36	40	21	38	41	32
Liberal Democrat	10	7	2	1	60	1	1	24	6	8	7	7	7	7	10	4	9	7	4	9	3
Other	5	5	0	0	2	6	2	4	6	4	5	4	5	6	5	5	4	6	4	4	11
None	8	11	6	8	3	10	10	11	11	11	9	10	12	11	11	11	14	10	11	10	12
Don't know	19	17	8	7	11	11	7	16	15	19	40	20	14	8	13	22	12	18	17	17	19
Taxation																					
Conservative	25	26	79	3	17	62	4	15	27	26	10	25	29	32	31	21	23	35	25	21	21
Labour	30	29	3	73	12	7	71	25	28	30	25	31	27	32	26	34	35	20	33	35	27
Liberal Democrat	10	7	2	4	53	2	2	25	9	6	9	7	7	8	10	4	9	8	3	10	7
Other	6	7	0	2	7	7	4	4	7	6	8	5	8	6	6	8	3	6	8	7	10
None	12	12	8	9	1	11	10	12	13	11	7	13	14	12	12	12	14	11	15	10	13
Don't know	18	18	8	10	10	11	9	19	15	21	43	19	15	10	15	22	15	20	16	17	22
Unemployment																					
Conservative	22	25	77	3	16	58	4	13	24	25	12	27	25	27	28	20	23	34	24	17	17
Labour	33	32	6	76	10	9	73	33	33	31	24	32	33	34	30	35	39	20	36	40	33
Liberal Democrat	6	6	2	2	49	1	1	18	7	6	9	5	6	7	7	4	5	7	3	9	7
Other	6	6	0	0	7	7	4	3	7	6	4	5	7	8	6	7	3	7	7	4	12
None	13	12	6	8	6	11	8	15	13	11	8	10	15	13	12	12	15	12	14	10	8
Don't know	20	19	9	10	11	14	9	17	16	21	42	21	15	11	17	22	15	20	17	20	24

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Dec 2-3	Dec 16-17																			
The economy in general																						
	Conservative	28	28	84	3	18	67	4	15	29	27	11	28	30	34	32	23	24	38	26	22	23
	Labour	27	27	2	72	7	4	67	28	28	27	23	27	29	28	26	30	32	19	32	33	28
	Liberal Democrat	7	5	1	0	52	0	1	17	6	4	6	5	5	5	6	3	4	5	3	7	5
	Other	6	7	0	2	4	7	5	5	8	7	8	5	8	9	6	9	3	6	8	8	14
	None	13	12	7	9	4	10	11	12	11	12	10	10	14	11	12	11	15	12	13	11	6
	Don't know	19	20	6	13	16	11	12	23	18	22	42	25	14	13	17	23	21	19	19	19	25
Europe																						
	Conservative	21	20	63	3	17	46	4	13	19	22	9	22	22	22	24	16	18	26	22	14	18
	Labour	23	21	2	55	7	2	55	20	21	21	20	24	22	17	21	21	27	13	25	27	16
	Liberal Democrat	10	8	3	5	53	1	4	23	9	7	12	8	6	7	10	5	10	9	3	9	6
	Other	15	16	10	8	5	23	8	11	22	11	9	10	18	21	16	16	12	16	19	16	16
	None	11	12	9	11	4	13	12	9	13	11	5	11	14	14	12	13	15	12	12	11	14
	Don't know	19	23	12	19	14	16	17	24	17	29	45	25	18	17	17	30	18	24	19	24	30
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	22	22	50	11	23	38	11	20	20	24	18	22	23	23	24	19	18	24	27	20	12
	Charismatic	17	18	36	11	28	28	8	23	20	17	21	19	20	15	20	17	23	21	17	17	13
	Decisive	17	17	44	7	19	32	7	12	17	18	21	21	17	12	20	14	18	20	18	13	18
	Honest	14	15	39	5	17	29	5	12	14	16	8	14	12	22	15	15	13	20	13	11	13
	Strong	14	15	39	6	15	27	7	11	12	18	17	16	15	14	16	14	18	18	17	11	7
	A natural leader	13	14	34	6	16	27	6	11	14	15	7	19	14	13	15	13	13	17	12	14	14
	Good in a crisis	13	13	39	4	12	25	5	11	13	13	15	13	12	13	15	10	13	14	12	12	14
	In touch with the concerns of ordinary people	7	6	18	0	5	14	1	3	4	7	3	6	6	7	6	6	8	8	5	4	2
	None of these	47	46	9	67	34	24	70	51	48	44	37	39	50	52	43	49	42	39	51	48	59
	Don't know	7	7	5	5	3	8	4	2	6	9	16	10	4	6	5	10	7	9	5	8	6

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

Dec 2-3
Dec 16-17

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	26	25	9	52	21	8	50	28	25	25	22	21	24	30	25	25	29	19	30	25	26
Honest	18	19	5	43	14	5	42	19	20	18	15	15	18	24	21	16	24	15	25	17	17
Sticks to what he believes in	19	17	9	35	16	8	34	16	19	15	17	15	15	22	17	17	18	14	21	19	13
Decisive	11	9	2	22	7	1	25	7	10	9	9	10	9	10	9	10	14	6	11	11	5
Strong	9	9	2	20	8	2	19	8	10	8	11	12	7	9	7	12	10	7	8	12	8
Charismatic	5	6	3	13	6	3	13	7	7	6	9	10	4	5	4	10	6	5	9	6	7
Good in a crisis	5	6	1	16	5	1	16	4	6	6	9	6	5	6	6	6	8	3	9	7	8
A natural leader	6	5	2	13	2	1	15	3	6	5	3	6	5	6	4	7	6	5	7	5	3
None of these	45	47	70	17	48	74	20	43	49	46	35	43	49	54	50	43	45	51	46	43	52
Don't know	15	14	11	8	10	11	8	14	11	16	20	19	12	7	11	17	11	16	13	13	11

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

Honest	12	12	18	7	39	11	7	23	12	11	8	12	12	13	13	10	14	12	8	14	9
In touch with the concerns of ordinary people	12	11	15	6	37	8	5	25	10	11	13	10	10	10	12	9	13	13	7	10	8
Charismatic	8	10	13	9	23	11	9	13	10	10	13	12	10	8	11	9	12	10	9	9	15
Sticks to what he believes in	9	8	12	3	29	10	4	13	8	7	6	6	7	11	10	5	10	8	6	7	9
Decisive	4	4	3	4	21	2	4	8	5	3	10	3	4	3	4	5	3	3	2	9	2
Good in a crisis	3	4	5	3	16	3	2	7	4	4	5	5	3	4	4	3	6	4	3	4	2
Strong	5	4	4	3	16	3	3	7	5	3	8	5	2	3	4	4	7	3	1	6	1
A natural leader	4	3	3	3	12	3	3	6	4	3	4	6	3	1	4	3	5	3	2	5	4
None of these	58	58	47	71	16	59	69	51	61	56	44	51	62	66	57	60	56	55	66	56	63
Don't know	12	11	12	5	4	10	9	6	7	16	19	17	9	7	9	15	8	14	9	12	10

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	42	101
Male 25 to 39	189	209
Male 40 to 59	288	276
Male 60 +	232	207
Female 18 to 24	58	96
Female 25 to 39	263	207
Female 40 to 59	336	283
Female 60 +	225	253
Region		
North England	354	402
Midlands	239	268
East England	163	157
London	296	209
South England	381	374
Wales	64	82
Scotland	136	142
Social Grade		
AB	632	457
C1	466	474
C2	222	343
DE	313	359
Newspaper Type		
Express / Mail	334	261
Sun / Star	128	384
Mirror / Record	66	163
Guardian / Independent	120	73
FT / Times / Telegraph	108	155
Other Paper	246	188
No Paper	631	408
Political Party Identification		
Labour	480	531
Conservative	492	465
Liberal Democrat	137	196
SNP/Plaid Cymru	27	28
Others	94	21
None/ DK	403	392

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