

YouGov / The Sun Survey Results

Sample Size: 1977 GB Adults
Fieldwork: 29th - 30th January 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	1977	608	589	146	622	525	428	961	1016	239	504	676	558	1127	850	253	643	423	486	172	
Unweighted Sample	1977	606	549	145	626	499	438	986	991	198	505	747	527	1300	677	267	661	366	448	235	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	91	6	14	39	41	29	37	39	46	42	36	40	50	42	31	20
Lab	38	0	100	0	3	87	34	38	39	44	43	41	30	36	42	44	29	34	53	33
Lib Dem	10	0	0	100	1	2	38	10	9	13	10	7	11	11	7	10	11	11	7	5
Other	12	0	0	0	5	5	15	14	11	15	9	13	14	10	15	6	9	12	9	41

Other Parties Voting Intention

UKIP	5	0	0	0	4	1	4	6	4	2	1	6	8	4	7	1	6	6	6	0
SNP / PCY	4	0	0	0	0	3	5	4	4	7	4	3	3	3	5	0	0	1	0	38
Green	2	0	0	0	0	1	4	2	2	4	2	2	2	2	2	2	2	3	1	3
BNP	1	0	0	0	0	1	1	2	0	0	2	1	0	0	2	2	0	2	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	0	0	1	1	0	1	0	1	1	1	0	1	1	1	0	0

Non Voters

Would Not Vote	8	0	0	0	2	3	5	7	8	16	11	6	3	6	10	5	6	12	8	5
Don't know	15	0	0	0	12	10	19	10	20	22	15	16	11	14	16	18	15	14	14	14

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

	Jan 26-27	Jan 29-30	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	34	34	81	5	48	66	11	30	37	30	23	32	33	40	38	27	30	40	36	27	28
Disapprove	50	50	7	88	31	18	80	55	51	49	49	49	52	49	45	56	51	44	46	58	59
Don't know	16	17	12	7	21	16	9	15	13	20	27	19	15	11	17	17	19	17	18	15	13

Fieldwork: 29th - 30th January 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	1977	608	589	146	622	525	428	961	1016	239	504	676	558	1127	850	253	643	423	486	172
Unweighted Sample	1977	606	549	145	626	499	438	986	991	198	505	747	527	1300	677	267	661	366	448	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec 18-19 2011 | Jan 29-30 2012

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	26	26	72	2	8	63	5	10	27	26	16	23	27	33	29	23	25	34	28	17	18
Labour	36	34	6	83	23	8	73	35	39	29	32	32	35	34	34	34	38	27	27	45	35
Liberal Democrat	6	6	3	2	49	4	2	18	7	6	8	6	6	6	8	4	7	7	6	7	5
Other	2	4	0	0	0	2	3	3	4	3	3	3	4	4	3	5	2	3	5	3	11
None	13	13	9	7	6	11	9	13	12	15	13	12	15	12	11	16	14	14	15	10	15
Don't know	17	17	10	6	15	13	9	21	12	22	28	23	13	11	16	19	15	16	20	17	16

Asylum and immigration

Conservative	34	38	81	17	36	69	22	31	42	34	28	35	38	44	43	31	35	44	40	32	31
Labour	16	14	1	43	6	2	35	12	14	14	12	13	16	14	13	15	18	11	11	19	16
Liberal Democrat	7	6	1	4	41	1	2	19	6	6	8	7	4	6	7	4	5	7	6	5	6
Other	7	8	3	3	1	7	5	5	9	6	7	6	9	8	6	10	6	7	8	7	12
None	19	18	10	20	9	12	23	16	19	18	13	19	20	18	16	21	21	17	19	18	17
Don't know	17	16	5	12	8	8	14	18	10	22	32	20	13	10	14	19	15	14	17	18	18

Law and order

Conservative	36	38	88	10	29	75	16	28	41	35	25	33	38	48	42	32	35	45	41	29	30
Labour	22	20	1	60	9	2	51	18	22	19	16	19	24	20	19	22	24	16	16	29	19
Liberal Democrat	5	6	0	3	48	1	3	18	6	5	6	8	4	6	7	4	7	6	4	6	5
Other	4	5	1	2	1	3	3	5	7	4	6	3	7	5	4	7	4	4	5	5	12
None	16	14	5	13	4	9	13	13	14	14	12	15	15	13	12	16	17	14	16	11	14
Don't know	17	17	5	13	9	9	14	18	11	23	34	23	14	9	15	20	13	15	18	20	20

Education and schools

Conservative	27	31	80	5	12	69	11	15	31	31	17	26	31	43	35	26	30	39	33	23	23
Labour	31	28	3	77	12	4	65	26	31	25	25	27	31	26	27	29	31	21	24	40	26
Liberal Democrat	9	8	3	4	61	4	3	25	10	7	13	10	6	8	11	5	9	10	7	8	8
Other	3	4	1	0	0	3	2	4	5	3	3	2	5	5	3	6	2	4	4	4	10
None	14	11	5	7	4	9	8	11	11	12	11	11	14	9	10	14	14	11	14	7	14
Don't know	16	17	8	8	11	11	10	19	12	22	32	23	13	9	14	20	13	16	19	17	19

Fieldwork: 29th - 30th January 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		1977	606	549	145	626	499	438	986	991	198	505	747	527	1300	677	267	661	366	448	235	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																						
	Conservative	29	31	79	3	15	69	8	16	32	29	18	28	32	37	34	26	27	37	33	24	24
	Labour	27	24	2	71	3	3	59	19	27	22	21	23	27	23	23	26	27	18	21	33	26
	Liberal Democrat	8	11	6	6	69	5	6	30	12	9	14	11	8	12	14	7	12	13	9	9	8
	Other	3	4	0	0	0	2	2	3	5	3	2	2	4	5	3	5	2	3	4	4	10
	None	15	13	6	9	5	10	12	11	12	14	13	14	14	11	11	16	17	13	14	11	15
	Don't know	17	17	7	10	9	11	12	20	11	23	32	22	14	11	15	20	16	16	19	19	17
Unemployment																						
	Conservative	23	25	68	2	11	57	6	12	25	24	14	22	25	31	27	22	22	31	26	19	19
	Labour	32	29	7	76	17	7	65	28	32	27	25	28	30	31	30	29	35	23	25	38	33
	Liberal Democrat	6	6	4	3	47	3	2	20	7	6	9	6	5	7	8	4	8	7	6	6	3
	Other	3	5	1	0	0	3	2	5	6	4	4	3	6	5	4	6	2	3	6	5	9
	None	17	15	9	9	11	13	12	15	16	14	14	16	18	13	14	17	18	16	17	11	18
	Don't know	19	19	11	10	14	16	12	21	13	25	34	24	16	12	18	21	16	20	19	21	19
The economy in general																						
	Conservative	31	34	89	4	20	75	8	20	36	32	23	29	33	43	38	28	31	39	37	28	26
	Labour	27	22	0	67	3	2	56	17	23	21	14	21	25	21	20	23	24	15	18	32	21
	Liberal Democrat	5	5	1	2	49	1	2	17	6	4	8	5	4	4	6	3	8	5	5	5	2
	Other	3	4	0	1	1	2	3	5	6	3	4	3	5	5	4	5	2	4	5	4	10
	None	15	16	5	13	12	10	14	18	16	16	15	16	16	16	14	18	18	18	16	11	21
	Don't know	19	19	5	14	16	10	17	23	14	25	36	26	16	10	18	22	16	19	20	20	20

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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	33	30	60	15	34	53	17	24	34	27	26	25	31	36	34	26	28	35	31	27	24
Charismatic	19	24	41	16	25	39	16	22	26	22	29	26	24	21	28	19	25	26	27	21	18
Decisive	25	24	52	7	31	45	10	20	23	24	25	19	25	26	27	19	23	26	25	21	20
A natural leader	16	21	45	8	27	40	11	16	23	20	19	24	19	22	26	15	22	25	21	19	14
Strong	22	21	46	7	23	42	10	15	22	20	22	20	21	22	25	15	23	22	24	18	16
Good in a crisis	17	17	41	4	13	36	6	11	19	15	16	15	15	21	20	12	13	20	20	13	12
Honest	17	16	43	3	17	35	6	10	17	16	10	11	17	24	19	13	12	21	16	13	16
In touch with the concerns of ordinary people	9	9	26	1	6	23	2	4	8	11	4	9	8	14	10	9	6	13	8	9	7
None of these	39	36	4	62	21	10	58	39	36	36	25	38	39	35	31	42	35	30	36	40	46
Don't know	7	9	3	3	10	5	3	8	6	11	16	11	8	4	8	10	9	9	7	9	9

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	21	19	7	45	16	7	38	23	20	18	24	17	18	20	18	20	25	18	15	21	18
Honest	17	15	5	35	17	6	32	14	17	12	16	10	15	17	15	14	18	12	12	19	11
Sticks to what he believes in	15	13	8	30	9	8	26	12	14	13	7	11	14	17	12	15	14	13	9	17	14
Decisive	7	6	1	14	5	2	13	4	6	5	7	6	6	5	5	7	9	5	2	6	9
Strong	7	4	2	11	4	2	9	3	4	5	4	4	5	4	4	5	6	4	2	7	2
Charismatic	5	4	2	8	2	1	6	5	3	4	5	5	3	3	3	4	4	4	3	4	1
A natural leader	5	3	1	8	3	2	7	3	3	3	5	4	4	2	3	4	5	3	2	5	3
Good in a crisis	4	3	1	8	1	1	6	2	3	2	2	4	3	2	3	3	6	3	1	4	2
None of these	50	54	74	24	58	72	31	53	57	50	33	51	61	56	57	49	49	56	59	47	56
Don't know	15	15	9	10	16	10	11	14	10	20	28	20	10	11	12	19	10	16	15	17	12

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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.

In touch with the concerns of ordinary people	12	15	21	8	55	18	7	27	15	15	14	15	13	17	18	11	14	18	13	13	13
Honest	12	14	21	7	53	17	7	22	15	12	7	13	15	15	17	8	15	14	15	13	10
Charismatic	10	13	20	9	36	17	7	20	13	13	11	15	11	15	15	11	15	13	11	15	12
Sticks to what he believes in	10	10	17	4	36	15	4	17	12	9	5	7	10	16	13	7	8	13	10	9	9
A natural leader	4	5	7	3	22	6	2	9	5	5	5	5	5	5	6	4	5	5	4	6	3
Decisive	3	5	6	3	22	6	2	8	6	4	4	5	5	5	6	2	5	5	4	4	4
Strong	3	4	5	2	18	4	2	6	4	4	3	4	4	4	5	3	2	5	3	4	4
Good in a crisis	3	3	3	2	16	2	2	6	4	3	5	3	3	3	4	2	6	3	2	3	4
None of these	58	54	41	71	11	44	73	43	57	52	47	48	59	56	49	61	54	51	53	57	61
Don't know	12	13	9	6	4	11	7	9	8	17	25	16	10	8	11	15	11	13	14	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	109	123
Male 25 to 39	234	253
Male 40 to 59	376	334
Male 60 +	267	251
Female 18 to 24	89	117
Female 25 to 39	271	251
Female 40 to 59	371	342
Female 60 +	260	306
Region		
North England	448	486
Midlands	303	324
East England	195	190
London	267	253
South England	466	453
Wales	63	99
Scotland	235	172
Social Grade		
AB	691	554
C1	609	573
C2	285	415
DE	392	435
Newspaper Type		
Express / Mail	418	316
Sun / Star	240	465
Mirror / Record	104	198
Guardian / Independent	116	89
FT / Times / Telegraph	118	188
Other Paper	288	227
No Paper	693	494
Political Party Identification		
Labour	607	643
Conservative	558	563
Liberal Democrat	220	237
SNP/Plaid Cymru	50	34
Others	77	26
None/ DK	465	474

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