

## YouGov / The Sun Survey Results

Sample Size: 1871 GB Adults  
Fieldwork: 9th - 10th September 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
<b>Weighted Sample</b>	<b>1871</b>	448	608	148	573	489	411	909	962	226	477	640	528	1066	805	239	608	400	460	163
Unweighted Sample	1871	430	561	157	567	434	445	926	945	225	464	672	510	1263	608	325	660	353	381	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	31	100	0	0	75	1	9	29	33	23	29	31	36	35	26	32	38	32	28	15
Lab	42	0	100	0	9	92	31	41	44	51	43	44	37	38	49	43	36	42	52	40
Lib Dem	10	0	0	100	1	0	42	10	11	12	11	10	9	12	7	9	15	10	6	9
Other	16	0	0	0	16	7	18	20	12	14	16	15	18	15	17	17	11	16	14	36

### Other Parties Voting Intention

UKIP	8	0	0	0	14	2	5	11	5	2	3	9	14	8	8	8	7	9	11	4
SNP / PCY	4	0	0	0	0	1	5	5	2	6	5	3	2	3	4	0	1	2	0	29
Green	2	0	0	0	0	1	5	2	2	4	4	2	1	3	2	5	2	2	1	2
BNP	2	0	0	0	1	2	2	1	2	2	3	1	1	0	3	1	1	3	2	0
Respect	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	1	0	1	0	0	1	1	0	0	1	2	0	0	0	0

### Non Voters

Would Not Vote	8	0	0	0	5	2	5	6	10	10	10	8	6	6	11	7	9	8	7	9
Don't know	15	0	0	0	11	12	24	12	18	17	16	14	15	15	15	16	18	16	12	12

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

		Sep 6-7	Sep 9-10																			
Approve	24	22	65	4	27	44	5	16	24	19	21	23	21	21	26	16	20	23	25	19	15	
Disapprove	62	63	18	90	50	41	87	70	64	62	57	60	64	67	59	68	63	59	60	69	68	
Don't know	14	15	17	6	22	14	8	14	12	19	22	17	15	12	15	16	17	18	15	11	17	

### Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

		Aug 19-20																			
Sticks to what he believes in	18	19	44	7	19	35	8	15	19	20	19	14	20	23	21	17	17	20	22	18	19
Charismatic	21	18	37	9	17	30	9	14	21	16	17	20	19	17	21	15	20	19	20	16	14
Decisive	14	14	34	6	16	22	6	15	13	15	17	15	15	12	15	14	12	15	16	15	11
Honest	15	14	41	3	12	31	2	7	15	13	8	9	15	20	16	11	15	16	14	12	11
A natural leader	14	13	30	4	15	23	4	13	13	13	13	14	15	9	15	10	16	14	14	12	10
Strong	13	11	29	4	12	20	3	11	10	13	16	10	12	10	12	11	12	13	10	12	7
Good in a crisis	11	10	30	2	10	21	1	7	10	10	10	9	12	9	12	8	10	12	12	7	7
In touch with the concerns of ordinary people	6	6	17	1	9	11	1	4	6	5	4	5	6	6	6	5	7	7	4	5	2
None of these	45	49	12	71	44	28	70	54	49	48	43	45	50	54	45	54	48	44	48	53	56
Don't know	9	8	4	6	7	6	7	7	7	9	12	13	8	3	7	9	9	11	6	7	6

Fieldwork: 9th - 10th September 2012

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	
<b>1871</b>	448	608	148	573	489	411	909	962	226	477	640	528	1066	805	239	608	400	460	163	
Unweighted Sample	1871	430	561	157	567	434	445	926	945	225	464	672	510	1263	608	325	660	353	381	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	<b>23</b>	9	50	17	8	45	22	25	22	26	23	22	24	21	26	24	21	22	26	24
Sticks to what he believes in	18	<b>18</b>	10	37	14	7	33	16	20	16	18	13	20	19	17	19	17	15	15	23	19
Honest	17	<b>16</b>	3	39	8	4	34	16	20	12	16	14	17	17	15	17	17	11	19	20	12
Decisive	9	<b>7</b>	3	15	2	2	13	6	7	6	9	6	6	6	6	7	6	8	5	8	3
Strong	6	<b>5</b>	3	13	2	2	10	4	6	5	9	4	6	5	4	7	3	7	4	7	3
A natural leader	5	<b>4</b>	1	8	0	2	7	3	5	3	2	4	4	4	3	5	5	3	4	5	3
Good in a crisis	5	<b>4</b>	0	11	0	1	8	5	5	3	3	4	4	5	4	5	3	6	5	3	1
Charismatic	5	<b>3</b>	0	5	3	1	4	4	3	2	6	3	3	2	3	3	4	3	4	2	3
None of these	48	<b>49</b>	69	18	57	71	24	55	50	49	41	45	48	58	52	46	47	50	52	47	49
Don't know	14	<b>15</b>	12	13	14	12	12	12	12	18	20	19	15	9	14	17	14	19	14	14	12

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

Honest	12	<b>11</b>	18	5	35	13	4	19	12	9	5	11	11	13	14	6	17	11	10	8	9
In touch with the concerns of ordinary people	11	<b>11</b>	17	3	46	13	4	19	12	10	11	13	11	9	13	8	11	13	11	8	10
Charismatic	11	<b>9</b>	13	7	26	10	7	14	11	8	11	12	8	7	12	6	8	12	9	8	7
Sticks to what he believes in	9	<b>7</b>	12	2	22	9	3	11	7	7	1	6	7	10	9	5	6	7	8	6	7
A natural leader	4	<b>4</b>	5	2	15	3	2	8	5	3	3	5	4	3	5	2	6	4	4	3	4
Decisive	4	<b>4</b>	6	2	14	5	1	6	3	4	4	4	4	3	4	3	5	4	2	4	3
Strong	4	<b>3</b>	4	1	10	3	1	5	3	3	3	3	3	2	4	1	2	3	3	2	3
Good in a crisis	3	<b>2</b>	4	1	9	2	1	5	3	2	2	3	2	2	3	2	2	3	2	2	2
None of these	59	<b>60</b>	47	73	17	59	73	51	62	57	56	52	61	67	56	64	55	53	63	66	67
Don't know	12	<b>14</b>	13	12	6	10	13	9	9	18	19	16	15	8	10	18	13	16	13	13	8

## 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.
<b>Age and Gender</b>		
Male 18 to 24	100	116
Male 25 to 39	214	239
Male 40 to 59	337	316
Male 60 +	275	238
Female 18 to 24	125	110
Female 25 to 39	250	238
Female 40 to 59	335	324
Female 60 +	235	290
<b>Region</b>		
North England	381	460
Midlands	264	307
East England	177	180
London	325	239
South England	483	428
Wales	89	94
Scotland	152	163
<b>Social Grade</b>		
AB	701	524
C1	562	543
C2	264	393
DE	344	412
<b>Newspaper Type</b>		
Express / Mail	350	299
Sun / Star	160	440
Mirror / Record	83	187
Guardian / Independent	146	84
FT / Times / Telegraph	141	178
Other Paper	265	215
No Paper	726	468
<b>Political Party Identification</b>		
Labour	547	608
Conservative	511	533
Liberal Democrat	222	225
SNP/Plaid Cymru	42	32
Others	84	24
None/ DK	465	449

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