

## YouGov / The Sun Survey Results

Sample Size: 1666 GB Adults  
Fieldwork: 21st - 22nd October 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>1666</b>	400	559	103	515	413	342	810	856	202	425	570	470	950	716	213	541	357	410	145	
Unweighted Sample	1666	423	516	101	541	386	374	784	882	76	473	633	484	1131	535	307	550	324	383	102	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	32	100	0	0	76	4	11	33	31	22	34	35	31	36	26	32	43	28	26	18
Lab	45	0	100	0	6	92	42	43	46	45	44	45	44	40	51	42	30	49	59	48
Lib Dem	8	0	0	100	2	1	32	9	8	11	11	7	6	10	6	12	12	4	5	7
Other	15	0	0	0	16	3	15	16	15	23	11	12	19	14	17	14	14	19	9	27

### Other Parties Voting Intention

UKIP	8	0	0	0	13	2	5	10	6	9	4	6	14	8	9	7	9	13	7	0
SNP / PCY	3	0	0	0	0	0	4	3	3	0	2	4	3	2	3	0	0	1	0	26
Green	3	0	0	0	1	1	6	2	4	8	5	2	2	4	2	4	4	2	2	2
BNP	1	0	0	0	2	0	0	0	1	4	0	0	0	0	2	1	0	2	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	1	0	1	0	0	0	1	1	0	0	0

### Non Voters

Would Not Vote	9	0	0	0	3	4	5	9	9	13	16	6	4	7	11	7	8	7	11	10
Don't know	16	0	0	0	17	6	21	11	20	16	16	15	17	14	18	15	17	18	14	12

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

	Oct 18-19	Oct 21-22																			
Approve	27	23	71	2	30	44	5	19	26	20	20	26	25	19	28	16	26	29	20	18	16
Disapprove	57	62	15	93	51	40	90	66	63	62	61	53	63	69	58	68	59	52	63	73	70
Don't know	16	15	14	5	19	15	5	15	11	19	19	21	12	12	13	17	15	19	16	9	13

### 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

	Oct 7-8	Oct 21-22																			
Conservative	23	20	71	0	11	50	3	9	22	18	10	19	21	25	23	16	24	27	17	16	10
Labour	40	39	7	87	22	12	79	40	40	38	35	34	40	42	38	40	35	32	38	50	40
Liberal Democrat	5	5	3	1	49	2	1	17	6	4	3	7	6	4	7	3	5	6	5	4	7
Other	4	5	2	1	1	5	1	5	5	4	3	2	5	7	4	6	4	4	3	4	14
None	14	15	11	4	7	17	7	14	15	15	20	14	14	13	15	14	14	14	18	15	11
Don't know	14	17	6	7	9	14	9	14	12	21	29	23	14	8	13	21	17	18	19	11	19

Fieldwork: 21st - 22nd October 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>1666</b>	400	559	103	515	413	342	810	856	202	425	570	470	950	716	213	541	357	410	145	
Unweighted Sample		1666	423	516	101	541	386	374	784	882	76	473	633	484	1131	535	307	550	324	383	102	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		<b>Oct 7-8</b>	<b>Oct 21-22</b>																			
<b>Asylum and immigration</b>																						
	Conservative	31	29	76	11	22	56	11	26	32	26	22	29	32	30	33	25	34	35	25	27	19
	Labour	19	19	3	50	7	3	46	16	19	19	18	19	20	18	19	18	16	15	18	24	24
	Liberal Democrat	6	6	4	2	50	3	2	14	6	5	5	8	4	4	7	4	4	8	6	3	5
	Other	10	12	5	7	2	14	6	7	13	10	15	6	11	15	10	14	10	9	16	12	14
	None	19	17	8	15	10	14	17	20	18	17	14	13	19	20	17	17	19	16	15	21	14
	Don't know	15	18	5	14	9	10	17	17	12	23	25	24	14	13	15	22	18	18	20	13	23
<b>Law and order</b>																						
	Conservative	35	30	84	7	16	61	9	21	33	27	18	28	30	35	34	24	32	38	27	25	17
	Labour	23	25	1	68	12	4	62	21	26	24	26	23	26	26	24	26	23	17	26	35	30
	Liberal Democrat	5	5	2	1	48	2	1	14	5	5	5	7	5	4	6	4	4	8	4	3	6
	Other	6	7	1	2	1	7	3	7	8	6	8	4	7	9	6	8	7	4	8	7	13
	None	16	14	6	9	6	12	10	18	15	13	14	14	16	13	14	14	13	14	14	17	10
	Don't know	17	19	6	13	17	14	14	19	13	24	29	24	16	13	16	23	20	20	21	14	23
<b>Education and schools</b>																						
	Conservative	27	26	78	2	10	60	5	12	28	23	13	21	27	33	29	21	26	35	22	21	13
	Labour	33	32	3	81	5	7	73	29	32	32	29	29	32	35	30	33	30	22	34	43	35
	Liberal Democrat	8	7	5	2	63	3	2	22	10	5	10	11	6	6	9	5	9	9	7	5	6
	Other	4	5	1	1	3	4	1	6	6	4	4	2	6	7	4	6	5	3	4	4	15
	None	13	13	6	5	8	14	8	14	13	13	17	14	15	9	13	13	13	13	14	14	10
	Don't know	15	17	7	9	12	13	12	17	11	23	28	23	14	11	14	21	17	18	20	12	21
<b>Taxation</b>																						
	Conservative	28	24	79	4	6	57	5	13	28	21	13	21	28	28	29	18	25	34	20	18	15
	Labour	28	30	3	75	9	6	69	26	31	29	30	27	30	32	29	31	26	22	31	42	32
	Liberal Democrat	9	7	3	3	65	3	3	21	8	6	7	10	6	6	9	5	9	9	5	6	8
	Other	5	5	0	1	2	4	1	5	6	4	2	3	5	7	4	6	4	3	3	6	13
	None	15	15	7	7	9	14	10	17	16	15	20	15	15	15	14	17	17	13	18	16	13
	Don't know	15	18	8	9	10	15	12	17	12	25	28	24	17	12	15	23	19	20	23	12	18
<b>Unemployment</b>																						
	Conservative	25	22	72	2	9	51	4	13	25	19	9	22	23	25	24	18	20	29	19	19	11
	Labour	32	32	4	76	21	8	67	31	35	29	36	28	32	33	33	30	30	29	28	38	37
	Liberal Democrat	5	4	2	1	46	1	1	15	5	4	2	7	5	2	5	3	6	4	3	4	6
	Other	5	6	1	1	6	5	2	7	6	5	4	3	5	9	4	8	8	3	3	7	13
	None	16	17	12	7	5	18	11	16	17	17	19	16	18	15	17	18	15	14	22	19	14
	Don't know	18	20	9	12	13	17	14	19	13	26	28	23	17	16	16	24	21	20	25	13	19
<b>The economy in general</b>																						
	Conservative	29	26	83	1	8	61	4	16	29	23	10	23	29	31	29	21	26	34	24	21	14
	Labour	27	28	3	76	8	5	68	25	30	26	29	26	28	29	27	30	26	21	26	38	32
	Liberal Democrat	5	5	1	1	56	1	1	15	5	4	5	6	5	4	6	3	6	6	3	4	6
	Other	5	5	1	1	2	4	2	5	6	4	2	3	5	8	4	7	5	2	4	6	13
	None	16	17	7	9	15	14	11	21	17	16	25	17	16	14	17	16	17	17	19	16	14
	Don't know	18	19	5	12	12	15	14	18	13	26	30	25	17	14	17	23	20	20	24	14	20

Fieldwork: 21st - 22nd October 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>1666</b>	<b>400</b>	<b>559</b>	<b>103</b>	<b>515</b>	<b>413</b>	<b>342</b>	<b>810</b>	<b>856</b>	<b>202</b>	<b>425</b>	<b>570</b>	<b>470</b>	<b>950</b>	<b>716</b>	<b>213</b>	<b>541</b>	<b>357</b>	<b>410</b>	<b>145</b>	
Unweighted Sample	1666	423	516	101	541	386	374	784	882	76	473	633	484	1131	535	307	550	324	383	102	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Europe**

		Oct 7-8	Oct 21-22																		
Conservative	23	21	66	6	11	45	8	13	25	18	14	23	22	22	17	22	26	18	20	15	
Labour	21	22	5	58	3	4	52	18	23	21	26	21	23	19	22	22	19	17	20	31	24
Liberal Democrat	8	6	3	5	50	1	4	19	8	5	3	9	6	6	9	3	8	7	6	5	10
Other	11	12	7	4	12	17	4	10	13	10	8	6	11	19	11	13	13	11	13	11	13
None	17	16	8	11	9	15	12	17	17	16	17	15	17	17	15	18	14	17	17	19	11
Don't know	19	22	11	17	14	17	19	22	14	30	31	25	21	17	18	28	24	23	26	15	27

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

		Oct 7-8	Oct 21-22																		
Charismatic	22	17	32	14	16	26	11	18	17	18	12	21	17	17	20	13	21	18	18	15	15
Sticks to what he believes in	20	16	41	8	11	28	8	14	17	15	11	13	19	16	17	14	21	17	13	14	15
A natural leader	17	13	30	7	11	24	5	12	15	12	11	18	13	11	16	11	15	15	14	13	6
Honest	15	13	36	5	16	25	4	11	15	12	5	11	13	18	15	11	14	14	13	13	9
Strong	16	13	34	5	14	24	5	9	14	11	12	15	14	9	14	11	18	13	11	12	9
Decisive	15	12	32	4	15	21	5	8	12	11	12	14	13	7	16	6	13	16	11	7	10
Good in a crisis	13	10	28	2	18	20	3	7	10	11	5	12	12	8	12	7	13	13	11	6	5
In touch with the concerns of ordinary people	7	5	16	1	3	8	0	2	3	6	6	4	5	5	5	4	3	6	5	5	1
None of these	46	50	11	69	39	29	72	50	50	49	47	43	48	59	48	52	42	45	50	55	61
Don't know	7	9	6	4	4	8	4	7	7	10	17	13	6	4	6	13	9	9	10	8	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	25	29	9	66	24	11	59	29	30	28	34	20	31	32	28	31	28	23	28	37	32
Honest	19	20	5	47	17	5	42	23	23	18	20	15	22	23	21	19	17	18	17	25	27
Sticks to what he believes in	20	19	9	46	11	8	41	18	22	17	21	13	20	24	20	19	20	17	19	23	20
Decisive	10	9	2	25	7	2	23	8	9	10	11	7	9	11	8	11	11	6	6	13	16
Strong	8	9	5	23	4	2	19	8	10	9	15	6	10	9	8	11	5	9	8	13	12
A natural leader	5	7	2	17	2	2	15	5	8	6	8	5	8	7	5	9	7	6	7	8	6
Charismatic	6	7	4	16	2	2	12	4	8	5	15	5	6	6	5	9	6	5	5	10	7
Good in a crisis	5	6	2	16	3	1	14	5	8	5	8	6	6	6	6	7	5	4	8	8	8
None of these	48	45	69	10	42	70	18	40	47	44	38	45	44	50	48	42	46	51	44	40	40
Don't know	13	14	9	9	14	10	7	17	11	17	21	19	11	9	11	17	14	15	14	11	15

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Unweighted Sample	1666	423	516	101	541	386	374	784	882	76	473	633	484	1131	535	307	550	324	383	102
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 7-8

Oct 21-22

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	11	11	18	9	33	13	5	19	12	10	10	14	10	10	12	10	10	13	11	10	8
Honest	13	10	18	5	37	11	3	17	11	9	6	12	10	9	12	6	11	10	9	9	11
Charismatic	11	8	11	8	23	8	5	15	6	9	5	11	7	8	9	6	9	9	7	6	8
Sticks to what he believes in	6	7	10	4	24	9	3	9	7	7	3	6	7	8	6	7	6	7	7	7	7
A natural leader	4	4	6	2	20	6	1	7	4	3	1	4	5	4	5	3	3	6	2	3	3
Decisive	4	4	5	2	27	4	2	8	4	4	3	5	4	3	5	3	4	7	3	1	6
Good in a crisis	3	3	5	2	15	1	2	7	3	4	10	2	2	2	4	2	4	5	1	2	2
Strong	3	3	5	1	17	3	3	5	3	3	0	4	4	2	4	2	2	4	3	2	5
None of these	62	62	51	71	16	61	79	48	66	59	62	51	65	69	62	63	62	57	62	68	67
Don't know	10	12	9	8	5	10	4	12	8	15	19	16	9	7	9	15	11	13	14	8	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.
<b>Age and Gender</b>			
	Male 18 to 24	33	103
	Male 25 to 39	189	213
	Male 40 to 59	322	282
	Male 60 +	240	212
	Female 18 to 24	43	98
	Female 25 to 39	284	212
	Female 40 to 59	311	288
	Female 60 +	244	258
<b>Region</b>			
	North England	383	410
	Midlands	251	273
	East England	155	160
	London	307	213
	South England	395	382
	Wales	73	83
	Scotland	102	145
<b>Social Grade</b>			
	AB	635	466
	C1	496	483
	C2	232	350
	DE	303	367
<b>Newspaper Type</b>			
	Express / Mail	333	267
	Sun / Star	148	392
	Mirror / Record	96	167
	Guardian / Independent	83	75
	FT / Times / Telegraph	120	158
	Other Paper	260	192
	No Paper	626	417
<b>Political Party Identification</b>			
	Labour	494	541
	Conservative	494	475
	Liberal Democrat	177	200
	SNP/Plaid Cymru	19	28
	Others	88	22
	None/ DK	394	400

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<http://today.yougov.co.uk>