

## YouGov / The Sun Survey Results

Sample Size: 1739 GB Adults

Fieldwork: 23rd - 24th 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>1739</b>	<b>426</b>	<b>562</b>	<b>118</b>	<b>536</b>	<b>439</b>	<b>396</b>	<b>845</b>	<b>894</b>	<b>210</b>	<b>443</b>	<b>595</b>	<b>490</b>	<b>991</b>	<b>748</b>	<b>223</b>	<b>565</b>	<b>372</b>	<b>428</b>	<b>151</b>
<b>Unweighted Sample</b>	<b>1739</b>	<b>413</b>	<b>547</b>	<b>116</b>	<b>536</b>	<b>429</b>	<b>401</b>	<b>828</b>	<b>911</b>	<b>122</b>	<b>483</b>	<b>678</b>	<b>456</b>	<b>1201</b>	<b>538</b>	<b>325</b>	<b>574</b>	<b>317</b>	<b>379</b>	<b>144</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	80	2	11	33	32	23	38	34	30	36	27	34	40	38	21	20
Lab	<b>43</b>	0	100	0	6	92	39	41	44	45	45	41	42	39	48	49	34	38	56	40
Lib Dem	<b>9</b>	0	0	100	1	2	34	10	8	14	8	8	9	10	8	8	10	8	11	5
Other	<b>16</b>	0	0	0	13	5	16	17	15	18	9	18	19	14	18	9	16	16	12	34

### Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	11	1	5	8	6	2	3	8	12	8	7	3	10	7	8	2
SNP / PCY	<b>4</b>	0	0	0	1	1	2	5	3	6	3	5	3	3	5	0	2	2	1	30
Green	<b>3</b>	0	0	0	0	1	9	3	3	9	2	3	1	3	4	3	3	5	1	2
BNP	<b>1</b>	0	0	0	1	0	0	1	1	1	1	1	1	1	1	3	0	1	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	0	1	0	0	1	1	0	1	0	1	1	1	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	4	3	4	6	10	17	11	7	3	6	12	4	9	7	11	6
Don't know	<b>16</b>	0	0	0	16	9	21	12	20	11	19	18	14	17	15	16	19	16	15	10

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

	Sep 20-21	Sep 23-24																			
Approve	<b>24</b>	<b>24</b>	71	3	44	50	5	21	28	21	18	28	22	25	26	21	23	29	25	19	19
Disapprove	<b>60</b>	<b>62</b>	15	92	41	35	89	67	63	61	63	54	64	66	59	65	61	56	64	68	63
Don't know	<b>15</b>	<b>14</b>	13	5	16	15	6	12	10	18	18	18	14	9	14	14	16	16	11	13	17

Fieldwork: 23rd - 24th 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>1739</b>	426	562	118	536	439	396	845	894	210	443	595	490	991	748	223	565	372	428	151
Unweighted Sample	1739	413	547	116	536	429	401	828	911	122	483	678	456	1201	538	325	574	317	379	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 19-20  
Sep 23-24

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	22	<b>22</b>	72	1	4	54	2	7	25	19	19	21	22	24	26	17	19	28	26	15	13
Labour	39	<b>38</b>	9	87	15	11	79	38	40	36	33	38	37	40	36	40	45	31	36	43	40
Liberal Democrat	7	<b>6</b>	2	2	57	2	2	19	7	5	9	5	5	6	7	4	6	6	4	7	6
Other	3	<b>4</b>	1	0	1	3	2	5	5	4	5	2	4	6	4	5	3	3	4	5	12
None	13	<b>14</b>	9	4	9	17	6	14	12	16	5	13	19	13	14	15	13	14	14	14	13
Don't know	16	<b>16</b>	7	6	13	12	8	18	11	20	30	20	12	10	14	19	14	17	16	16	16

**Asylum and immigration**

Conservative	30	<b>30</b>	76	12	27	58	13	21	33	27	24	34	29	30	35	23	34	33	31	24	28
Labour	18	<b>18</b>	2	47	8	3	44	15	18	19	25	17	17	17	17	19	19	14	16	24	22
Liberal Democrat	6	<b>6</b>	1	7	34	1	6	15	7	5	7	6	5	7	6	6	5	6	6	5	8
Other	9	<b>12</b>	8	7	3	14	9	9	14	9	9	8	14	14	10	14	10	12	12	12	12
None	20	<b>19</b>	10	17	14	17	17	20	18	20	10	15	23	22	18	20	21	19	18	20	16
Don't know	17	<b>15</b>	3	11	13	7	12	19	10	20	25	20	12	10	13	18	11	16	16	16	14

**Law and order**

Conservative	31	<b>33</b>	84	11	24	67	10	25	36	30	26	33	33	35	39	25	33	40	30	27	31
Labour	24	<b>25</b>	4	67	4	6	61	22	26	25	25	24	24	29	23	29	30	20	25	30	27
Liberal Democrat	6	<b>5</b>	1	2	43	1	3	15	6	4	8	3	4	6	5	4	4	4	5	6	5
Other	6	<b>7</b>	1	1	2	6	4	5	9	5	4	5	7	10	6	9	4	6	9	6	12
None	15	<b>14</b>	5	9	12	13	9	13	13	15	10	12	19	11	13	15	15	13	14	15	12
Don't know	18	<b>16</b>	3	10	14	7	13	20	10	22	28	22	13	9	14	18	13	17	17	16	14

**Education and schools**

Conservative	25	<b>26</b>	78	2	12	60	4	13	27	25	18	23	27	32	30	21	23	34	28	20	16
Labour	33	<b>33</b>	6	81	12	10	73	31	34	31	30	33	31	34	31	35	40	26	31	38	37
Liberal Democrat	8	<b>9</b>	5	4	55	4	2	25	12	6	16	9	7	7	9	8	6	9	7	10	10
Other	5	<b>5</b>	1	0	2	4	3	4	5	4	5	2	5	7	4	6	3	3	5	6	12
None	13	<b>12</b>	5	6	9	12	8	11	11	14	8	12	17	10	12	13	13	12	14	12	13
Don't know	16	<b>15</b>	7	7	9	11	11	15	10	20	24	21	13	9	14	17	15	16	16	15	13

**Taxation**

Conservative	24	<b>26</b>	81	3	7	64	4	9	29	23	18	28	27	27	30	21	29	31	27	18	23
Labour	29	<b>29</b>	3	76	8	6	70	25	29	28	25	28	27	33	28	30	29	22	28	38	32
Liberal Democrat	8	<b>9</b>	4	4	65	4	4	26	11	8	13	7	10	9	10	8	10	11	7	9	5
Other	5	<b>6</b>	1	2	2	5	3	7	8	5	10	4	6	8	5	8	3	5	6	8	13
None	16	<b>14</b>	6	8	7	13	9	14	14	15	10	12	19	14	14	15	16	14	16	13	13
Don't know	17	<b>15</b>	5	8	10	9	10	18	9	21	24	21	12	10	13	17	13	17	16	14	14

Fieldwork: 23rd - 24th 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	
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Unweighted Sample		1739	413	547	116	536	429	401	828	911	122	483	678	456	1201	538	325	574	317	379	144	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Unemployment</b>																						
	Conservative	21	23	74	1	12	56	3	10	25	21	15	23	25	25	28	18	22	31	24	18	13
	Labour	34	33	7	78	17	9	70	33	30	33	35	31	32	31	35	40	28	31	36	34	
	Liberal Democrat	6	5	1	3	43	1	3	16	7	4	11	4	3	6	5	5	3	4	5	8	5
	Other	5	6	2	1	3	5	3	6	7	5	6	4	6	8	5	7	4	4	8	7	12
	None	16	16	9	9	12	17	12	16	14	18	9	12	21	18	16	17	15	16	17	16	16
	Don't know	19	16	7	8	12	12	9	19	11	21	26	23	13	10	15	17	16	17	15	16	20
<b>The economy in general</b>																						
	Conservative	26	28	86	2	15	65	4	15	32	24	18	30	28	31	33	22	29	35	29	21	18
	Labour	28	26	2	74	3	5	65	22	26	27	24	25	26	29	24	29	32	19	26	32	32
	Liberal Democrat	5	6	0	3	52	1	3	18	7	4	9	5	5	6	6	5	4	5	5	7	5
	Other	5	6	1	1	2	4	3	7	8	4	10	3	5	7	4	8	4	4	5	7	12
	None	16	16	6	10	12	14	13	17	15	18	11	13	21	16	16	17	14	17	17	16	16
	Don't know	19	18	5	9	16	11	12	22	12	23	27	24	15	11	17	18	17	19	18	16	16
<b>Europe</b>																						
	Conservative	22	22	65	5	15	48	5	13	24	21	17	23	25	21	25	18	23	25	23	17	24
	Labour	21	21	4	58	4	5	53	18	22	21	22	25	19	21	21	22	25	15	24	26	23
	Liberal Democrat	7	8	3	6	51	3	5	23	10	6	11	7	6	9	9	6	12	8	5	8	7
	Other	11	14	14	6	3	19	7	9	18	10	12	9	14	18	13	15	8	17	14	12	12
	None	18	16	8	11	12	14	16	15	15	17	8	13	21	16	15	17	16	15	14	18	18
	Don't know	21	19	6	14	15	11	15	22	12	25	30	22	15	15	16	22	16	20	19	19	15
		Sep 9-10	Sep 23-24																			
<b>Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.</b>																						
	Charismatic	18	20	42	10	26	33	12	21	22	19	19	23	22	16	23	16	22	24	20	15	21
	Sticks to what he believes in	19	18	44	9	16	34	8	12	19	18	8	21	19	19	21	15	22	18	21	16	13
	Decisive	14	16	41	6	14	29	5	13	15	17	21	20	15	12	18	14	20	20	14	13	13
	A natural leader	13	15	33	6	19	24	6	14	14	15	17	16	14	13	17	12	18	16	17	11	10
	Strong	11	14	37	4	19	27	3	11	12	16	12	17	14	12	15	13	16	17	17	9	8
	Good in a crisis	10	13	40	3	14	29	4	8	14	13	13	15	13	12	15	11	14	15	15	11	6
	Honest	14	13	38	3	14	28	3	8	14	12	10	8	14	18	15	10	14	18	12	8	11
	In touch with the concerns of ordinary people	6	5	18	1	4	13	0	2	5	6	3	6	6	6	6	4	5	7	5	4	4
	None of these	49	46	8	70	38	21	70	51	48	43	40	36	47	55	42	51	40	40	44	55	50
	Don't know	8	8	3	3	5	7	5	4	4	11	14	11	6	4	6	10	6	9	6	8	8

Fieldwork: 23rd - 24th September 2012

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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	23	<b>25</b>	8	58	16	9	53	25	24	27	26	22	23	30	23	28	30	23	24	29	21
Honest	16	<b>17</b>	5	41	10	5	40	16	21	13	13	14	17	21	16	18	23	13	16	20	13
Sticks to what he believes in	18	<b>16</b>	6	37	6	7	36	13	18	15	10	15	14	22	15	18	20	14	14	21	10
Decisive	7	<b>8</b>	3	19	4	4	19	4	8	8	7	6	7	12	5	11	7	6	9	11	5
Strong	5	<b>7</b>	2	18	3	3	16	6	8	5	6	7	6	8	6	8	8	4	10	7	5
Good in a crisis	4	<b>6</b>	1	18	6	1	17	5	8	5	6	5	5	9	5	8	9	4	7	8	4
A natural leader	4	<b>5</b>	0	13	3	2	11	4	5	5	3	5	4	7	3	7	6	2	7	7	3
Charismatic	3	<b>4</b>	1	10	2	1	7	5	5	4	3	4	4	5	4	5	4	3	6	5	3
None of these	49	<b>50</b>	71	18	57	71	22	52	53	46	42	43	56	50	53	45	40	53	51	46	56
Don't know	15	<b>14</b>	9	9	10	11	10	10	9	19	22	20	10	9	13	16	17	13	15	13	13

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

Honest	11	<b>12</b>	21	6	43	15	6	19	13	11	7	11	14	13	14	9	10	15	10	10	14
In touch with the concerns of ordinary people	11	<b>12</b>	17	6	47	14	4	24	11	12	10	13	11	11	13	9	14	12	9	12	11
Charismatic	9	<b>10</b>	16	8	30	12	8	16	11	10	9	11	11	11	11	9	10	9	12	10	12
Sticks to what he believes in	7	<b>5</b>	9	2	26	6	2	9	5	6	2	3	7	7	6	5	3	6	6	5	4
A natural leader	4	<b>4</b>	6	4	18	4	3	8	6	3	9	3	5	3	5	4	4	3	5	6	2
Decisive	4	<b>4</b>	6	2	21	5	1	8	5	3	4	3	4	5	4	5	4	4	5	4	4
Strong	3	<b>4</b>	6	1	17	3	2	6	4	3	4	2	4	4	3	5	3	4	5	3	4
Good in a crisis	2	<b>2</b>	2	1	15	2	1	6	2	2	2	2	3	2	2	2	3	2	2	3	2
None of these	60	<b>62</b>	50	73	21	59	75	50	64	59	56	56	64	67	60	65	59	59	65	64	64
Don't know	14	<b>10</b>	6	6	6	7	8	7	6	14	16	15	8	6	9	12	10	12	8	11	9

## 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	50	108
Male 25 to 39	186	223
Male 40 to 59	352	294
Male 60 +	240	221
Female 18 to 24	72	103
Female 25 to 39	297	221
Female 40 to 59	326	301
Female 60 +	216	270
<b>Region</b>		
North England	379	428
Midlands	233	285
East England	157	167
London	325	223
South England	417	398
Wales	84	87
Scotland	144	151
<b>Social Grade</b>		
AB	629	487
C1	572	504
C2	224	365
DE	314	383
<b>Newspaper Type</b>		
Express / Mail	344	278
Sun / Star	224	409
Mirror / Record	118	174
Guardian / Independent	107	78
FT / Times / Telegraph	102	165
Other Paper	243	200
No Paper	601	435
<b>Political Party Identification</b>		
Labour	538	565
Conservative	490	496
Liberal Democrat	194	209
SNP/Plaid Cymru	35	30
Others	72	23
None/ DK	410	417

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