

YouGov / The Sun Survey Results

Sample Size: 1751 GB Adults

Fieldwork: 13th - 14th December 2011

| | 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 | 1751 | 538 | 513 | 134 | 557 | 433 | 404 | 851 | 900 | 212 | 447 | 599 | 494 | 998 | 753 | 224 | 569 | 375 | 431 | 152 |
| Unweighted Sample | 1751 | 553 | 466 | 144 | 569 | 393 | 432 | 819 | 932 | 77 | 475 | 712 | 487 | 1135 | 616 | 237 | 589 | 353 | 416 | 156 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

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

| | | | | | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 40 | 100 | 0 | 0 | 90 | 6 | 13 | 39 | 42 | 36 | 33 | 36 | 52 | 41 | 38 | 47 | 48 | 40 | 34 | 18 |
| Lab | 38 | 0 | 100 | 0 | 2 | 88 | 35 | 38 | 39 | 41 | 41 | 45 | 27 | 36 | 42 | 33 | 28 | 42 | 49 | 48 |
| Lib Dem | 10 | 0 | 0 | 100 | 1 | 0 | 40 | 10 | 10 | 9 | 13 | 8 | 10 | 12 | 6 | 12 | 12 | 10 | 8 | 4 |
| Other | 12 | 0 | 0 | 0 | 6 | 6 | 11 | 13 | 10 | 14 | 12 | 11 | 11 | 10 | 13 | 8 | 12 | 8 | 9 | 29 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | | | | | |
|-----------|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP | 5 | 0 | 0 | 0 | 4 | 1 | 2 | 6 | 3 | 3 | 3 | 5 | 7 | 4 | 6 | 3 | 6 | 4 | 7 | 1 |
| SNP / PCY | 3 | 0 | 0 | 0 | 0 | 1 | 4 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 0 | 0 | 2 | 0 | 25 |
| Green | 2 | 0 | 0 | 0 | 1 | 1 | 5 | 2 | 3 | 6 | 5 | 1 | 1 | 2 | 3 | 2 | 4 | 2 | 2 | 1 |
| BNP | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 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 | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 2 |

Non Voters

| | | | | | | | | | | | | | | | | | | | | |
|----------------|-----------|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 9 | 0 | 0 | 0 | 4 | 2 | 7 | 6 | 11 | 18 | 11 | 8 | 4 | 6 | 13 | 6 | 9 | 13 | 5 | 10 |
| Don't know | 15 | 0 | 0 | 0 | 9 | 11 | 22 | 10 | 19 | 14 | 19 | 15 | 11 | 13 | 17 | 16 | 14 | 12 | 18 | 11 |

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

| | Dec 12-13 | Dec 13-14 | | | | | | | | | | | | | | | | | | | |
|------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve | 34 | 34 | 84 | 3 | 37 | 71 | 8 | 24 | 37 | 31 | 34 | 28 | 32 | 42 | 39 | 28 | 42 | 38 | 34 | 29 | 20 |
| Disapprove | 50 | 52 | 6 | 93 | 48 | 16 | 83 | 64 | 53 | 52 | 52 | 52 | 57 | 47 | 50 | 56 | 48 | 48 | 55 | 53 | 66 |
| Don't know | 15 | 14 | 10 | 4 | 15 | 13 | 9 | 12 | 10 | 17 | 15 | 19 | 11 | 11 | 11 | 16 | 10 | 13 | 11 | 18 | 15 |

Fieldwork: 13th - 14th December 2011

| | 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 | 1751 | 538 | 513 | 134 | 557 | 433 | 404 | 851 | 900 | 212 | 447 | 599 | 494 | 998 | 753 | 224 | 569 | 375 | 431 | 152 | |
| Unweighted Sample | 1751 | 553 | 466 | 144 | 569 | 393 | 432 | 819 | 932 | 77 | 475 | 712 | 487 | 1135 | 616 | 237 | 589 | 353 | 416 | 156 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Nov 29-30
Dec 13-14

Local councils in many parts of Britain are cutting some of their services. Thinking about the area where you live, which of these statements comes closest to your view?

| | | | | | | | | | | | | | | | | | | | | | |
|--|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live | 43 | 40 | 16 | 68 | 46 | 18 | 65 | 45 | 45 | 36 | 45 | 40 | 46 | 32 | 40 | 41 | 44 | 37 | 43 | 43 | 38 |
| My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services | 28 | 31 | 50 | 17 | 31 | 49 | 17 | 30 | 31 | 31 | 15 | 28 | 29 | 43 | 33 | 29 | 26 | 35 | 27 | 31 | 35 |
| Neither - I am not aware of significant cuts to services in my area | 19 | 18 | 27 | 9 | 16 | 23 | 12 | 17 | 17 | 19 | 14 | 22 | 15 | 19 | 19 | 16 | 23 | 18 | 19 | 15 | 14 |
| Don't know | 10 | 10 | 7 | 7 | 7 | 10 | 6 | 8 | 7 | 14 | 26 | 9 | 9 | 6 | 8 | 13 | 8 | 10 | 11 | 11 | 12 |

Dec 4-5
Dec 13-14

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 | 26 | 39 | 75 | 18 | 37 | 68 | 22 | 31 | 40 | 38 | 35 | 31 | 37 | 50 | 41 | 36 | 41 | 45 | 36 | 36 | 29 |
| Decisive | 20 | 29 | 59 | 12 | 27 | 52 | 14 | 24 | 30 | 28 | 33 | 28 | 23 | 34 | 32 | 24 | 31 | 30 | 29 | 27 | 22 |
| Strong | 19 | 24 | 55 | 8 | 18 | 49 | 9 | 17 | 28 | 21 | 26 | 24 | 20 | 28 | 26 | 21 | 27 | 27 | 20 | 25 | 17 |
| Charismatic | 22 | 18 | 36 | 9 | 17 | 32 | 12 | 13 | 22 | 16 | 21 | 21 | 19 | 15 | 20 | 16 | 23 | 21 | 17 | 15 | 16 |
| Good in a crisis | 13 | 18 | 45 | 4 | 11 | 39 | 7 | 9 | 20 | 16 | 20 | 14 | 18 | 21 | 19 | 17 | 23 | 18 | 17 | 19 | 12 |
| Honest | 14 | 18 | 47 | 3 | 12 | 40 | 4 | 8 | 19 | 17 | 18 | 12 | 16 | 26 | 19 | 16 | 21 | 23 | 13 | 14 | 13 |
| A natural leader | 17 | 17 | 43 | 5 | 11 | 37 | 7 | 9 | 19 | 15 | 20 | 17 | 15 | 19 | 18 | 16 | 26 | 19 | 16 | 13 | 10 |
| In touch with the concerns of ordinary people | 7 | 10 | 27 | 1 | 2 | 24 | 3 | 3 | 10 | 9 | 10 | 7 | 8 | 13 | 9 | 11 | 12 | 12 | 8 | 8 | 4 |
| None of these | 42 | 35 | 3 | 60 | 35 | 8 | 54 | 44 | 36 | 34 | 21 | 38 | 39 | 33 | 32 | 39 | 31 | 29 | 39 | 38 | 46 |
| Don't know | 8 | 8 | 2 | 4 | 4 | 6 | 6 | 6 | 6 | 11 | 21 | 8 | 8 | 4 | 5 | 13 | 7 | 8 | 9 | 11 | 6 |

Fieldwork: 13th - 14th December 2011

| | 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 | 1751 | 538 | 513 | 134 | 557 | 433 | 404 | 851 | 900 | 212 | 447 | 599 | 494 | 998 | 753 | 224 | 569 | 375 | 431 | 152 |
| Unweighted Sample | 1751 | 553 | 466 | 144 | 569 | 393 | 432 | 819 | 932 | 77 | 475 | 712 | 487 | 1135 | 616 | 237 | 589 | 353 | 416 | 156 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 | 20 | 7 | 48 | 14 | 7 | 42 | 19 | 21 | 18 | 26 | 17 | 21 | 19 | 19 | 20 | 22 | 16 | 20 | 23 | 20 |
| Honest | 18 | 16 | 7 | 36 | 19 | 6 | 32 | 19 | 18 | 14 | 20 | 13 | 17 | 16 | 18 | 13 | 21 | 14 | 17 | 16 | 14 |
| Sticks to what he believes in | 17 | 14 | 7 | 31 | 14 | 7 | 25 | 15 | 15 | 13 | 15 | 12 | 16 | 14 | 15 | 13 | 12 | 13 | 15 | 14 | 17 |
| Decisive | 8 | 6 | 2 | 15 | 3 | 3 | 11 | 6 | 6 | 6 | 5 | 8 | 8 | 3 | 6 | 6 | 7 | 4 | 7 | 7 | 4 |
| Strong | 7 | 6 | 4 | 14 | 1 | 3 | 12 | 4 | 5 | 6 | 7 | 5 | 7 | 4 | 5 | 7 | 8 | 4 | 8 | 6 | 2 |
| Charismatic | 5 | 4 | 2 | 7 | 2 | 3 | 5 | 4 | 2 | 5 | 7 | 3 | 4 | 2 | 4 | 3 | 4 | 5 | 5 | 2 | 1 |
| A natural leader | 4 | 3 | 1 | 8 | 3 | 1 | 8 | 2 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 5 |
| Good in a crisis | 5 | 3 | 1 | 8 | 1 | 1 | 6 | 2 | 3 | 3 | 4 | 2 | 4 | 2 | 3 | 3 | 2 | 2 | 4 | 4 | 2 |
| None of these | 50 | 50 | 74 | 23 | 48 | 71 | 29 | 45 | 54 | 47 | 32 | 50 | 50 | 58 | 51 | 49 | 43 | 54 | 51 | 47 | 51 |
| Don't know | 15 | 17 | 10 | 11 | 15 | 13 | 14 | 17 | 12 | 22 | 30 | 19 | 16 | 12 | 15 | 21 | 17 | 17 | 16 | 20 | 15 |

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

| | | | | | | | | | | | | | | | | | | | | | |
|---|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Honest | 13 | 12 | 18 | 5 | 50 | 15 | 5 | 22 | 15 | 10 | 12 | 11 | 11 | 15 | 15 | 9 | 11 | 15 | 11 | 12 | 8 |
| In touch with the concerns of ordinary people | 13 | 11 | 14 | 4 | 49 | 11 | 7 | 21 | 13 | 10 | 17 | 13 | 8 | 11 | 14 | 7 | 12 | 13 | 9 | 11 | 11 |
| Charismatic | 14 | 10 | 13 | 8 | 28 | 11 | 8 | 15 | 12 | 9 | 8 | 14 | 9 | 9 | 12 | 9 | 12 | 12 | 7 | 11 | 10 |
| Sticks to what he believes in | 10 | 10 | 16 | 4 | 32 | 14 | 4 | 15 | 11 | 9 | 5 | 9 | 9 | 14 | 11 | 9 | 10 | 10 | 11 | 10 | 7 |
| A natural leader | 5 | 4 | 5 | 3 | 18 | 5 | 2 | 8 | 5 | 3 | 6 | 5 | 4 | 3 | 5 | 3 | 6 | 4 | 3 | 5 | 2 |
| Strong | 5 | 4 | 4 | 1 | 21 | 4 | 1 | 8 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 1 |
| Decisive | 6 | 3 | 4 | 1 | 15 | 4 | 0 | 6 | 3 | 3 | 4 | 5 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| Good in a crisis | 4 | 2 | 2 | 1 | 13 | 1 | 1 | 5 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 4 | 2 | 2 | 2 | 3 |
| None of these | 55 | 58 | 54 | 74 | 11 | 54 | 73 | 50 | 61 | 56 | 45 | 54 | 63 | 62 | 56 | 61 | 54 | 56 | 62 | 61 | 58 |
| Don't know | 12 | 13 | 10 | 8 | 3 | 12 | 9 | 9 | 8 | 18 | 29 | 14 | 12 | 7 | 11 | 17 | 13 | 12 | 15 | 14 | 14 |

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 | 44 | 106 |
| Male 25 to 39 | 214 | 218 |
| Male 40 to 59 | 347 | 288 |
| Male 60 + | 222 | 216 |
| Female 18 to 24 | 64 | 101 |
| Female 25 to 39 | 258 | 216 |
| Female 40 to 59 | 342 | 295 |
| Female 60 + | 213 | 264 |
| Region | | |
| North England | 438 | 419 |
| Midlands | 248 | 279 |
| East England | 179 | 164 |
| London | 238 | 218 |
| South England | 372 | 390 |
| Wales | 88 | 85 |
| Scotland | 141 | 148 |
| Social Grade | | |
| AB | 623 | 477 |
| C1 | 482 | 494 |
| C2 | 263 | 358 |
| DE | 336 | 375 |
| Newspaper Type | | |
| Express / Mail | 367 | 273 |
| Sun / Star | 203 | 400 |
| Mirror / Record | 101 | 170 |
| Guardian / Independent | 99 | 77 |
| FT / Times / Telegraph | 118 | 162 |
| Other Paper | 223 | 196 |
| No Paper | 593 | 426 |
| Political Party Identification | | |
| Labour | 526 | 554 |
| Conservative | 500 | 486 |
| Liberal Democrat | 168 | 204 |
| SNP/Plaid Cymru | 31 | 29 |
| Others | 80 | 22 |
| None/ DK | 399 | 409 |

YouGov is a member of the British Polling Council and abides by its rules.

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