

## YouGov / The Sun Survey Results

Sample Size: 1608 GB Adults  
Fieldwork: 4th - 5th November 2012

	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>Weighted Sample</b>	<b>1608</b>	<b>433</b>	<b>548</b>	<b>106</b>	<b>499</b>	<b>399</b>	<b>359</b>	<b>781</b>	<b>827</b>	<b>195</b>	<b>410</b>	<b>550</b>	<b>453</b>	<b>917</b>	<b>691</b>	<b>206</b>	<b>523</b>	<b>344</b>	<b>396</b>	<b>140</b>	
Unweighted Sample	1608	439	503	110	509	382	390	739	869	79	438	616	475	1086	522	280	505	331	360	132	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

Con	<b>35</b>	100	0	0	82	3	13	35	34	30	36	30	40	40	27	29	43	34	31	22
Lab	<b>44</b>	0	100	0	5	93	41	42	46	50	45	47	38	39	52	52	34	47	51	42
Lib Dem	<b>8</b>	0	0	100	2	1	33	8	9	7	11	9	7	10	6	10	10	5	9	6
Other	<b>13</b>	0	0	0	11	3	13	15	11	13	9	14	15	11	16	8	13	14	8	30

### Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	10	2	6	9	6	0	3	9	11	6	10	4	10	8	7	0
SNP / PCY	<b>2</b>	0	0	0	0	0	1	3	2	0	4	3	2	3	2	1	0	0	0	25
Green	<b>2</b>	0	0	0	0	0	5	2	2	9	1	1	1	2	3	2	2	2	1	4
BNP	<b>1</b>	0	0	0	1	0	0	0	1	0	0	0	1	0	1	1	0	1	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	1	3	0	0	0	0	1	0	0	2	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	4	1	5	6	8	13	10	8	3	6	9	7	7	10	7	4
Don't know	<b>15</b>	0	0	0	10	7	23	10	20	20	18	13	13	14	17	14	16	12	16	17

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

Nov 1-2

Nov 4-5

Approve	29	<b>26</b>	71	4	35	52	5	20	26	25	19	26	26	28	31	18	25	34	23	20	17
Disapprove	57	<b>58</b>	12	93	45	27	90	61	60	57	55	55	60	61	54	65	58	53	62	60	66
Don't know	15	<b>16</b>	18	3	19	21	5	18	14	18	26	19	14	12	15	17	17	13	15	20	16

Oct 21-22

Nov 4-5

### 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	20	<b>23</b>	70	2	6	55	4	11	25	22	16	22	19	32	28	17	19	29	22	22	15
Labour	39	<b>38</b>	4	85	24	8	79	38	41	36	44	30	41	39	38	38	43	31	40	42	41
Liberal Democrat	5	<b>6</b>	3	1	57	2	1	19	6	5	3	7	7	4	7	4	6	7	3	6	6
Other	5	<b>4</b>	0	0	0	4	0	4	5	4	4	3	3	6	3	6	2	3	7	3	7
None	15	<b>13</b>	10	5	3	17	6	12	10	15	9	13	16	10	10	16	14	14	11	10	14
Don't know	17	<b>16</b>	12	6	10	14	10	16	13	19	23	24	15	8	14	19	16	16	17	16	17

Fieldwork: 4th - 5th November 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>Weighted Sample</b>	<b>1608</b>	433	548	106	499	399	359	781	827	195	410	550	453	917	691	206	523	344	396	140	
Unweighted Sample	1608	439	503	110	509	382	390	739	869	79	438	616	475	1086	522	280	505	331	360	132	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Oct 21-22	Nov 4-5																		
<b>Asylum and immigration</b>																					
Conservative	29	<b>33</b>	78	15	22	62	17	24	38	28	30	31	31	38	38	26	32	36	32	32	25
Labour	19	<b>18</b>	1	47	10	2	40	17	17	19	24	17	20	15	17	19	18	13	20	22	20
Liberal Democrat	6	<b>7</b>	1	5	50	1	3	20	7	7	10	9	6	5	9	4	7	7	6	5	11
Other	12	<b>8</b>	3	6	2	11	4	8	10	7	4	7	6	15	7	10	3	8	11	10	7
None	17	<b>18</b>	9	18	9	16	21	16	17	19	10	15	22	19	14	23	25	19	14	16	19
Don't know	18	<b>16</b>	7	11	7	8	16	15	11	21	22	23	15	9	15	18	15	18	16	14	18
<b>Law and order</b>																					
Conservative	30	<b>33</b>	84	8	26	68	11	25	37	30	23	29	33	43	40	24	30	41	30	31	25
Labour	25	<b>26</b>	1	65	11	3	58	23	25	26	35	21	25	26	22	30	27	17	30	32	26
Liberal Democrat	5	<b>5</b>	1	4	47	1	3	17	6	5	6	9	5	3	7	4	9	6	3	4	6
Other	7	<b>5</b>	1	1	1	5	1	5	6	3	2	3	4	8	4	6	3	4	7	5	7
None	14	<b>14</b>	6	12	5	14	12	13	13	16	10	12	18	12	12	17	16	14	13	13	17
Don't know	19	<b>17</b>	7	11	11	9	16	17	14	20	25	25	14	8	15	19	16	18	16	15	20
<b>Education and schools</b>																					
Conservative	26	<b>27</b>	78	3	7	65	6	12	29	25	14	23	24	39	33	19	23	32	27	25	18
Labour	32	<b>32</b>	4	77	11	5	72	28	34	30	36	29	33	30	30	33	31	25	32	39	38
Liberal Democrat	7	<b>9</b>	3	5	69	3	3	26	11	8	12	9	9	8	11	7	13	11	8	7	6
Other	5	<b>4</b>	0	1	0	4	0	4	4	4	2	4	3	5	4	4	2	3	5	4	7
None	13	<b>12</b>	6	7	3	12	7	13	10	14	11	10	17	9	9	16	15	12	13	10	12
Don't know	17	<b>16</b>	8	8	10	10	11	17	13	20	24	24	14	9	14	20	16	17	16	16	18
<b>Taxation</b>																					
Conservative	24	<b>27</b>	81	4	12	66	5	13	29	25	16	26	24	36	34	18	23	33	26	24	21
Labour	30	<b>30</b>	2	72	12	5	65	30	31	28	38	23	32	29	28	31	31	23	31	36	28
Liberal Democrat	7	<b>9</b>	3	5	62	3	4	24	10	8	9	10	10	8	10	8	10	9	9	10	6
Other	5	<b>4</b>	0	1	2	5	1	4	5	4	2	4	3	7	4	5	3	4	5	3	8
None	15	<b>14</b>	5	11	2	11	14	13	13	14	11	12	18	11	11	18	15	13	12	12	21
Don't know	18	<b>16</b>	9	7	9	10	11	17	11	21	23	25	14	8	14	19	17	17	17	14	16
<b>Unemployment</b>																					
Conservative	22	<b>24</b>	73	2	7	58	3	12	25	22	19	23	20	32	30	16	20	29	23	22	18
Labour	32	<b>34</b>	5	79	26	7	71	34	37	30	37	28	36	34	32	35	39	26	35	40	33
Liberal Democrat	4	<b>5</b>	1	2	45	1	3	15	5	5	4	7	5	4	6	4	6	5	4	7	3
Other	6	<b>5</b>	1	1	0	5	1	5	5	4	2	3	4	8	4	6	2	4	7	4	7
None	17	<b>16</b>	10	10	6	17	11	14	15	16	16	14	19	13	12	20	16	16	17	12	23
Don't know	20	<b>17</b>	10	6	16	12	11	19	12	22	22	25	16	10	16	19	17	20	15	16	17
<b>The economy in general</b>																					
Conservative	26	<b>31</b>	87	5	16	70	7	17	34	27	30	27	27	39	37	22	26	35	33	29	20
Labour	28	<b>29</b>	1	74	13	3	67	27	30	27	27	26	31	29	26	32	31	21	29	37	30
Liberal Democrat	5	<b>4</b>	1	2	48	1	1	16	6	3	5	5	5	3	5	3	7	5	3	3	4
Other	5	<b>4</b>	0	1	0	4	1	4	4	3	2	3	4	6	3	5	2	3	4	4	8
None	17	<b>15</b>	6	10	6	13	12	14	13	16	14	13	18	13	12	19	16	16	14	12	21
Don't know	19	<b>17</b>	6	8	16	9	13	22	12	23	22	26	15	10	16	19	18	19	17	15	18

Fieldwork: 4th - 5th November 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>1608</b>	<b>433</b>	<b>548</b>	<b>106</b>	<b>499</b>	<b>399</b>	<b>359</b>	<b>781</b>	<b>827</b>	<b>195</b>	<b>410</b>	<b>550</b>	<b>453</b>	<b>917</b>	<b>691</b>	<b>206</b>	<b>523</b>	<b>344</b>	<b>396</b>	<b>140</b>	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Oct 21-22	Nov 4-5																			
<b>Europe</b>																						
	Conservative	21	24	65	8	12	51	7	14	25	24	24	25	22	27	30	17	20	29	24	23	17
	Labour	22	22	1	55	7	3	52	18	24	20	27	20	25	17	21	23	28	15	20	27	28
	Liberal Democrat	6	8	3	5	62	2	4	22	10	6	9	9	8	6	10	5	15	8	3	8	7
	Other	12	11	9	6	0	16	5	8	13	8	6	9	8	18	10	12	3	10	16	11	8
	None	16	16	10	12	5	16	13	16	15	17	12	12	19	17	12	21	15	15	16	15	23
	Don't know	22	20	12	14	13	12	19	22	13	26	23	25	18	15	18	21	19	22	21	17	17

		Oct 21-22	Nov 4-5																			
<b>Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.</b>																						
	Charismatic	17	22	42	14	30	35	18	16	23	20	25	23	23	16	26	16	21	22	27	18	17
	Sticks to what he believes in	16	18	38	10	17	32	10	15	20	16	8	12	22	22	20	15	21	19	18	15	15
	A natural leader	13	17	39	7	19	31	9	13	19	14	19	22	15	13	21	11	16	19	17	15	13
	Honest	13	16	43	3	18	35	4	11	19	14	10	11	14	27	20	12	16	21	15	13	11
	Decisive	12	14	32	6	15	25	5	10	14	14	20	15	13	11	17	9	12	17	13	11	15
	Good in a crisis	10	13	36	3	15	27	4	9	13	14	15	13	13	13	17	9	14	16	13	11	10
	Strong	13	13	35	3	9	26	3	11	14	12	12	17	12	11	15	10	12	16	14	11	6
	In touch with the concerns of ordinary people	5	7	19	1	9	16	1	4	7	7	5	8	6	8	8	6	10	8	5	5	9
	None of these	50	45	10	67	37	20	65	54	44	45	38	38	48	50	40	52	43	40	38	53	58
	Don't know	9	8	6	4	2	7	5	5	7	10	14	13	8	2	6	12	10	8	9	8	7

		Oct 21-22	Nov 4-5																			
<b>Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.</b>																						
	In touch with the concerns of ordinary people	29	26	9	55	24	10	49	26	27	24	24	20	27	29	24	27	32	23	25	26	27
	Honest	20	21	8	46	14	7	43	22	23	18	12	16	24	24	19	22	21	16	20	27	19
	Sticks to what he believes in	19	19	7	41	16	8	37	17	21	17	10	14	23	22	17	22	17	16	20	24	14
	Decisive	9	11	5	24	6	4	23	10	11	10	6	10	13	11	9	13	10	8	12	16	6
	Strong	9	9	2	23	7	3	22	9	10	9	5	7	13	9	7	12	11	8	8	12	7
	Good in a crisis	6	7	1	19	2	2	14	5	8	6	9	8	6	6	6	9	11	6	8	7	3
	A natural leader	7	6	1	14	1	2	12	4	5	6	7	4	6	6	4	9	3	5	6	8	3
	Charismatic	7	6	2	12	3	2	10	5	6	6	5	6	7	3	5	6	8	5	5	7	5
	None of these	45	47	69	17	58	69	23	47	48	46	43	46	44	53	51	42	44	51	45	43	54
	Don't know	14	13	9	9	4	9	12	11	9	17	19	19	13	7	12	16	13	13	14	14	12

Fieldwork: 4th - 5th November 2012

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 21-22

Nov 4-5

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

Honest	10	12	21	5	43	16	7	20	13	11	4	10	12	18	15	8	13	13	14	10	7
In touch with the concerns of ordinary people	11	11	15	8	44	12	8	18	11	11	10	13	11	10	15	6	15	11	12	9	11
Charismatic	8	9	15	5	24	12	5	15	10	9	6	13	6	12	10	8	9	8	11	11	8
Sticks to what he believes in	7	7	9	3	25	8	3	9	6	7	3	3	6	12	6	7	6	6	9	6	8
A natural leader	4	4	4	3	17	3	3	9	5	3	3	4	4	5	4	4	6	5	5	2	3
Decisive	4	4	3	3	19	3	2	6	3	4	4	5	3	2	5	2	8	3	2	5	0
Good in a crisis	3	3	3	1	18	2	1	6	3	3	3	3	4	2	4	2	3	5	1	3	1
Strong	3	3	4	2	12	3	1	6	4	3	2	6	3	2	4	2	4	4	3	4	1
None of these	62	61	49	75	24	56	74	54	64	57	59	53	65	64	58	64	57	59	57	65	69
Don't know	12	12	12	6	2	12	8	8	9	14	17	15	13	5	10	14	11	14	14	7	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.
<b>Age and Gender</b>		
Male 18 to 24	33	100
Male 25 to 39	179	206
Male 40 to 59	287	272
Male 60 +	240	204
Female 18 to 24	46	95
Female 25 to 39	259	204
Female 40 to 59	329	278
Female 60 +	235	249
<b>Region</b>		
North England	360	396
Midlands	271	264
East England	149	154
London	280	206
South England	356	368
Wales	60	80
Scotland	132	140
<b>Social Grade</b>		
AB	615	450
C1	471	466
C2	234	338
DE	288	354
<b>Newspaper Type</b>		
Express / Mail	323	257
Sun / Star	128	378
Mirror / Record	88	161
Guardian / Independent	96	72
FT / Times / Telegraph	109	153
Other Paper	251	185
No Paper	613	402
<b>Political Party Identification</b>		
Labour	473	523
Conservative	477	458
Liberal Democrat	164	193
SNP/Plaid Cymru	28	27
Others	70	21
None/ DK	396	386

YouGov is a member of the British Polling Council and abides by its rules.  
<http://today.yougov.co.uk>