

YouGov / The Sun Survey Results

Sample Size: 1721 GB Adults
Fieldwork: 18th - 19th 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	1721	505	561	124	542	429	412	836	885	208	439	589	485	981	740	220	559	368	423	150	
Unweighted Sample	1721	517	535	117	559	427	403	806	915	100	447	707	467	1128	593	289	568	349	371	144	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	38	100	0	0	89	4	11	38	38	16	36	34	51	42	32	38	48	42	27	20
Lab	42	0	100	0	5	93	43	42	42	64	45	44	31	38	49	43	32	44	54	39
Lib Dem	9	0	0	100	1	2	35	8	10	10	11	9	8	10	9	12	13	6	8	6
Other	10	0	0	0	5	2	11	12	9	10	8	13	10	10	11	7	6	8	10	34

Other Parties Voting Intention

SNP / PCY	3	0	0	0	0	1	3	4	3	3	4	3	3	3	4	0	0	2	0	32
UKIP	3	0	0	0	4	1	1	4	3	1	2	4	4	4	2	3	3	2	6	0
Green	2	0	0	0	1	0	5	2	2	5	1	2	1	2	2	4	2	1	2	2
BNP	1	0	0	0	0	0	1	2	1	0	0	2	1	1	2	0	1	3	2	0
Respect	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	0	1	0	0

Non Voters

Would Not Vote	9	0	0	0	4	2	7	7	10	19	10	8	4	6	12	7	10	7	10	7
Don't know	14	0	0	0	10	9	20	9	19	18	13	14	13	14	15	18	15	9	16	14

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

	Dec 15-16	Dec 18-19																			
Approve	32	32	84	5	32	67	7	21	35	28	18	29	29	43	35	27	30	36	38	22	26
Disapprove	53	55	6	91	45	18	86	66	55	55	66	52	59	47	51	60	57	47	50	66	62
Don't know	15	14	11	4	22	14	7	12	10	17	15	19	12	10	14	13	13	17	12	12	12

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

Dec 4-5
Dec 18-19

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	23	26	79	1	6	65	4	7	30	23	10	25	23	38	30	22	24	34	29	19	14
Labour	38	36	5	83	15	8	77	41	41	31	38	33	38	33	35	36	36	27	38	43	37
Liberal Democrat	7	6	2	2	57	2	3	20	7	6	6	6	6	7	7	5	6	7	5	6	6
Other	3	2	0	1	0	1	1	3	2	2	3	1	3	2	2	2	1	2	3	1	10
None	13	13	7	6	14	12	8	13	10	15	9	12	16	11	12	14	14	12	12	15	13
Don't know	16	17	8	8	9	12	8	16	10	23	33	22	14	8	14	20	18	18	14	16	21

Asylum and immigration

Conservative	30	34	79	16	20	66	16	21	39	30	23	30	32	44	38	29	32	39	36	28	28
Labour	17	16	0	43	3	3	41	15	18	14	21	18	17	11	15	18	18	13	17	17	21
Liberal Democrat	7	7	1	5	48	2	4	21	7	7	5	8	7	7	8	5	8	8	6	6	4
Other	10	7	4	4	2	5	6	5	8	5	11	5	7	7	8	6	8	5	6	8	9
None	18	19	9	19	17	15	21	19	17	21	10	17	23	20	17	22	17	15	19	25	18
Don't know	17	17	7	13	10	9	13	19	11	23	30	22	15	11	15	21	18	19	15	17	19

Law and order

Conservative	34	36	88	12	20	75	13	22	40	32	19	28	35	51	41	29	36	41	39	30	26
Labour	23	22	1	60	4	3	58	20	24	20	24	24	24	17	21	23	21	17	24	26	28
Liberal Democrat	6	5	0	2	50	1	1	18	6	5	3	6	5	6	5	5	7	6	4	4	4
Other	5	4	1	3	1	1	4	3	5	4	4	3	5	4	4	4	4	3	4	4	8
None	15	16	4	13	17	11	14	17	14	17	13	16	18	14	14	18	15	13	14	21	14
Don't know	18	17	5	11	9	9	11	20	12	22	37	24	12	8	15	20	16	20	14	15	20

Education and schools

Conservative	27	27	78	2	8	66	5	10	29	25	7	23	25	42	31	22	26	32	32	20	16
Labour	32	31	6	76	8	9	72	29	36	27	33	32	34	28	31	33	35	23	33	40	32
Liberal Democrat	8	9	4	4	65	4	3	26	10	8	10	9	9	9	10	7	9	11	8	8	10
Other	3	3	0	1	1	1	1	3	3	2	4	1	3	3	3	3	1	2	3	1	10
None	13	14	6	8	14	11	10	15	12	16	11	15	17	11	12	17	14	13	13	17	14
Don't know	16	16	6	8	5	10	9	17	10	21	35	21	13	8	14	19	14	19	12	15	18

Fieldwork: 18th - 19th 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		1721	505	561	124	542	429	412	836	885	208	439	589	485	981	740	220	559	368	423	150	
Unweighted Sample		1721	517	535	117	559	427	403	806	915	100	447	707	467	1128	593	289	568	349	371	144	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																						
	Conservative	28	29	84	4	5	70	8	10	33	26	10	26	29	42	34	23	31	35	33	21	20
	Labour	28	27	2	71	8	4	65	26	29	25	30	26	30	23	27	27	24	19	29	36	29
	Liberal Democrat	9	8	1	4	65	2	5	25	9	8	7	9	8	9	9	7	9	9	8	7	8
	Other	4	3	0	1	1	1	2	4	3	3	3	1	3	3	3	3	3	2	3	1	10
	None	14	15	4	11	12	12	11	17	14	16	13	16	18	13	12	20	15	14	14	19	15
	Don't know	18	17	8	8	10	11	10	18	11	23	36	22	12	11	15	21	18	20	14	16	19
Unemployment																						
	Conservative	22	23	68	2	5	55	4	7	25	20	5	21	21	33	26	18	20	29	27	15	14
	Labour	33	32	8	76	13	10	68	35	37	27	35	32	34	28	32	32	35	25	34	38	34
	Liberal Democrat	5	6	3	2	54	2	2	18	6	6	7	6	6	6	7	5	8	7	6	5	4
	Other	4	3	0	1	1	1	1	3	3	3	3	1	3	3	3	2	2	2	3	2	8
	None	16	17	9	12	15	15	14	18	17	18	11	15	21	18	15	20	16	14	16	23	21
	Don't know	19	19	11	9	12	16	11	20	13	25	39	23	15	13	17	22	19	23	15	18	20
The economy in general																						
	Conservative	30	31	89	4	10	74	7	13	36	27	13	29	29	43	35	25	29	38	37	23	19
	Labour	26	27	0	74	7	4	65	28	31	23	29	26	29	24	26	28	29	19	27	34	28
	Liberal Democrat	5	5	1	2	56	1	2	19	5	6	6	6	5	6	6	4	6	6	5	5	4
	Other	4	3	0	1	0	1	2	2	3	3	3	2	3	3	3	2	1	2	3	2	9
	None	16	15	4	10	14	11	12	16	14	16	12	15	18	14	13	18	17	14	13	19	16
	Don't know	20	19	6	10	13	10	12	23	12	25	38	22	16	10	16	22	18	21	15	17	25
		Dec 13-14	Dec 18-19																			
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	39	33	64	18	27	55	18	27	36	30	20	29	33	43	35	31	29	39	34	30	22
	Decisive	29	25	54	11	20	45	12	20	29	21	22	27	21	29	27	22	27	31	27	17	18
	Strong	24	22	51	6	17	43	7	14	25	18	20	23	19	25	24	18	21	24	26	18	14
	Charismatic	18	19	31	13	25	27	13	18	22	15	21	21	16	19	22	14	19	21	20	14	19
	Honest	18	17	44	5	12	39	5	9	19	15	8	13	14	28	19	15	18	18	22	12	14
	Good in a crisis	18	17	44	4	14	37	5	9	20	14	11	12	15	26	19	14	18	21	19	11	9
	A natural leader	17	16	38	5	16	32	6	12	20	13	10	17	14	21	19	13	19	20	17	12	10
	In touch with the concerns of ordinary people	10	9	22	3	8	19	3	3	9	8	6	5	10	11	9	8	9	11	8	7	4
	None of these	35	39	4	63	32	13	60	45	38	39	37	33	45	36	34	44	38	31	37	46	47
	Don't know	8	7	2	4	7	5	5	7	4	11	12	11	6	3	6	9	8	8	6	7	10

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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	20	21	6	48	13	6	45	24	22	20	29	19	22	19	22	21	26	19	22	22	21
Honest	16	17	6	37	16	5	32	21	22	12	16	14	18	17	19	14	18	11	19	20	19
Sticks to what he believes in	14	15	8	33	9	6	30	16	17	13	17	12	14	18	16	14	12	13	17	18	14
Decisive	6	7	2	19	2	3	16	6	7	7	15	6	8	4	7	7	6	4	10	10	7
Strong	6	7	2	16	2	3	13	6	7	7	12	8	7	4	6	9	6	4	7	10	9
A natural leader	3	5	0	14	0	1	12	4	6	4	10	4	5	4	4	7	5	2	5	8	10
Charismatic	4	5	1	10	3	2	8	6	5	4	9	4	4	4	5	5	4	4	4	5	10
Good in a crisis	3	4	0	13	0	1	11	3	6	3	7	4	5	3	4	5	5	3	6	5	8
None of these	50	50	71	21	54	72	25	45	52	48	40	42	53	57	51	48	49	54	49	47	45
Don't know	17	15	10	11	17	11	14	15	10	20	19	22	12	10	13	18	16	16	13	13	16

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

Honest	12	12	17	6	42	14	4	21	14	11	8	13	12	14	15	8	13	14	13	8	14
In touch with the concerns of ordinary people	11	12	16	5	41	14	3	23	12	12	14	14	10	13	15	9	12	14	13	11	10
Sticks to what he believes in	10	10	18	4	33	13	4	14	12	8	8	8	11	13	12	8	11	12	11	9	7
Charismatic	10	10	13	7	33	10	4	18	11	10	11	12	9	10	12	7	10	11	11	9	9
A natural leader	4	4	4	3	24	3	3	9	5	4	7	4	3	5	4	4	3	5	5	3	4
Good in a crisis	2	3	3	2	15	2	1	7	3	3	3	4	2	4	4	2	3	4	4	2	2
Strong	4	3	5	1	13	3	2	6	3	3	0	4	3	4	4	2	1	5	3	2	4
Decisive	3	3	4	1	11	2	1	5	3	3	2	2	3	4	3	3	2	4	2	3	1
None of these	58	58	46	77	10	54	76	44	61	54	56	48	63	61	55	61	60	51	56	65	60
Don't know	13	12	10	6	9	11	8	10	6	17	15	18	10	7	10	15	12	15	11	9	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	49	108
Male 25 to 39	203	223
Male 40 to 59	353	295
Male 60 +	230	221
Female 18 to 24	60	103
Female 25 to 39	254	221
Female 40 to 59	346	302
Female 60 +	249	270
Region		
North England	432	429
Midlands	260	286
East England	151	167
London	225	223
South England	398	399
Wales	89	87
Scotland	189	152
Social Grade		
AB	657	488
C1	539	506
C2	256	366
DE	292	384
Newspaper Type		
Express / Mail	391	279
Sun / Star	176	410
Mirror / Record	114	174
Guardian / Independent	98	78
FT / Times / Telegraph	126	166
Other Paper	222	201
No Paper	617	436
Political Party Identification		
Labour	543	567
Conservative	500	497
Liberal Democrat	199	209
SNP/Plaid Cymru	37	30
Others	82	23
None/ DK	383	419

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