

YouGov / The Sun Survey Results

Sample Size: 1720 GB Adults
Fieldwork: 13th - 14th May 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	
Weighted Sample	1720	405	595	96	540	444	378	836	884	208	439	588	485	980	740	220	559	368	423	150	
Unweighted Sample	1720	403	584	88	522	428	393	827	893	128	491	654	447	1155	565	293	557	295	361	214	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	76	4	8	29	32	27	27	26	42	36	24	33	40	24	29	16
Lab	45	0	100	0	8	91	48	46	44	44	49	54	33	39	54	45	36	58	49	41
Lib Dem	7	0	0	100	1	1	30	8	6	10	11	6	6	9	5	10	8	6	7	4
Other	16	0	0	0	16	5	15	16	17	19	14	15	20	16	17	12	16	12	15	39

Other Parties Voting Intention

UKIP	8	0	0	0	13	1	3	8	9	8	5	6	13	9	8	5	11	6	10	4
SNP / PCY	4	0	0	0	0	2	4	4	4	4	2	4	5	4	3	1	0	1	0	33
Green	3	0	0	0	0	1	5	2	3	4	3	3	0	2	3	4	3	1	2	2
BNP	1	0	0	0	1	0	1	1	1	2	1	1	1	1	2	1	1	1	1	1
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	1	1	1	0	1	1	1	1	1	0	1	1	1	0

Non Voters

Would Not Vote	10	0	0	0	8	3	7	8	11	16	14	6	7	7	13	7	10	12	11	2
Don't know	14	0	0	0	11	8	21	10	18	17	15	13	13	15	13	14	14	13	15	16

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

	May 10-11	May 13-14																			
Approve	22	23	73	2	45	48	3	18	25	20	18	22	20	28	26	18	24	27	16	25	15
Disapprove	61	65	14	94	38	39	90	70	65	65	61	61	70	62	61	70	62	61	72	63	73
Don't know	17	13	13	4	17	12	6	12	10	15	20	16	10	10	13	12	14	12	13	13	12

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

April 29-30
May 13-14

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	21	72	1	10	51	4	6	22	20	15	16	17	32	25	15	21	27	16	19	12
Labour	37	39	8	83	28	11	77	46	43	35	41	38	43	34	37	42	42	30	46	43	44
Liberal Democrat	6	4	3	2	35	2	1	13	6	3	4	5	5	3	6	3	7	6	1	3	6
Other	5	5	0	2	6	5	3	3	5	5	5	4	5	6	4	7	3	5	6	6	6
None	13	12	8	5	4	13	6	12	12	13	8	12	13	13	12	13	9	13	13	11	16
Don't know	16	19	9	7	17	18	9	19	13	24	27	25	16	12	17	21	18	20	18	19	16

Asylum and immigration

Conservative	30	26	67	10	34	47	11	23	28	24	23	24	23	32	30	20	32	33	22	20	15
Labour	17	18	2	44	11	3	41	18	19	17	22	21	18	15	17	20	19	11	22	21	25
Liberal Democrat	6	5	1	4	35	1	4	13	5	4	4	6	5	4	6	3	6	7	3	2	8
Other	11	13	11	8	1	17	6	8	15	11	13	10	14	13	12	14	10	13	14	14	8
None	18	20	13	19	6	19	21	17	21	19	12	17	22	22	18	23	15	19	21	21	21
Don't know	18	19	7	15	14	13	17	21	12	25	26	21	19	14	18	20	18	17	18	21	22

Law and order

Conservative	31	29	80	9	33	59	8	24	31	27	25	25	25	39	34	23	36	35	24	28	19
Labour	24	23	2	60	9	3	58	21	26	21	20	23	28	20	22	26	26	16	32	23	31
Liberal Democrat	6	4	3	2	31	1	2	9	6	3	7	6	3	3	5	4	5	5	2	6	6
Other	7	8	1	4	2	10	3	6	8	7	6	5	10	8	7	8	6	9	8	7	6
None	14	15	7	11	6	13	14	14	15	15	10	14	16	16	14	17	9	16	16	14	19
Don't know	18	20	6	14	19	14	15	25	14	27	32	26	19	13	19	22	19	20	18	23	20

Education and schools

Conservative	26	23	75	3	6	57	3	6	22	24	17	16	19	36	27	18	28	29	18	19	13
Labour	32	33	4	76	19	6	72	38	38	28	29	34	38	27	30	37	31	25	42	35	36
Liberal Democrat	9	7	5	3	52	4	3	17	9	4	8	9	6	5	9	3	9	9	3	6	9
Other	6	5	1	2	1	6	2	3	6	5	5	4	6	6	5	6	6	5	4	6	8
None	12	13	7	7	7	10	10	13	12	14	10	12	13	14	12	14	9	13	14	13	16
Don't know	16	19	9	9	14	18	9	23	13	25	31	25	17	12	17	22	17	20	19	21	18

Taxation

Fieldwork: 13th - 14th May 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	
Weighted Sample	1720	405	595	96	540	444	378	836	884	208	439	588	485	980	740	220	559	368	423	150	
Unweighted Sample	1720	403	584	88	522	428	393	827	893	128	491	654	447	1155	565	293	557	295	361	214	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unemployment																					
Conservative	25	24	77	3	15	54	6	11	25	23	13	21	21	34	29	17	27	30	20	21	15
Labour	30	29	2	70	11	5	65	28	29	28	33	26	33	25	26	32	29	22	37	29	33
Liberal Democrat	8	7	4	4	57	3	3	20	10	4	7	11	7	4	9	5	8	9	5	6	8
Other	7	6	2	2	0	8	2	4	7	5	5	4	8	7	5	7	6	6	5	6	8
None	15	15	8	10	6	14	12	16	16	15	14	14	15	17	13	18	11	15	16	17	18
Don't know	16	19	8	10	12	16	11	22	13	25	28	23	17	13	18	20	19	19	16	21	19
The economy in general																					
Conservative	22	19	65	2	12	46	3	7	19	19	13	17	16	25	22	14	21	24	16	17	9
Labour	32	34	8	75	22	11	72	35	38	31	32	31	37	34	32	36	37	27	38	35	42
Liberal Democrat	5	5	3	2	41	1	1	12	6	3	5	7	4	3	6	3	6	6	3	3	4
Other	6	6	2	1	1	7	2	3	6	6	5	4	7	6	5	6	6	6	5	4	9
None	17	17	12	11	9	16	12	20	18	17	16	16	18	18	16	18	10	17	21	18	17
Don't know	18	20	10	9	14	18	10	22	14	25	29	25	17	14	18	22	21	20	18	22	18
Europe																					
Conservative	23	19	60	4	17	42	5	14	20	18	15	16	17	27	22	15	22	23	15	18	14
Labour	21	21	2	54	10	4	52	20	25	18	21	23	24	17	20	23	25	15	28	21	25
Liberal Democrat	8	7	3	6	44	2	4	17	8	5	9	7	7	5	9	3	8	9	4	5	9
Other	11	13	13	6	3	19	7	8	17	10	14	9	15	15	14	13	12	14	12	15	11
None	18	17	10	13	6	15	14	18	16	18	10	17	18	20	15	20	14	17	20	16	18
Don't know	20	22	11	16	20	17	18	24	14	30	32	28	20	16	20	25	19	22	22	25	23
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	25	24	53	13	27	41	14	17	25	22	24	22	22	28	25	22	23	25	21	26	21
Charismatic	23	23	46	14	37	37	13	22	24	22	24	20	22	27	26	19	29	25	20	21	16
Decisive	18	16	41	6	21	30	7	11	16	16	20	20	12	16	18	13	19	19	11	16	12
Strong	15	15	40	6	14	30	6	9	15	14	12	16	13	16	17	11	16	17	11	16	8
A natural leader	16	15	44	5	18	31	4	12	17	14	17	16	13	17	18	12	16	19	14	15	8
Honest	14	13	41	2	13	32	3	7	15	12	4	12	12	20	16	10	15	16	9	13	12
Good in a crisis	11	10	32	2	13	23	3	5	9	11	5	10	9	14	12	8	13	14	7	8	5
In touch with the concerns of ordinary people	7	5	16	1	5	12	1	3	4	7	5	6	4	6	6	5	8	6	5	4	3
None of these	45	46	8	66	24	24	64	52	46	46	39	42	51	47	42	51	40	42	51	45	57
Don't know	6	9	5	4	9	8	5	8	5	12	15	12	6	6	7	10	11	9	7	10	6

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Unweighted Sample	1720	403	584	88	522	428	393	827	893	128	491	654	447	1155	565	293	557	295	361	214	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	24	9	50	24	11	45	25	27	21	26	19	26	24	22	26	25	20	28	23	25
Sticks to what he believes in	18	17	8	35	15	9	33	15	19	16	19	12	19	19	15	21	19	15	19	18	18
Honest	18	17	5	38	18	6	33	20	20	14	18	12	20	18	16	18	20	14	17	17	23
Decisive	8	8	3	17	8	3	18	6	7	8	7	8	7	9	8	8	6	6	10	10	7
Strong	7	6	4	14	6	3	13	4	6	6	5	6	8	5	5	8	6	6	8	6	3
Good in a crisis	5	5	2	11	9	2	10	5	6	4	5	5	5	4	4	6	4	3	4	8	5
Charismatic	5	4	1	8	7	1	6	5	4	3	5	4	4	3	3	5	3	4	4	4	4
A natural leader	4	4	2	9	3	2	9	3	4	4	4	5	3	5	3	5	4	3	5	4	4
None of these	53	48	75	20	40	72	24	46	49	48	35	48	47	56	51	45	47	52	47	45	51
Don't know	13	14	6	9	12	8	10	17	9	19	24	17	11	10	13	16	12	16	11	16	10

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

Honest	12	11	21	5	48	15	5	17	14	9	8	10	12	13	13	9	10	13	11	11	10
Charismatic	12	11	18	7	36	13	8	16	15	8	12	13	11	8	13	8	13	12	10	11	9
In touch with the concerns of ordinary people	11	10	14	7	34	11	3	18	9	10	10	9	8	11	9	10	6	13	9	9	5
Sticks to what he believes in	8	8	16	3	29	12	3	12	9	7	6	5	8	11	9	7	10	10	5	7	6
Decisive	3	4	8	2	19	6	1	7	4	4	1	5	4	4	5	2	3	5	4	5	2
Strong	4	4	8	2	24	5	3	8	6	3	5	5	3	5	4	4	5	5	4	5	2
A natural leader	4	4	6	1	28	4	1	9	5	3	3	6	4	3	5	3	7	4	5	2	2
Good in a crisis	2	3	5	1	20	4	1	7	4	2	2	3	3	3	3	3	5	3	3	2	2
None of these	60	59	43	72	15	53	73	53	59	59	52	55	61	63	56	63	58	54	61	59	73
Don't know	11	13	9	8	8	11	8	12	8	17	22	15	11	8	11	14	14	14	11	14	6

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	59	107
Male 25 to 39	178	220
Male 40 to 59	333	291
Male 60 +	257	218
Female 18 to 24	69	101
Female 25 to 39	313	218
Female 40 to 59	321	298
Female 60 +	190	267
Region		
North England	361	423
Midlands	231	282
East England	193	165
London	293	220
South England	364	394
Wales	64	86
Scotland	214	150
Social Grade		
AB	647	482
C1	508	499
C2	238	361
DE	327	378
Newspaper Type		
Express / Mail	353	275
Sun / Star	177	404
Mirror / Record	110	172
Guardian / Independent	89	77
FT / Times / Telegraph	122	163
Other Paper	263	198
No Paper	606	430
Political Party Identification		
Labour	551	559
Conservative	460	490
Liberal Democrat	202	206
SNP/Plaid Cymru	54	29
Others	69	22
None/ DK	384	413

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