

# YouGov / The Sun Survey Results

Sample Size: 2090 GB Adults  
Fieldwork: 10th - 11th October 2010

	Voting intention			Gender		Age				Social grade		Region					
	Total	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>2090</b>	686	623	203	1016	1074	249	535	720	586	1173	885	267	681	446	514	181
<b>Unweighted Sample</b>	<b>2090</b>	645	631	191	991	1099	142	557	800	591	1369	689	340	648	425	468	209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	<b>42</b>	100	0	0	41	43	34	41	39	48	44	39	49	51	42	33	20
Lab	<b>38</b>	0	100	0	39	37	43	40	40	32	36	40	35	27	40	50	45
Lib Dem	<b>12</b>	0	0	100	12	13	19	12	12	11	14	10	10	15	12	9	13
Other	<b>8</b>	0	0	0	9	8	4	7	10	9	7	10	6	7	6	8	23

## Other Parties Voting Intention

SNP / PCY	<b>2</b>	0	0	0	2	1	0	2	2	2	2	2	0	0	1	0	18
UKIP	<b>2</b>	0	0	0	3	2	1	1	3	3	2	3	2	3	3	3	0
BNP	<b>2</b>	0	0	0	2	2	1	1	3	2	1	3	3	1	1	4	1
Green	<b>1</b>	0	0	0	1	2	1	2	2	1	1	1	1	2	1	0	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	1	0	2	1	0	0	1	0	1	1	1	2

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	7	8	9	11	8	3	6	10	6	6	12	9	3
Don't know	<b>14</b>	0	0	0	9	18	13	19	15	8	13	15	11	14	13	14	16

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

		07-08 Oct	10-11 Oct															
Approve	42	<b>42</b>	86	10	55	48	37	35	37	40	52	48	35	48	48	41	34	33
Disapprove	42	<b>39</b>	4	77	18	39	40	32	39	44	38	36	43	36	33	39	47	47
Don't know	16	<b>19</b>	10	13	27	14	23	33	24	16	10	16	22	15	18	21	18	20

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

26-27  
Sept

10-11  
Oct

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	27	<b>30</b>	78	2	8	33	27	20	27	28	39	32	27	37	36	28	24	16
Labour	36	<b>33</b>	5	84	18	37	30	38	30	34	32	33	32	34	25	32	39	45
Liberal Democrat	9	<b>8</b>	3	2	53	9	7	10	7	7	8	9	6	5	10	10	5	6
Other	1	<b>2</b>	0	0	0	3	2	0	2	3	2	2	2	1	2	1	3	4
None	11	<b>10</b>	4	4	6	7	12	8	9	11	9	9	10	6	9	9	11	11
Don't know	16	<b>18</b>	9	8	14	13	22	24	25	17	9	14	22	16	18	18	17	19

**Asylum and immigration**

Conservative	42	<b>42</b>	82	23	26	47	38	42	37	40	51	46	38	46	46	44	37	36
Labour	13	<b>14</b>	1	42	5	15	12	19	14	13	11	13	14	15	11	14	14	18
Liberal Democrat	10	<b>9</b>	2	7	49	8	9	8	10	8	10	10	8	7	9	8	10	11
Other	5	<b>6</b>	4	2	3	8	4	3	6	7	6	5	7	4	7	3	8	5
None	15	<b>13</b>	5	14	6	11	15	7	11	16	14	12	14	12	11	14	15	14
Don't know	15	<b>16</b>	6	12	12	11	21	22	23	15	8	14	18	15	16	17	16	16

**Law and order**

Conservative	39	<b>40</b>	86	9	30	44	35	28	35	38	51	43	35	45	46	36	35	27
Labour	23	<b>20</b>	1	63	4	23	18	23	20	20	19	19	22	19	15	19	26	27
Liberal Democrat	5	<b>7</b>	0	4	43	7	6	12	6	6	6	8	5	4	7	8	6	6
Other	2	<b>3</b>	0	1	0	4	2	1	3	4	3	3	4	2	2	2	5	4
None	13	<b>12</b>	4	12	6	10	14	11	10	14	11	11	13	10	11	13	12	15
Don't know	17	<b>19</b>	9	12	16	12	25	25	26	18	10	16	22	20	19	21	15	20

**Education and schools**

Conservative	29	<b>30</b>	78	3	8	32	28	21	26	28	40	32	28	37	37	27	26	18
Labour	32	<b>29</b>	4	79	12	32	25	33	26	31	27	29	29	29	22	27	35	38
Liberal Democrat	11	<b>11</b>	5	5	62	13	9	11	11	10	11	13	8	10	12	12	9	11
Other	1	<b>2</b>	0	0	0	3	2	0	3	3	2	2	3	1	2	2	3	5
None	10	<b>10</b>	3	6	5	7	12	5	9	12	10	9	11	8	9	9	12	9
Don't know	17	<b>18</b>	10	7	13	13	23	30	25	16	9	15	22	15	18	24	15	19

	Voting intention				Gender		Age				Social grade		Region				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Taxation**

Conservative	30	<b>34</b>	83	6	12	37	31	23	29	34	44	36	32	39	42	29	30	22
Labour	26	<b>25</b>	2	71	6	27	23	32	22	26	23	24	25	25	16	27	31	33
Liberal Democrat	12	<b>11</b>	4	5	62	13	9	16	10	9	11	13	8	8	12	12	10	10
Other	2	<b>3</b>	0	0	0	4	2	0	4	3	3	2	4	2	2	2	4	6
None	13	<b>11</b>	3	9	4	7	14	7	10	12	11	10	11	9	12	10	10	11
Don't know	17	<b>17</b>	8	9	16	12	22	22	25	16	8	15	20	16	17	20	15	18

**Unemployment**

Conservative	28	<b>32</b>	78	6	10	33	30	28	28	29	39	34	29	37	38	28	28	18
Labour	29	<b>27</b>	4	72	13	32	23	30	25	27	27	28	26	28	22	28	28	38
Liberal Democrat	8	<b>7</b>	2	2	47	8	6	9	7	7	6	7	7	6	6	7	9	7
Other	2	<b>3</b>	0	0	0	3	2	0	3	4	2	2	3	2	2	2	4	5
None	15	<b>11</b>	4	10	6	9	14	5	11	14	11	11	12	9	12	10	13	12
Don't know	18	<b>20</b>	11	10	23	16	24	27	25	20	13	18	23	19	20	24	18	20

**The economy in general**

Conservative	33	<b>37</b>	91	4	16	40	33	28	32	33	49	39	34	43	44	32	31	24
Labour	27	<b>24</b>	0	74	6	27	22	23	23	26	23	24	24	26	18	23	29	34
Liberal Democrat	7	<b>6</b>	1	1	52	7	6	8	7	6	6	7	6	5	7	7	7	6
Other	1	<b>3</b>	0	1	0	3	2	0	2	3	3	2	3	1	2	2	4	4
None	12	<b>11</b>	1	9	13	9	13	15	10	12	11	11	11	9	11	12	12	12
Don't know	19	<b>19</b>	7	13	14	14	23	26	25	19	9	16	22	16	18	23	18	20

**Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.**

Charismatic	34	<b>33</b>	56	18	37	35	30	36	31	32	33	38	26	38	36	32	27	31
Sticks to what he believes in	31	<b>32</b>	60	13	35	33	30	26	29	29	39	34	29	35	36	31	29	19
Decisive	31	<b>32</b>	64	10	32	33	30	31	28	29	39	34	29	35	37	29	31	18
Strong	28	<b>29</b>	62	7	32	30	29	24	26	27	37	31	27	30	34	29	26	18
A natural leader	27	<b>26</b>	54	10	26	27	26	31	23	24	31	28	24	26	31	26	25	16
Honest	26	<b>24</b>	54	5	20	27	20	16	18	22	35	27	20	30	29	21	19	16
In touch with the concerns of ordinary people	17	<b>16</b>	41	1	13	17	16	11	15	14	23	17	16	19	20	16	13	9
Good in a crisis	15	<b>15</b>	36	2	11	14	16	18	12	12	21	17	14	17	17	11	17	10
None of these	27	<b>30</b>	2	60	17	29	31	21	27	35	31	28	33	28	25	27	37	44
Don't know	10	<b>8</b>	2	3	6	7	10	9	13	8	5	7	11	5	10	11	6	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	23	<b>18</b>	5	45	13	22	15	22	16	19	17	18	18	18	12	19	22	27
Honest	16	<b>15</b>	6	35	12	17	13	14	18	14	14	16	14	18	12	15	17	14
Sticks to what he believes in	17	<b>14</b>	10	29	10	17	11	16	13	14	14	14	14	16	12	13	16	15
Decisive	11	<b>11</b>	6	26	10	12	11	18	10	11	11	12	11	11	10	11	12	17
Strong	12	<b>10</b>	6	24	5	10	10	14	8	11	10	11	10	11	10	9	13	8
Charismatic	9	<b>10</b>	7	19	6	10	10	18	10	9	8	10	10	10	9	10	10	11
A natural leader	9	<b>7</b>	2	15	4	6	7	7	6	7	6	6	7	9	5	7	7	4
Good in a crisis	3	<b>4</b>	1	10	1	4	3	3	4	4	3	3	4	4	3	4	4	3
None of these	19	<b>30</b>	45	11	28	31	29	15	25	32	38	33	25	33	32	27	28	31
Don't know	44	<b>36</b>	31	25	43	32	40	40	40	36	30	33	40	30	37	40	35	31

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

Charismatic	24	<b>23</b>	32	14	46	24	21	26	24	20	23	26	18	24	22	24	22	18
Honest	24	<b>22</b>	35	8	56	27	18	23	20	20	27	25	19	23	25	24	19	17
In touch with the concerns of ordinary people	22	<b>21</b>	32	8	57	22	21	28	19	17	26	25	17	20	24	22	20	15
Sticks to what he believes in	17	<b>14</b>	22	4	40	17	11	11	12	14	18	14	13	14	17	12	14	8
Decisive	12	<b>12</b>	18	3	41	15	10	13	10	11	15	13	10	12	14	12	13	5
Strong	11	<b>11</b>	19	3	28	12	10	12	12	9	13	13	8	7	13	11	11	6
A natural leader	12	<b>11</b>	17	4	28	13	9	13	12	9	11	12	9	12	14	10	10	6
Good in a crisis	7	<b>8</b>	12	2	29	10	6	8	9	7	9	8	8	7	10	6	10	5
None of these	33	<b>35</b>	16	62	5	37	33	26	28	42	37	33	37	34	29	34	40	45
Don't know	18	<b>19</b>	17	12	9	14	24	22	25	19	12	15	23	16	22	18	16	20

## 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	52	128
	Male 25 to 39	224	265
	Male 40 to 54	404	357
	Male 55 +	311	266
	Female 18 to 24	90	121
	Female 25 to 39	333	269
	Female 40 to 54	396	363
	Female 55 +	280	320
<b>Region</b>			
	North England	468	514
	Midlands	312	341
	East England	181	204
	London	340	267
	South England	467	477
	Wales	113	106
	Scotland	209	181
<b>Social Grade</b>			
	AB	785	576
	C1	584	597
	C2	308	432
	DE	381	453
<b>Newspaper Type</b>			
	Express / Mail	426	314
	Sun / Star	232	444
	Mirror / Record	146	320
	Guardian / Independent	188	65
	FT / Times / Telegraph	231	181
	Other Paper	225	242
	No Paper	642	525
<b>Political Party Identification</b>			
	Labour	698	679
	Conservative	538	596
	Liberal Democrat	223	250
	Others	216	65
	None/ DK	415	501