

YouGov / The Sun Survey Results

Sample Size: 1977 GB Adults
Fieldwork: 16th - 17th January 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 1977	595	676	148	648	529	443	967	1010	236	503	679	558	1109	836	256	642	422	483	173	
Unweighted Sample	1977	566	626	165	615	497	467	959	1018	132	493	778	574	1321	624	305	653	393	428	198
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	87	3	12	33	42	36	36	33	44	42	31	43	47	38	28	21
Lab	42	0	100	0	6	95	41	46	39	40	48	47	33	38	49	37	32	43	57	47
Lib Dem	9	0	0	100	1	1	38	10	9	12	8	9	9	10	8	10	10	9	8	9
Other	11	0	0	0	6	1	9	11	10	12	7	11	13	10	12	10	11	10	7	23

Other Parties Voting Intention

UKIP	5	0	0	0	5	0	1	5	4	1	2	5	8	4	5	5	7	4	3	0
SNP / PCY	2	0	0	0	0	0	2	3	2	3	1	2	3	3	2	1	0	1	0	20
Green	2	0	0	0	0	0	5	2	2	7	2	1	1	2	2	3	3	1	1	1
BNP	1	0	0	0	1	0	0	2	1	1	1	1	1	0	2	1	0	2	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	0	0	0	1	0	1	1	0	0	1	1	0	1	1	0

Non Voters

Would Not Vote	7	0	0	0	2	2	5	7	8	14	11	6	2	6	9	7	6	8	9	8
Don't know	12	0	0	0	9	6	20	7	17	15	13	13	9	11	13	15	16	12	8	8

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

	13-14 Jan	16-17 Jan	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
Approve	31	34	81	4	59	65	5	30	36	31	33	32	30	40	39	26	33	39	36	27	28
Disapprove	53	52	9	89	26	22	87	54	55	50	48	52	57	49	48	58	49	45	50	62	63
Don't know	16	14	10	6	15	12	8	16	9	19	19	16	13	12	13	16	18	16	14	11	9

Weighted Sample
Unweighted Sample

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
1977	595	676	148	648	529	443	967	1010	236	503	679	558	1109	836	256	642	422	483	173
1977	566	626	165	615	497	467	959	1018	132	493	778	574	1321	624	305	653	393	428	198
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

19-20
Dec
16-17
Jan

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

Labour	35	37	6	85	17	9	84	34	41	32	26	38	42	33	35	38	34	28	37	48	41
Conservative	26	27	75	3	12	64	2	14	28	27	22	23	24	38	31	22	30	33	27	22	16
Liberal Democrat	6	7	3	1	51	3	1	20	8	6	8	8	6	7	8	5	5	8	8	5	7
Other	2	2	0	0	0	2	0	1	2	2	4	1	2	2	2	2	4	2	2	1	3
None	14	13	7	6	5	9	5	15	13	14	16	13	15	10	11	16	10	13	13	13	23
Don't know	18	14	8	5	15	13	7	16	8	20	25	17	12	11	12	17	17	16	14	12	11

Asylum and immigration

Conservative	36	36	78	14	34	68	13	27	36	36	27	36	33	42	40	29	36	40	39	30	30
Labour	16	18	1	46	4	2	47	14	18	17	17	16	21	15	17	18	15	13	19	24	16
Liberal Democrat	6	7	1	6	41	2	4	21	8	6	10	10	6	4	8	5	7	8	7	5	10
Other	6	8	5	4	2	8	4	5	9	6	9	5	8	9	7	8	9	8	9	6	6
None	19	18	9	19	10	10	19	20	20	17	17	17	20	19	16	22	18	17	15	21	27
Don't know	18	14	6	11	9	10	13	13	9	18	21	15	13	10	11	17	14	15	12	13	12

Law and order

Conservative	33	37	86	10	33	72	10	27	38	35	31	37	33	43	42	29	38	41	38	30	32
Labour	25	24	0	64	2	3	65	18	26	22	17	23	28	22	24	25	20	18	26	31	27
Liberal Democrat	4	5	1	2	43	1	2	18	6	4	8	6	5	4	6	5	5	6	6	5	4
Other	3	4	1	2	0	3	2	3	5	4	5	3	5	5	4	5	7	4	5	3	3
None	16	16	7	13	8	10	11	18	16	16	15	15	16	16	13	20	16	14	12	19	21
Don't know	19	14	5	9	14	11	11	17	9	19	24	16	13	9	12	17	15	17	12	13	12

Education and schools

Labour	32	33	3	82	10	6	80	31	38	29	30	33	37	30	32	35	29	25	34	45	34
Conservative	27	27	75	1	7	63	2	11	26	28	17	23	25	36	30	22	31	32	26	21	21
Liberal Democrat	8	10	7	1	69	6	2	28	12	8	10	9	9	11	12	7	9	11	12	7	11
Other	2	3	0	0	0	3	0	2	3	3	3	3	3	3	3	3	5	3	3	2	3
None	13	13	6	9	5	8	7	15	13	13	15	13	14	11	12	15	10	14	11	12	21
Don't know	17	14	10	6	9	13	9	13	9	19	24	17	11	10	11	18	16	15	14	12	11

Taxation

Labour	29	30	2	76	8	6	74	27	33	28	27	31	32	29	29	32	27	22	31	40	34
Conservative	28	29	78	3	16	65	5	13	29	28	13	26	26	40	33	22	30	34	29	24	20
Liberal Democrat	7	8	3	3	49	3	3	24	8	7	11	9	9	5	9	6	8	8	9	5	9
Other	2	3	1	0	0	3	0	2	4	2	5	2	3	3	3	3	6	2	3	3	2
None	15	15	7	10	12	10	9	17	16	14	18	15	17	12	14	18	13	15	13	16	23
Don't know	19	15	8	8	16	13	9	18	9	21	26	17	14	12	12	20	16	18	15	13	11

		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		1977	595	676	148	648	529	443	967	1010	236	503	679	558	1109	836	256	642	422	483	173	
Unweighted Sample		1977	566	626	165	615	497	467	959	1018	132	493	778	574	1321	624	305	653	393	428	198	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unemployment																						
	Labour	30	31	4	75	14	7	72	30	36	26	29	35	30	31	32	30	24	31	40	33	
	Conservative	26	26	71	4	13	60	4	12	24	27	20	25	23	30	20	22	33	28	19	20	
	Liberal Democrat	5	6	3	1	43	2	1	20	7	4	7	7	6	4	7	5	7	5	7	7	
	Other	2	3	0	1	0	2	0	2	4	2	4	2	3	3	3	6	3	2	3	3	
	None	17	17	10	12	13	12	10	18	17	17	17	17	18	15	20	16	15	14	19	24	
	Don't know	20	17	12	8	18	16	12	18	11	23	26	19	15	14	21	18	20	17	15	13	
The economy in general																						
	Conservative	31	33	87	4	24	73	4	21	34	32	24	29	29	45	38	26	32	38	35	28	24
	Labour	28	28	1	75	2	4	74	21	30	26	23	27	32	26	27	29	26	23	28	34	32
	Liberal Democrat	4	5	0	1	47	1	1	18	6	4	6	6	5	4	6	4	4	6	5	5	5
	Other	2	3	0	0	0	3	0	2	4	2	4	1	4	3	3	3	5	3	3	2	3
	None	15	15	6	11	9	8	9	20	14	15	18	17	15	11	12	19	14	14	10	17	23
	Don't know	19	16	6	8	18	12	12	19	12	21	26	20	15	12	15	19	19	18	17	14	13
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
	Charismatic	26	30	49	18	39	44	17	29	31	28	34	29	28	30	33	25	32	34	30	24	24
	Decisive	27	27	57	9	36	49	8	25	26	28	26	27	24	31	32	20	24	31	28	24	21
	Sticks to what he believes in	24	26	53	12	32	45	10	25	27	25	23	22	25	31	29	22	25	30	27	23	16
	Strong	22	23	53	7	26	46	6	18	21	25	23	23	21	26	25	20	21	26	27	18	17
	A natural leader	22	22	47	8	25	42	7	17	23	21	23	23	20	23	24	18	23	25	20	21	15
	Honest	18	17	42	4	20	37	4	11	18	16	10	12	16	26	19	14	17	21	17	14	11
	Good in a crisis	14	13	34	1	16	29	1	8	13	13	12	13	11	15	14	11	17	15	14	8	10
	In touch with the concerns of ordinary people	12	11	28	1	9	24	2	5	10	11	8	8	10	15	11	10	11	14	11	7	7
	None of these	37	36	4	63	15	10	65	37	38	34	35	34	39	34	32	41	37	29	34	42	48
	Don't know	10	7	4	3	4	6	3	6	6	8	11	8	7	5	5	10	5	8	7	6	7
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	19	24	7	56	11	9	54	22	26	22	20	18	30	24	22	26	22	18	24	33	23
	Honest	15	19	3	45	9	5	42	19	25	12	14	16	24	16	19	18	17	13	20	25	19
	Sticks to what he believes in	14	17	6	38	10	6	36	17	22	12	20	17	19	14	16	19	20	13	15	23	17
	Strong	7	10	3	24	3	4	24	6	12	8	10	9	11	8	8	12	8	7	11	12	12
	Decisive	9	10	4	22	3	4	24	5	11	8	8	8	13	9	8	11	10	7	10	11	12
	Charismatic	5	7	4	14	3	4	14	7	8	6	9	6	7	8	7	8	11	5	7	8	9
	A natural leader	5	6	1	14	5	1	15	6	8	5	6	5	8	6	4	9	7	5	6	7	10
	Good in a crisis	4	5	1	10	8	1	12	4	6	3	8	3	5	3	3	7	7	3	7	4	4
	None of these	40	41	64	11	50	63	14	38	40	43	38	33	42	49	44	37	42	47	41	32	47
	Don't know	28	23	20	17	22	18	18	26	18	27	24	32	18	19	20	26	22	25	20	23	22

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

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

Charismatic	16	19	32	10	38	25	9	26	20	17	21	19	18	18	22	15	14	21	19	19	17
In touch with the concerns of ordinary people	13	17	31	7	48	25	4	28	17	18	18	16	16	19	20	14	13	21	19	17	8
Honest	12	14	24	4	50	20	4	23	16	12	12	9	15	19	15	12	10	16	15	15	5
Sticks to what he believes in	5	6	10	2	19	8	2	8	6	6	4	5	6	7	6	6	6	9	3	5	2
Decisive	8	6	10	1	25	8	1	12	6	6	3	7	6	7	7	4	5	7	7	5	7
A natural leader	8	6	9	2	29	8	2	12	8	4	8	7	6	5	7	5	8	6	8	4	4
Strong	7	5	10	1	19	8	1	7	6	5	4	5	6	5	7	3	6	8	4	3	2
Good in a crisis	5	5	9	2	21	8	0	9	7	4	7	4	5	6	6	4	6	6	4	5	5
None of these	51	50	29	75	9	36	76	41	53	48	47	46	54	51	48	54	57	43	47	56	60
Don't know	15	13	11	7	5	13	8	9	10	16	18	16	11	9	12	14	12	15	13	11	12

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	55	122
Male 25 to 39	209	252
Male 40 to 54	388	339
Male 55 +	307	255
Female 18 to 24	77	115
Female 25 to 39	284	251
Female 40 to 54	390	340
Female 55 +	267	303
Region		
North England	428	483
Midlands	292	324
East England	198	191
London	305	256
South England	455	451
Wales	101	98
Scotland	198	173
Social Grade		
AB	791	545
C1	530	564
C2	264	408
DE	360	428
Newspaper Type		
Express / Mail	382	295
Sun / Star	218	421
Mirror / Record	138	303
Guardian / Independent	175	62
FT / Times / Telegraph	235	173
Other Paper	198	227
No Paper	631	495
Political Party Identification		
Labour	636	638
Conservative	521	563
Liberal Democrat	235	238
Others	230	61
None/ DK	355	476

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