

# YouGov / The Sun Survey Results

Sample Size: 1967 GB Adults  
Fieldwork: 24th - 25th 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>1967</b>	623	617	176	958	1008	236	504	674	552	1099	829	253	640	419	481	173
<b>Unweighted Sample</b>	<b>1967</b>	598	584	191	938	1028	134	527	786	520	1264	664	282	643	367	473	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>40</b>	100	0	0	38	43	35	38	38	46	45	33	43	51	35	38	17
Lab	<b>40</b>	0	100	0	42	37	47	39	43	34	35	46	45	25	45	47	53
Lib Dem	<b>11</b>	0	0	100	11	12	13	13	9	12	12	10	8	16	11	8	9
Other	<b>9</b>	0	0	0	9	8	5	10	9	8	7	11	4	8	9	7	21

## Other Parties Voting Intention

UKIP	<b>3</b>	0	0	0	3	2	0	2	3	4	1	4	1	4	2	3	1
SNP / PCY	<b>2</b>	0	0	0	2	2	1	2	3	2	2	3	0	0	2	1	19
Green	<b>1</b>	0	0	0	1	2	1	2	1	2	2	0	0	2	2	1	1
BNP	<b>1</b>	0	0	0	2	1	1	2	1	1	1	2	2	1	1	2	0
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	1	2	1	0	0	1	1	0	1	2	0

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	7	8	16	10	6	2	6	9	6	6	6	11	6
Don't know	<b>14</b>	0	0	0	11	17	17	15	13	13	13	15	15	15	12	13	13

21 - 22  
Oct

24-25  
Oct

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

Approve	39	<b>39</b>	90	4	52	40	38	27	39	37	46	45	31	38	48	35	35	25
Disapprove	46	<b>45</b>	3	87	25	46	43	49	42	49	40	40	51	45	32	50	52	60
Don't know	16	<b>16</b>	7	9	23	14	19	25	19	13	14	15	19	17	20	15	13	14

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

10-11  
Oct

24-25  
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**

Labour	33	<b>34</b>	4	87	13	39	30	33	31	37	34	32	38	37	24	40	39	44
Conservative	30	<b>31</b>	81	3	14	30	32	19	27	30	40	35	24	31	40	29	26	14
Liberal Democrat	8	<b>8</b>	4	2	51	9	7	6	8	8	8	9	7	6	10	7	6	8
Other	2	<b>2</b>	0	0	0	2	2	0	3	2	2	2	2	2	1	3	2	5
None	10	<b>11</b>	4	5	8	10	11	17	10	12	7	10	12	8	8	11	15	12
Don't know	18	<b>14</b>	7	4	13	10	18	24	20	11	8	13	17	16	16	12	12	18

**Asylum and immigration**

Conservative	42	<b>41</b>	83	21	33	42	40	24	38	40	51	45	34	41	45	41	37	31
Labour	14	<b>16</b>	1	45	2	18	14	25	16	17	11	16	16	19	12	18	15	25
Liberal Democrat	9	<b>7</b>	2	4	43	7	7	9	8	7	5	8	6	6	8	9	7	6
Other	6	<b>5</b>	3	3	3	7	4	2	6	6	7	5	6	7	5	5	6	4
None	13	<b>16</b>	6	16	8	16	15	19	13	18	14	13	19	13	13	15	22	17
Don't know	16	<b>15</b>	5	11	12	10	20	21	19	12	12	12	18	14	17	13	14	17

**Law and order**

Conservative	40	<b>38</b>	88	7	27	39	37	22	36	38	45	43	30	40	45	34	35	26
Labour	20	<b>24</b>	1	68	4	28	21	29	20	26	24	22	27	23	16	29	27	37
Liberal Democrat	7	<b>6</b>	1	2	46	6	5	6	6	6	5	7	4	5	7	6	4	6
Other	3	<b>3</b>	0	1	1	4	2	0	4	3	3	3	3	4	3	3	2	4
None	12	<b>13</b>	5	12	8	13	14	17	12	15	11	11	17	13	11	13	19	10
Don't know	19	<b>16</b>	6	9	16	10	21	25	21	12	12	13	19	14	19	15	13	17

**Education and schools**

Labour	29	<b>32</b>	3	84	10	36	28	31	29	35	32	30	35	32	22	40	34	43
Conservative	30	<b>30</b>	81	2	12	31	30	17	28	31	38	34	25	34	37	27	28	13
Liberal Democrat	11	<b>10</b>	6	3	56	10	9	11	10	9	10	11	8	8	13	9	7	11
Other	2	<b>3</b>	0	0	0	3	2	0	4	3	2	2	3	2	1	4	2	5
None	10	<b>11</b>	3	5	8	11	11	17	10	11	9	10	12	7	9	10	15	10
Don't know	18	<b>15</b>	8	5	14	10	20	23	20	12	10	13	17	17	17	11	13	18

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

**Taxation**

Conservative	34	<b>34</b>	86	4	14	35	32	22	30	34	41	39	27	35	41	31	30	20
Labour	25	<b>27</b>	1	75	6	31	24	29	25	30	25	26	29	30	17	33	29	41
Liberal Democrat	11	<b>9</b>	2	4	59	9	8	7	11	7	9	9	9	6	12	8	8	6
Other	3	<b>3</b>	0	0	2	3	2	1	3	3	2	3	3	3	2	3	2	5
None	11	<b>13</b>	3	9	7	12	13	18	12	12	11	11	15	11	11	11	17	12
Don't know	17	<b>15</b>	7	8	12	10	20	23	19	13	11	12	19	15	18	14	13	16

**Unemployment**

Conservative	32	<b>30</b>	77	5	13	30	30	20	27	31	36	34	24	27	36	31	28	14
Labour	27	<b>30</b>	5	77	10	35	25	32	26	32	29	30	30	35	21	33	33	39
Liberal Democrat	7	<b>7</b>	3	2	49	7	6	6	8	6	6	7	6	6	9	6	5	5
Other	3	<b>3</b>	0	0	0	3	3	0	4	3	2	2	3	2	2	4	3	5
None	11	<b>14</b>	6	8	11	13	15	17	12	15	14	12	17	14	10	15	17	16
Don't know	20	<b>17</b>	10	8	16	13	20	25	23	13	12	15	19	15	22	12	14	21

**The economy in general**

Conservative	37	<b>35</b>	90	3	22	37	34	24	32	35	43	40	29	36	44	31	31	22
Labour	24	<b>27</b>	0	79	4	30	23	30	25	29	24	25	29	30	16	34	30	34
Liberal Democrat	6	<b>6</b>	1	1	49	6	6	4	7	6	5	7	4	5	8	5	5	5
Other	3	<b>3</b>	0	1	1	3	3	1	3	3	3	3	3	3	2	4	2	7
None	11	<b>12</b>	3	6	9	11	13	17	13	11	10	11	13	9	10	11	17	12
Don't know	19	<b>17</b>	6	11	14	13	21	25	20	16	14	14	21	17	20	15	14	21

**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	32	<b>34</b>	67	14	27	34	34	22	27	35	45	36	31	28	39	35	30	34
Decisive	32	<b>32</b>	64	10	38	32	33	22	32	32	38	37	26	34	39	30	28	25
Charismatic	33	<b>27</b>	48	14	32	28	26	26	24	27	30	30	22	26	32	26	24	22
Strong	29	<b>25</b>	59	5	24	26	25	21	24	26	28	31	18	28	30	22	25	15
A natural leader	26	<b>22</b>	47	5	20	23	21	20	24	21	22	25	18	22	26	18	21	16
Honest	24	<b>21</b>	53	2	16	23	18	9	15	21	30	25	16	21	25	18	19	14
Good in a crisis	15	<b>14</b>	34	2	12	15	14	16	11	13	17	18	10	19	18	10	13	9
In touch with the concerns of ordinary people	16	<b>12</b>	31	1	6	11	12	7	7	13	16	14	9	15	16	9	10	5
None of these	30	<b>32</b>	2	61	24	34	31	31	30	38	29	29	37	30	24	38	37	40
Don't know	8	<b>9</b>	4	5	3	7	10	19	11	6	6	7	11	8	9	7	9	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	18	<b>23</b>	8	52	13	26	19	24	19	23	24	22	24	21	17	27	24	28
Honest	15	<b>15</b>	5	36	9	18	12	15	16	14	16	15	15	15	10	18	16	22
Sticks to what he believes in	14	<b>14</b>	8	30	9	18	11	11	13	17	14	14	14	16	13	15	12	19
Strong	10	<b>13</b>	7	29	9	14	11	19	12	10	14	13	13	10	11	13	14	19
Decisive	11	<b>11</b>	5	26	4	12	10	7	11	12	11	10	12	9	10	14	10	17
Charismatic	10	<b>10</b>	6	21	5	12	8	11	10	10	10	11	10	12	6	12	10	20
A natural leader	7	<b>8</b>	2	22	3	9	7	12	7	8	8	8	8	8	6	10	8	12
Good in a crisis	4	<b>5</b>	1	11	4	5	4	5	6	4	4	5	4	6	4	8	3	4
None of these	30	<b>32</b>	46	12	39	35	29	24	31	33	36	34	30	33	34	30	34	23
Don't know	36	<b>31</b>	31	19	33	25	38	33	34	31	29	29	34	28	34	31	29	32

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

Charismatic	23	<b>21</b>	32	10	40	21	20	25	22	18	21	25	15	20	24	22	19	13
Honest	22	<b>20</b>	37	4	48	21	19	14	19	18	24	24	14	24	24	17	16	16
In touch with the concerns of ordinary people	21	<b>20</b>	33	5	48	20	20	16	21	18	23	22	17	20	23	21	18	12
Sticks to what he believes in	14	<b>12</b>	23	5	29	13	12	13	9	12	15	13	11	12	14	14	9	12
Decisive	12	<b>11</b>	21	2	27	13	9	10	9	11	13	11	10	11	15	10	8	7
A natural leader	11	<b>10</b>	16	3	26	12	9	13	11	9	9	12	8	7	13	12	8	6
Strong	11	<b>9</b>	18	4	21	10	9	8	8	9	12	11	7	9	12	10	7	7
Good in a crisis	8	<b>8</b>	15	1	22	9	7	9	6	7	10	9	6	8	9	7	7	7
None of these	35	<b>40</b>	16	70	7	43	37	34	37	45	41	38	44	41	30	40	49	51
Don't know	19	<b>16</b>	14	9	14	12	20	23	17	15	13	14	20	13	18	15	15	17

## 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	55	121
	Male 25 to 39	237	252
	Male 40 to 54	382	332
	Male 55 +	264	253
	Female 18 to 24	79	115
	Female 25 to 39	290	253
	Female 40 to 54	404	342
	Female 55 +	256	300
<b>Region</b>			
	North England	473	481
	Midlands	259	323
	East England	178	189
	London	282	253
	South England	465	451
	Wales	108	96
	Scotland	201	173
<b>Social Grade</b>			
	AB	678	540
	C1	586	560
	C2	284	405
	DE	380	424
<b>Newspaper Type</b>			
	Express / Mail	377	297
	Sun / Star	205	418
	Mirror / Record	132	302
	Guardian / Independent	168	62
	FT / Times / Telegraph	229	167
	Other Paper	217	229
	No Paper	639	493
<b>Political Party Identification</b>			
	Labour	614	637
	Conservative	503	559
	Liberal Democrat	209	234
	Others	230	64
	None/ DK	411	472

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