

YouGov / The Sun Survey Results

Sample Size: 1948 GB Adults

Fieldwork: 26th - 27th September 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
Weighted Sample	1948	605	625	184	948	1000	235	497	667	549	1098	828	250	634	417	479	169
Unweighted Sample	1948	593	609	189	947	1001	136	530	734	548	1279	647	290	621	388	448	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																	
Con	39	100	0	0	38	41	20	44	39	43	46	29	42	47	44	30	21
Lab	40	0	100	0	41	39	43	40	44	35	36	47	42	32	36	53	43
Lib Dem	12	0	0	100	13	11	20	11	10	11	11	12	7	17	12	10	5
Other	9	0	0	0	8	9	16	5	6	11	7	12	9	4	8	6	31
Other Parties Voting Intention																	
SNP / PCY	3	0	0	0	3	2	6	1	2	3	2	3	0	0	1	0	25
UKIP	3	0	0	0	2	4	4	1	3	3	2	4	4	2	2	4	1
BNP	2	0	0	0	3	1	4	1	1	2	1	3	4	0	3	1	1
Green	1	0	0	0	1	1	2	1	1	1	1	0	1	2	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	1	1	0	0	0	1	0	1	0	0	1	0	2
Non Voters																	
Would Not Vote	6	0	0	0	3	8	9	9	4	3	5	7	4	5	5	7	6
Don't know	15	0	0	0	12	18	19	20	13	11	13	17	15	16	15	14	13

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

22-24
Sep

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

Approve	39	38	83	7	55	42	34	25	36	38	44	44	29	37	46	40	29	28
Disapprove	41	43	5	79	19	44	42	51	39	45	39	38	50	41	36	41	50	53
Don't know	20	20	12	13	26	15	24	24	25	16	16	18	22	22	18	19	21	19

23-24
Sep

Do you think that David Cameron is doing well or badly as Prime Minister?

Very well	12	14	40	1	7	15	12	3	12	14	18	16	10	10	16	16	11	8
Fairly well	42	39	57	19	67	39	39	38	41	36	41	43	33	45	45	39	31	34
TOTAL WELL	54	53	97	20	74	54	51	41	53	50	59	59	43	55	61	55	42	42
Fairly badly	21	25	1	47	16	24	25	31	22	26	23	22	29	21	20	22	32	34
Very badly	14	12	1	27	3	14	11	9	12	16	11	10	16	13	9	14	14	16
TOTAL BADLY	35	37	2	74	19	38	36	40	34	42	34	32	45	34	29	36	46	50
Don't know	10	10	1	6	8	8	12	19	13	8	7	9	12	11	10	9	12	8

20th-21st
Sep

Do you think Ed Miliband will do well or badly as leader of the Labour party?

Very well	6	12	3	31	5	14	9	13	6	15	13	12	12	9	8	12	18	14
Fairly well	26	31	22	47	30	31	31	31	33	30	30	30	31	33	31	31	31	29
TOTAL WELL	32	43	25	78	35	45	40	44	39	45	43	42	43	42	39	43	49	43
Fairly badly	18	15	25	4	21	18	12	13	15	16	14	16	13	17	17	14	12	13
Very badly	11	8	16	1	5	10	6	7	7	9	9	10	6	10	8	7	8	10
TOTAL BADLY	29	23	41	5	26	28	18	20	22	25	23	26	19	27	25	21	20	23
Don't know	39	34	34	18	40	27	41	37	39	30	34	32	37	31	37	36	32	34

	Voting intention			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

23-24
Sep

Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?

Very well	9	9	19	1	27	11	7	6	5	10	12	10	7	7	12	11	5	7
Fairly well	39	37	59	18	60	36	38	28	41	34	41	39	33	33	43	39	31	29
TOTAL WELL	48	46	78	19	87	47	45	34	46	44	53	49	40	40	55	50	36	36
Fairly badly	21	22	11	35	9	22	23	23	24	22	22	22	23	25	18	18	28	30
Very badly	20	19	3	40	1	22	17	18	15	25	18	18	22	17	17	20	21	27
TOTAL BADLY	41	41	14	75	10	44	40	41	39	47	40	40	45	42	35	38	49	57
Don't know	11	12	9	6	2	9	15	25	15	10	7	11	14	18	10	13	14	7

Which of these would make the best Prime Minister?

David Cameron	39	38	95	3	24	39	37	21	39	38	45	45	28	40	45	41	28	31
Ed Miliband	21	25	0	68	3	28	21	26	19	30	23	22	28	25	19	25	31	30
Nick Clegg	9	9	2	5	55	11	8	18	11	7	8	9	10	9	12	9	8	7
Don't know	32	28	3	25	17	22	33	35	31	26	24	24	34	26	24	25	34	33

14th-15th
Sept

If you had to choose, which of the following options would be best for Britain?

A majority Conservative government	28	28	76	1	5	28	27	12	27	29	33	32	20	34	31	30	21	17
A coalition between the Conservatives and Liberal Democrats	16	14	20	1	54	16	13	14	15	13	16	16	12	9	20	16	10	10
A coalition between Labour and the Liberal Democrats	11	14	0	18	27	15	12	20	16	12	11	13	14	10	15	12	12	22
A majority Labour government	26	28	0	77	4	30	27	22	23	32	31	24	34	28	21	27	36	36
Don't know	19	16	3	2	11	12	21	32	20	13	10	14	19	19	13	15	20	15

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

15th-16th
Sept

Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?

It seems rather old and tired

Applies most to the Conservatives	20	24	1	52	18	27	21	30	23	26	19	22	27	22	18	25	28	33
Applies most to Labour	44	41	75	9	63	44	38	27	40	41	48	45	34	38	48	44	33	31
Applies most to the Liberal Democrats	6	7	6	10	2	8	6	7	4	8	7	6	8	14	5	5	6	6
Applies to none of them	13	13	11	18	10	12	14	8	13	14	15	15	11	11	14	10	16	16
Don't know	17	16	8	10	6	10	21	29	20	11	11	12	20	15	15	16	17	14

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	22	20	50	3	13	20	20	8	18	19	27	22	16	21	23	19	17	15
Applies most to Labour	30	31	4	73	16	32	30	31	27	37	28	29	34	34	26	29	34	44
Applies most to the Liberal Democrats	17	23	27	12	56	27	19	20	23	22	25	24	21	16	27	24	22	17
Applies to none of them	17	14	10	7	8	15	13	17	13	13	14	14	14	17	11	14	13	18
Don't know	14	13	8	5	7	7	18	24	19	9	6	11	15	11	12	14	14	7

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	31	29	61	7	31	29	28	20	31	28	31	34	22	29	33	29	24	26
Applies most to Labour	15	19	4	47	7	23	14	14	12	24	20	16	21	18	15	18	24	18
Applies most to the Liberal Democrats	11	14	13	10	39	13	14	11	13	14	15	13	14	13	15	13	14	13
Applies to none of them	28	23	13	26	16	25	21	25	21	23	24	24	22	24	23	22	20	34
Don't know	16	16	9	11	7	10	23	31	23	11	11	13	21	15	15	19	19	10

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	46	44	12	76	50	45	43	47	40	44	45	40	49	44	38	41	49	59
Applies most to Labour	21	23	50	8	24	25	22	11	20	26	29	28	18	24	26	25	20	20
Applies most to the Liberal Democrats	9	9	15	6	2	11	7	4	9	10	10	8	10	9	9	9	8	10
Applies to none of them	8	8	12	5	13	10	7	13	7	10	6	11	5	12	10	7	8	2
Don't know	16	15	12	6	10	10	21	25	23	11	10	13	19	12	17	18	15	9

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

12th-13th
Sept

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	36	4	87	17	40	33	29	34	40	37	35	39	30	29	35	44	53
Conservative	30	27	74	2	12	28	26	11	26	28	34	32	20	31	33	28	20	18
Liberal Democrat	8	9	4	2	49	10	7	16	6	8	8	9	8	8	12	10	5	5
Other	2	1	0	0	1	1	1	2	1	1	1	1	1	2	1	1	0	3
None	11	11	8	4	7	10	11	12	11	11	9	10	12	13	9	9	12	12
Don't know	15	16	10	6	14	11	21	30	23	12	10	13	20	16	16	17	19	9

Asylum and immigration

Conservative	41	42	80	25	41	46	38	25	41	45	45	46	36	44	47	46	34	31
Labour	14	13	1	34	3	13	13	18	10	15	12	13	13	14	11	11	15	22
Liberal Democrat	9	10	4	11	35	9	11	12	12	7	11	10	9	7	11	8	11	14
Other	6	5	3	3	2	7	3	10	3	5	5	4	6	11	3	7	4	4
None	14	15	7	15	10	15	15	10	14	16	16	14	16	12	13	13	18	18
Don't know	15	15	7	11	8	10	20	25	19	11	11	12	19	12	15	15	17	11

Law and order

Conservative	39	39	83	14	41	44	35	26	37	42	44	46	29	43	45	43	31	25
Labour	23	23	1	61	6	23	23	25	21	24	23	21	27	20	18	21	31	35
Liberal Democrat	6	5	1	2	32	5	5	9	5	5	4	5	5	6	7	4	4	5
Other	3	2	0	2	2	3	2	2	2	3	2	2	3	3	2	4	1	3
None	13	13	6	11	8	13	14	11	12	14	14	12	16	13	12	13	14	17
Don't know	16	17	8	10	12	12	21	27	22	12	13	14	20	16	16	16	19	14

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Education and schools																			
	Conservative	31	29	76	3	18	30	28	13	28	30	36	33	23	33	33	34	21	21
	Labour	32	32	3	80	9	34	31	33	29	36	31	31	35	27	26	31	40	43
	Liberal Democrat	9	11	7	4	51	13	8	10	9	11	11	12	8	8	14	10	8	11
	Other	2	1	0	1	3	1	2	4	1	1	1	1	1	3	1	1	1	3
	None	10	10	5	4	6	10	10	10	11	10	10	8	12	13	10	7	12	10
	Don't know	16	17	9	8	13	12	21	29	22	12	12	14	20	17	16	18	19	11
Taxation																			
	Conservative	31	30	77	6	20	33	28	14	30	31	37	36	22	32	34	36	23	23
	Labour	26	26	2	67	7	27	26	25	22	29	28	25	28	24	22	22	34	38
	Liberal Democrat	10	12	5	9	51	13	10	16	12	10	11	11	12	10	15	11	9	10
	Other	2	2	1	1	0	2	1	2	1	2	2	2	2	3	1	3	1	2
	None	14	13	6	8	9	13	13	15	12	14	11	12	14	13	12	11	15	13
	Don't know	16	17	10	10	14	12	22	27	23	14	11	14	21	18	17	17	18	13
Unemployment																			
	Labour	31	29	5	70	12	33	26	25	26	34	29	30	29	27	24	30	33	41
	Conservative	27	28	72	6	15	29	28	15	29	29	33	33	22	30	32	31	23	19
	Liberal Democrat	7	8	3	3	42	9	6	17	6	6	8	8	7	8	9	8	5	9
	Other	2	2	0	1	3	1	2	4	1	2	1	1	2	2	2	1	0	4
	None	15	15	8	12	11	14	15	11	14	15	16	13	18	16	15	12	17	14
	Don't know	18	18	12	9	16	14	23	29	24	14	14	15	22	18	18	18	21	13
The economy in general																			
	Conservative	34	33	87	3	22	36	31	17	32	34	40	39	25	34	40	37	25	20
	Labour	26	27	1	73	9	29	25	28	24	30	25	25	30	22	22	27	32	36
	Liberal Democrat	7	7	1	3	47	9	6	10	7	6	8	7	7	8	9	6	6	8
	Other	2	1	0	0	0	1	1	1	1	1	1	1	1	2	1	1	1	3
	None	13	12	4	8	8	12	12	14	13	12	10	12	13	14	10	10	14	16
	Don't know	18	19	7	12	14	14	25	30	23	16	15	16	24	19	18	19	22	17

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

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

Charismatic	33	34	51	23	46	37	32	25	39	35	33	40	27	37	42	31	28	31
Sticks to what he believes in	30	31	59	14	27	30	31	22	27	31	37	36	23	32	36	32	24	24
Decisive	30	31	61	13	34	31	30	24	30	28	37	34	26	32	37	32	23	26
Strong	28	28	59	9	33	28	28	23	30	29	28	32	23	22	35	32	21	23
A natural leader	24	27	52	10	40	28	26	31	27	26	27	30	22	26	33	27	22	19
Honest	25	26	58	6	32	27	25	11	21	26	36	30	20	26	33	28	18	17
In touch with the concerns of ordinary people	16	17	45	2	12	16	18	7	15	17	24	20	14	19	19	22	13	8
Good in a crisis	15	15	37	2	12	14	15	9	16	15	16	17	11	14	18	19	10	7
None of these	31	27	3	50	13	27	26	25	23	28	28	23	31	26	20	24	35	34
Don't know	9	10	3	7	6	7	13	17	12	9	5	7	13	10	9	11	11	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	23	8	51	13	23	22	24	17	24	25	22	23	25	20	22	26	23
Sticks to what he believes in	17	8	38	9	20	14	13	13	20	19	17	18	15	13	18	22	18
Honest	16	7	38	8	19	14	12	12	18	20	16	17	17	14	17	19	15
Strong	12	4	27	8	12	11	16	11	11	11	11	12	11	8	12	17	12
Decisive	11	4	24	5	11	11	14	9	10	11	9	13	12	8	12	12	13
A natural leader	9	4	20	6	10	8	7	9	11	8	9	9	10	8	8	11	7
Charismatic	9	5	18	6	9	8	9	7	10	9	9	8	13	7	10	9	8
Good in a crisis	3	1	8	3	4	3	4	4	4	2	3	4	7	2	4	4	3
None of these	19	32	4	16	22	17	17	17	21	21	23	15	20	20	22	18	16
Don't know	44	46	26	55	40	48	47	51	41	41	42	47	42	49	43	39	45

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

Honest	21	24	37	10	63	29	19	18	22	25	26	25	22	19	31	24	18	18
Charismatic	21	24	32	19	42	25	23	15	26	24	24	27	19	23	29	24	17	21
In touch with the concerns of ordinary people	23	22	33	11	59	23	22	25	21	19	26	25	18	15	26	24	20	19
Sticks to what he believes in	14	17	28	7	39	17	17	12	16	15	22	19	14	15	22	17	12	15
Decisive	11	12	19	5	38	15	10	12	12	11	14	14	10	13	17	13	6	10
A natural leader	9	12	18	7	30	15	9	11	14	11	12	13	10	13	14	14	9	8
Strong	9	11	15	5	35	13	10	9	13	10	13	12	10	11	15	11	8	9
Good in a crisis	7	7	10	4	18	8	6	4	7	6	8	8	5	8	9	7	4	3
None of these	38	33	16	55	3	34	31	25	29	38	33	29	38	32	28	30	39	39
Don't know	18	18	14	11	6	14	21	28	24	13	13	16	19	24	15	17	19	12