

YouGov / The Sun Survey Results

Sample Size: 2032 GB Adults
Fieldwork: 30th - 31st 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	2032	631	659	122	651	542	440	989	1043	243	519	695	575	1136	857	260	666	435	497	174	
Unweighted Sample	2032	576	681	128	613	544	469	965	1067	130	531	813	558	1340	653	323	676	377	438	218	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	91	5	13	36	45	35	37	35	49	43	35	42	48	37	38	20
Lab	42	0	100	0	3	93	41	45	38	45	42	49	31	39	45	43	34	46	45	49
Lib Dem	8	0	0	100	2	1	33	8	7	10	11	5	7	8	7	8	9	7	7	4
Other	11	0	0	0	4	2	13	12	10	10	9	11	12	9	13	8	9	9	10	27

Other Parties Voting Intention

UKIP	4	0	0	0	3	1	2	4	4	0	2	4	7	3	5	2	6	3	4	2
SNP / PCY	2	0	0	0	0	1	4	3	2	4	2	3	2	2	3	0	0	1	0	23
BNP	2	0	0	0	1	0	1	3	1	4	2	2	1	2	2	2	1	3	3	0
Green	1	0	0	0	0	0	4	2	1	2	3	1	1	1	1	2	1	1	1	1
Respect	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	0	0	0	1	0	0	1	1	1	1	1	1	1	1	0

Non Voters

Would Not Vote	9	0	0	0	2	2	6	8	10	15	11	8	5	6	12	8	9	9	11	7
Don't know	13	0	0	0	10	9	22	9	18	11	15	15	11	12	16	11	14	16	12	11

27 - 28
Jan

30-31
Jan

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

Approve	32	34	82	3	58	68	7	26	35	33	25	34	30	43	39	27	35	40	30	31	27
Disapprove	54	53	7	94	27	19	87	60	56	50	55	51	60	47	49	59	52	44	57	59	65
Don't know	14	13	11	4	16	14	5	14	9	17	20	15	11	10	12	14	13	15	13	10	9

	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	2032	631	659	122	651	542	440	989	1043	243	519	695	575	1136	857	260	666	435	497	174	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	16-17 Jan	30-31 Jan																			
<p>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?</p>																					
National Health Service																					
Labour	37	35	3	89	13	5	83	36	42	29	31	33	43	31	35	36	38	28	39	37	50
Conservative	27	28	75	1	13	65	2	14	28	28	21	24	23	40	32	23	27	34	24	27	18
Liberal Democrat	7	6	4	1	56	5	1	16	6	5	7	7	5	6	6	6	6	6	6	6	4
Other	2	3	0	0	0	1	1	3	3	2	2	2	3	3	2	2	2	2	1	2	7
None	13	13	7	4	8	10	5	14	11	14	10	16	13	10	11	15	15	12	13	12	12
Don't know	14	16	12	5	10	13	9	18	9	22	30	18	13	11	14	17	12	18	17	16	9
Asylum and immigration																					
Conservative	36	37	77	15	35	70	16	27	39	35	37	39	31	43	43	30	40	39	37	36	27
Labour	18	17	1	49	5	2	46	13	20	14	14	16	20	15	18	16	15	13	22	16	28
Liberal Democrat	7	5	3	3	33	2	2	15	5	5	7	5	5	4	5	4	5	5	3	4	9
Other	8	8	4	5	3	6	4	5	9	6	7	7	8	8	6	9	8	9	8	6	8
None	18	18	7	17	13	10	17	19	17	19	12	15	20	19	14	23	19	16	16	22	14
Don't know	14	16	9	11	11	10	14	20	10	21	22	18	15	11	14	18	14	17	14	16	14
Law and order																					
Conservative	37	35	80	9	33	71	11	23	36	34	27	36	29	44	41	26	38	41	30	29	30
Labour	24	25	1	68	4	2	65	20	27	22	22	21	28	24	23	26	22	18	28	27	39
Liberal Democrat	5	5	2	2	49	2	1	16	7	4	12	6	4	4	5	6	6	5	8	4	2
Other	4	4	1	2	1	3	1	3	5	3	4	2	5	4	4	5	3	4	3	4	7
None	16	15	6	10	4	10	10	17	15	15	13	18	16	13	12	20	17	15	15	17	11
Don't know	14	16	10	10	9	11	13	20	10	23	22	18	18	11	15	18	14	17	17	18	10
Education and schools																					
Labour	33	33	3	86	11	5	80	30	38	28	35	30	39	28	32	34	34	24	35	36	48
Conservative	27	27	73	1	10	64	3	12	27	28	18	24	23	40	31	23	28	34	25	23	20
Liberal Democrat	10	8	6	2	60	7	1	20	9	6	8	11	6	6	9	6	7	9	8	7	6
Other	3	3	0	1	1	2	1	3	3	3	1	2	4	3	3	4	3	3	2	3	7
None	13	13	5	5	7	9	6	16	12	14	11	15	13	11	11	16	14	12	12	14	11
Don't know	14	16	12	5	10	14	8	19	10	22	27	18	15	11	15	18	14	18	18	17	8
Taxation																					
Labour	30	30	2	81	7	4	74	26	34	26	31	27	35	27	30	30	31	23	33	33	41
Conservative	29	29	76	3	15	65	6	15	30	28	20	24	26	41	34	23	31	36	24	26	22
Liberal Democrat	8	7	4	1	57	5	1	19	8	6	8	8	5	7	7	7	8	6	7	7	6
Other	3	4	1	1	2	2	1	3	4	3	6	2	4	4	3	4	2	4	4	3	7
None	15	15	7	8	10	11	8	18	15	14	12	19	15	11	12	19	16	13	17	16	11
Don't know	15	16	11	6	9	13	10	19	8	22	24	19	14	10	14	17	13	18	16	15	12

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

Unemployment

Labour	31	32	3	81	17	5	74	31	39	25	31	28	37	29	33	29	35	26	33	31	47
Conservative	26	25	68	2	13	60	5	9	24	27	22	23	19	35	28	21	28	30	21	23	17
Liberal Democrat	6	5	4	1	43	3	1	15	6	4	5	7	3	4	5	4	5	5	4	6	2
Other	3	3	0	1	2	2	1	2	4	3	2	3	4	3	3	4	1	3	2	3	7
None	17	17	9	8	13	13	9	19	17	17	12	18	19	15	14	21	17	15	18	19	14
Don't know	17	19	15	6	12	17	9	24	11	26	28	21	17	14	17	21	13	21	21	18	13

The economy in general

Conservative	33	33	88	1	26	76	4	16	34	32	28	30	27	45	38	27	34	41	29	30	22
Labour	28	29	0	82	6	2	73	26	35	23	29	25	34	25	29	28	32	21	31	30	43
Liberal Democrat	5	3	0	1	41	1	1	12	4	3	3	5	3	3	3	3	3	4	3	3	2
Other	3	3	0	1	1	2	1	3	3	3	2	2	4	3	3	3	3	3	2	2	7
None	15	15	5	8	9	8	10	18	13	16	11	17	16	12	12	18	17	13	13	18	10
Don't know	16	18	7	7	17	11	11	25	11	24	28	21	16	12	15	21	11	18	21	18	15

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	26	32	64	15	37	56	14	27	31	33	22	27	32	42	35	29	28	37	34	30	22
Decisive	30	28	55	9	37	50	11	23	26	29	25	29	23	33	30	25	23	31	32	23	25
Charismatic	27	26	46	14	36	43	14	25	28	24	20	27	26	27	31	18	33	27	22	27	18
Strong	23	24	53	7	25	45	9	16	23	25	17	24	21	30	26	21	25	27	22	21	21
A natural leader	22	21	47	6	19	41	7	17	22	21	18	21	19	26	25	15	24	26	17	19	15
Honest	17	17	45	2	20	41	2	9	18	17	10	12	16	27	22	12	19	22	14	14	14
Good in a crisis	13	13	33	0	12	27	2	9	13	12	13	11	11	16	15	10	12	17	10	11	9
In touch with the concerns of ordinary people	11	9	26	1	7	24	1	3	8	10	5	6	9	14	12	6	11	13	6	7	4
None of these	36	37	4	66	15	9	63	39	40	34	31	33	43	34	34	41	35	31	35	41	53
Don't know	7	8	5	2	7	6	5	7	5	10	17	8	6	4	5	11	7	10	6	7	5

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	24	24	6	58	14	8	51	24	28	19	23	20	28	22	25	23	28	20	26	23	29
Honest	19	17	4	43	9	5	38	18	23	12	20	14	20	16	20	14	21	14	20	15	21
Sticks to what he believes in	17	16	8	36	11	9	31	15	18	14	14	12	19	17	17	16	20	13	16	17	22
Decisive	10	10	3	23	11	3	21	12	11	9	9	10	10	10	8	13	9	9	9	11	16
Strong	10	9	3	22	4	2	19	11	11	7	6	9	10	9	8	10	9	7	8	9	17
Charismatic	7	7	2	17	6	3	16	5	9	5	7	8	7	6	6	8	10	5	9	6	7
A natural leader	6	6	0	15	9	1	13	8	7	6	7	6	5	8	5	9	8	4	9	6	7
Good in a crisis	5	5	2	11	2	1	12	3	5	4	5	4	4	5	3	6	8	3	6	3	6
None of these	41	41	58	12	49	60	16	36	43	38	32	37	40	48	44	37	42	46	35	39	33
Don't know	23	24	25	15	22	21	20	27	17	31	36	29	19	21	21	28	22	22	26	26	23

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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	19	17	27	10	37	24	11	21	20	15	13	22	17	15	20	14	16	22	18	11	17
In touch with the concerns of ordinary people	17	14	25	2	47	22	4	19	13	15	8	15	12	17	16	10	14	16	11	13	13
Honest	14	13	25	1	46	22	3	16	13	12	11	8	11	20	16	9	13	16	10	10	16
Decisive	6	8	11	3	28	11	4	9	9	6	8	7	6	10	7	8	9	7	9	6	10
Sticks to what he believes in	6	7	13	3	22	12	4	6	8	6	4	6	6	12	7	8	8	8	8	6	5
A natural leader	6	7	11	2	23	11	3	10	9	6	2	6	9	8	8	6	7	9	8	4	8
Strong	5	6	11	2	25	9	2	8	7	6	7	6	5	7	7	5	8	7	7	3	7
Good in a crisis	5	4	9	0	13	8	1	4	5	3	6	3	3	6	5	3	5	5	4	4	2
None of these	50	50	24	78	9	30	74	48	55	46	51	44	57	48	49	52	52	44	51	56	56
Don't know	13	13	17	5	7	16	7	9	8	18	20	17	9	13	11	16	12	14	13	14	10

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	57	124
Male 25 to 39	229	262
Male 40 to 54	364	342
Male 55 +	316	262
Female 18 to 24	73	120
Female 25 to 39	302	257
Female 40 to 54	449	353
Female 55 +	242	313
Region		
North England	438	497
Midlands	283	331
East England	187	197
London	323	260
South England	489	468
Wales	94	104
Scotland	218	174
Social Grade		
AB	796	558
C1	544	578
C2	287	419
DE	366	438
Newspaper Type		
Express / Mail	418	304
Sun / Star	197	430
Mirror / Record	124	309
Guardian / Independent	168	67
FT / Times / Telegraph	230	176
Other Paper	235	232
No Paper	660	513
Political Party Identification		
Labour	703	660
Conservative	523	576
Liberal Democrat	227	245
Others	234	65
None/ DK	345	486

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