

YouGov / The Sun Survey Results

Sample Size: 1761 GB Adults
Fieldwork: 10th - 11th October 2012

	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	1761	469	569	114	569	449	361	856	905	213	449	602	497	1004	757	225	572	377	433	153
Unweighted Sample	1761	466	560	110	562	432	398	882	879	104	417	724	516	1209	552	206	639	358	437	121
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these would make the best Prime Minister?

		Oct 2-3	Oct 10-11																		
David Cameron	31	35	94	5	20	77	8	17	37	34	32	32	34	42	40	29	30	43	34	30	33
Ed Miliband	27	21	1	58	5	3	52	25	22	21	18	22	22	21	20	23	21	17	26	26	13
Nick Clegg	5	5	1	2	54	1	3	17	7	4	6	7	4	4	5	5	6	4	4	7	5
Don't know	37	38	5	35	22	20	37	41	34	42	44	40	40	32	35	43	43	36	36	37	49

This week the Conservative party are holding their annual conference in Birmingham, can you tell us whether you have seen or heard coverage of David Cameron's speech to the Conservative conference that he gave on Wednesday?

Yes, I have seen/ heard the whole speech on the television, radio or online	10	14	14	14	13	13	9	12	9	8	8	8	17	8	13	10	11	11	11	4
Yes, I have seen/ heard/ read reports of the speech on the television, radio or online	51	57	55	51	54	57	50	54	47	39	48	53	55	55	45	49	47	55	51	54
No, I have not seen any of David Cameron's speech	39	29	31	35	33	31	41	35	44	52	45	39	28	37	42	40	42	34	38	42

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

		Oct 8-9	Oct 10-11																			
Thinking about David Cameron, do you think he...																						
Is decisive or indecisive?																						
	Decisive	36	46	83	30	54	69	29	45	45	47	43	47	47	46	50	41	50	49	48	40	42
	Indecisive	49	38	11	59	39	21	57	44	42	33	32	33	38	44	37	38	34	35	36	44	41
	Don't know	15	16	6	11	7	11	14	11	13	20	25	20	15	10	13	21	16	16	16	16	18
Is in touch or out of touch?																						
	In touch	24	28	77	5	38	60	5	20	28	29	24	27	25	36	32	24	27	33	32	22	22
	Out of touch	66	59	12	92	47	28	89	68	61	57	53	59	65	55	58	61	62	49	58	68	69
	Don't know	10	12	11	3	15	12	6	11	11	14	23	15	11	8	10	15	11	18	10	10	9
Is strong or weak?																						
	Strong	34	41	81	22	49	68	22	35	41	41	45	41	40	40	45	36	37	42	45	39	38
	Weak	49	39	10	62	32	20	59	47	42	37	28	39	42	42	38	41	41	35	36	45	45
	Don't know	17	20	9	16	19	12	19	18	17	22	27	20	19	18	17	23	22	23	19	17	17
Has plenty of ideas or has run out of ideas?																						
	Has plenty of ideas	28	32	73	12	39	60	15	27	30	35	32	32	28	37	35	29	28	36	35	31	21
	Has run out of ideas	55	48	11	78	42	22	74	52	54	43	34	44	54	50	46	51	50	41	49	51	64
	Don't know	17	20	16	10	19	18	11	21	17	23	34	23	17	13	20	20	22	24	16	18	15
Is likeable or dislikeable?																						
	Likeable	42	41	90	12	54	79	14	34	41	41	34	37	37	53	45	36	43	47	41	37	29
	Dislikeable	45	43	4	79	29	11	75	50	45	41	47	45	46	36	42	45	45	34	43	50	52
	Don't know	13	16	6	10	17	10	10	16	14	17	18	18	17	11	13	19	12	18	16	13	20
Whether or not you agree with his views, to what extent do you feel you know what David Cameron stands for these days?																						
	A lot - I am very clear what he stands for	10	17	24	19	14	19	18	16	18	16	13	17	18	18	16	18	17	15	17	17	24
	A little - I have a broad idea of what he stands for	35	43	67	33	59	59	32	45	41	44	47	40	42	45	46	39	39	48	41	42	35
	TOTAL A LOT / A LITTLE	45	60	91	52	73	78	50	61	59	60	60	57	60	63	62	57	56	63	58	59	59
	Not a lot - I am uncertain exactly what he stands for	31	22	7	29	18	16	29	26	24	21	18	24	23	22	22	22	24	19	25	24	25
	Not at all - I am very uncertain what he stands for	17	12	1	17	7	5	17	10	14	11	10	13	13	13	12	14	17	9	13	14	12
	TOTAL NOT A LOT / NOT AT ALL	48	34	8	46	25	21	46	36	38	32	28	37	36	35	34	36	41	28	38	38	37
	Don't know	7	5	1	2	3	1	4	4	3	8	12	7	4	3	4	7	4	9	4	3	4

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

June 28-29
Oct 10-11

Do you think the government's strategy for strengthening Britain's economy and bring public finances back into balance over the long term...

Has started to work	8	14	37	2	27	31	3	11	15	12	14	15	11	16	16	11	11	16	16	11	10
Has not yet started to work but will fairly soon	14	14	35	3	17	27	4	10	14	13	15	13	12	17	16	11	15	18	12	11	7
Has not yet started to work but will eventually	24	19	21	11	26	23	13	20	17	20	16	16	20	20	20	16	21	19	15	20	18
Is not working and is unlikely to work	39	44	3	78	24	13	73	52	46	41	35	40	49	44	40	48	43	34	50	49	49
Don't know	15	10	4	6	7	6	7	7	7	14	21	16	8	3	8	13	10	13	7	8	16

In his speech to the Conservative party conference David Cameron said that the solution to Britain's future was to build "an aspiration nation" where people are allowed to rise, "brains matter more, technology shapes our lives and no one is owed a living".

Do you agree or disagree with this vision for Britain?

Agree	53	92	30	69	83	31	53	56	51	45	53	50	62	57	49	57	58	57	46	43
Disagree	28	2	52	21	6	49	32	33	24	25	27	32	26	27	29	28	23	26	35	33
Don't know	18	6	17	10	10	21	16	11	25	30	20	18	12	16	22	15	19	17	18	24

In his speech David Cameron also described the Conservatives as a compassionate party. Do you think the Conservatives under David Cameron are or are not compassionate?

Are compassionate	22	63	2	25	51	4	12	23	21	25	22	18	26	25	18	18	29	20	19	16
Are not compassionate	60	16	94	65	28	88	74	63	57	52	59	66	56	59	61	65	49	61	67	70
Don't know	18	21	4	11	22	8	14	14	22	23	20	16	17	16	21	17	23	19	14	14

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	49	109
Male 25 to 39	185	225
Male 40 to 59	362	298
Male 60 +	286	224
Female 18 to 24	55	104
Female 25 to 39	232	224
Female 40 to 59	362	305
Female 60 +	230	273
Region		
North England	436	433
Midlands	273	289
East England	171	169
London	206	225
South England	468	403
Wales	86	88
Scotland	121	153
Social Grade		
AB	656	493
C1	553	511
C2	245	370
DE	307	387
Newspaper Type		
Express / Mail	351	282
Sun / Star	148	414
Mirror / Record	95	176
Guardian / Independent	130	79
FT / Times / Telegraph	131	167
Other Paper	253	203
No Paper	653	440
Political Party Identification		
Labour	540	572
Conservative	495	502
Liberal Democrat	179	211
SNP/Plaid Cymru	26	30
Others	96	23
None/ DK	425	423

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<http://today.yougov.co.uk>