

YouGov / The Sun Survey Results

Sample Size: 1748 GB Adults

Fieldwork: 30th November - 1st December 2011

	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	1748	484	553	149	537	440	418	850	898	212	446	598	493	996	752	224	568	374	430	152
Unweighted Sample	1748	492	495	136	587	392	427	846	902	62	463	738	485	1146	602	219	580	378	413	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	36	100	0	0	86	3	13	40	31	40	32	31	43	42	27	43	47	32	30	13
Lab	41	0	100	0	5	92	36	38	45	35	44	48	34	37	47	36	28	47	58	36
Lib Dem	11	0	0	100	2	1	39	9	13	16	13	8	11	11	10	13	16	10	6	6
Other	12	0	0	0	7	5	12	13	10	10	12	12	12	10	15	8	9	11	6	45
Other Parties Voting Intention																				
SNP / PCY	4	0	0	0	0	3	2	4	4	6	4	4	4	3	6	0	0	3	0	40
UKIP	4	0	0	0	6	1	3	5	3	0	3	4	7	4	4	4	5	5	3	1
Green	2	0	0	0	0	0	6	3	2	2	4	3	1	2	4	4	3	2	1	4
BNP	1	0	0	0	0	1	0	1	1	1	1	0	0	1	1	0	0	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Non Voters																				
Would Not Vote	7	0	0	0	3	2	5	6	8	0	11	9	5	7	8	9	6	6	11	2
Don't know	16	0	0	0	17	8	24	9	22	9	18	15	17	16	16	15	17	14	15	17

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

	Nov 29-30	Nov 30-Dec 1																			
Approve	27	30	79	3	37	57	5	22	37	23	39	29	26	33	34	24	34	38	23	25	23
Disapprove	56	56	9	93	46	25	87	66	54	59	49	52	62	56	51	64	48	49	62	64	63
Don't know	16	14	12	4	17	17	8	11	9	18	12	19	12	11	15	12	17	13	15	11	15

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	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 1748	484	553	149	537	440	418	850	898	212	446	598	493	996	752	224	568	374	430	152	
Unweighted Sample	492	495	136	587	392	427	846	902	62	463	738	485	1146	602	219	580	378	413	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 16-17
Nov 30 - Dec 1

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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	29	29	85	3	6	70	4	12	34	25	32	24	28	35	33	25	34	36	25	25	19
Applies most to Labour	26	27	1	74	11	2	69	22	30	24	27	27	31	21	25	29	23	18	31	35	28
Applies most to the Liberal Democrats	11	11	3	5	60	4	4	31	11	11	15	11	9	11	12	9	11	14	7	10	10
Applies to none of them	22	21	5	13	8	16	15	23	18	23	13	20	21	24	19	23	19	19	24	17	29
Don't know	13	13	6	6	15	8	9	12	8	17	12	18	12	9	11	14	13	12	13	13	14

It is led by people of real ability

Applies most to the Conservatives	22	22	63	1	12	52	4	11	24	21	22	17	21	28	23	21	24	26	23	17	17
Applies most to Labour	14	17	3	45	9	2	43	11	19	15	19	16	19	14	16	17	16	12	21	20	17
Applies most to the Liberal Democrats	4	4	1	1	34	1	0	13	4	4	6	5	3	4	5	3	3	6	2	3	2
Applies to none of them	44	42	23	40	29	34	40	49	42	41	36	42	43	42	40	43	37	42	38	43	51
Don't know	17	15	11	12	17	11	13	16	11	19	18	20	14	12	15	16	21	14	15	16	13

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	48	52	86	36	36	81	38	42	53	52	49	46	54	57	53	50	52	55	48	55	45
Applies most to Labour	9	10	0	29	2	0	29	7	12	9	7	8	14	10	10	11	10	6	13	14	12
Applies most to the Liberal Democrats	3	5	3	2	31	2	0	12	6	5	11	5	3	5	6	4	5	7	5	3	3
Applies to none of them	26	19	6	22	14	12	19	25	20	19	20	20	19	20	20	19	18	19	22	17	24
Don't know	14	13	4	11	16	5	13	13	10	16	13	20	11	8	11	16	15	12	13	11	16

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	22	20	3	37	20	7	34	23	19	21	20	18	20	20	18	22	20	15	20	21	33
Applies most to Labour	26	26	50	5	38	44	6	27	30	22	20	25	26	29	28	23	28	28	22	27	21
Applies most to the Liberal Democrats	28	30	31	46	11	32	43	29	31	29	33	27	33	30	31	29	24	31	34	33	21
Applies to none of them	9	8	6	4	13	6	6	8	8	8	9	10	7	9	8	9	9	10	7	7	10
Don't know	16	15	10	8	19	11	11	14	11	20	18	19	14	12	14	17	19	15	18	12	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	34	108
Male 25 to 39	218	223
Male 40 to 59	333	294
Male 60 +	254	221
Female 18 to 24	59	103
Female 25 to 39	261	221
Female 40 to 59	366	301
Female 60 +	217	270
Region		
North England	419	429
Midlands	270	286
East England	166	167
London	225	223
South England	395	399
Wales	99	87
Scotland	168	152
Social Grade		
AB	617	488
C1	563	505
C2	253	366
DE	309	383
Newspaper Type		
Express / Mail	345	279
Sun / Star	224	409
Mirror / Record	121	174
Guardian / Independent	104	78
FT / Times / Telegraph	142	165
Other Paper	238	200
No Paper	568	436
Political Party Identification		
Labour	528	566
Conservative	505	496
Liberal Democrat	198	209
SNP/Plaid Cymru	46	30
Others	70	23
None/ DK	395	418

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