

YouGov / The Sun Survey Results

Sample Size: 1678 GB Adults
Fieldwork: 2nd - 3rd November 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	1678	456	526	105	528	420	382	816	862	203	428	574	473	956	722	215	545	359	413	146
Unweighted Sample	1678	446	479	118	536	395	394	818	860	87	432	701	458	1150	528	252	548	309	394	175
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	86	3	12	36	35	43	33	32	39	40	30	40	46	34	29	17
Lab	41	0	100	0	3	91	38	40	43	43	44	45	34	36	48	39	31	43	58	32
Lib Dem	8	0	0	100	1	1	35	8	8	3	11	6	10	10	5	9	7	11	7	9
Other	15	0	0	0	11	5	16	16	13	11	12	16	16	14	16	12	17	12	7	41

Other Parties Voting Intention

UKIP	7	0	0	0	8	2	4	8	6	2	5	7	10	6	8	7	10	7	4	1
SNP / PCY	3	0	0	0	0	1	3	3	3	0	2	4	4	3	3	0	0	1	0	34
Green	2	0	0	0	1	1	6	3	2	9	2	3	1	3	2	3	3	2	1	4
BNP	1	0	0	0	1	1	1	1	1	0	1	2	0	1	2	1	1	1	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	2	0	1	0	1	1	0	1	1	1	2	0	0	2

Non Voters

Would Not Vote	8	0	0	0	4	2	7	7	9	20	9	7	4	7	9	8	6	9	11	4
Don't know	16	0	0	0	12	9	25	10	22	10	17	19	15	15	18	22	17	14	12	20

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

		Nov 1-2	Nov 2-3																		
Approve	28	29	77	3	40	62	6	21	33	25	31	27	25	35	33	23	31	35	26	24	23
Disapprove	58	55	8	90	41	21	85	63	54	57	49	54	61	53	50	62	53	48	58	62	60
Don't know	14	16	15	6	19	17	9	16	13	19	21	19	15	13	17	15	15	17	16	15	17

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 19-20	Nov 2-3																			
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	28	28	81	3	6	73	4	9	31	26	28	26	26	34	31	25	29	36	28	24	14
Applies most to Labour	28	28	2	77	8	2	72	23	30	26	22	27	31	27	26	30	24	19	32	37	28
Applies most to the Liberal Democrats	10	10	4	4	77	3	3	31	11	9	9	12	6	12	12	7	10	10	10	6	14
Applies to none of them	21	21	7	10	6	15	13	25	20	22	14	20	26	19	19	24	23	21	18	21	29
Don't know	12	13	7	6	4	7	9	12	8	18	28	15	11	7	11	15	14	13	11	12	14
It is led by people of real ability																					
Applies most to the Conservatives	23	24	68	3	16	58	5	11	26	22	32	20	19	29	25	22	25	26	27	20	15
Applies most to Labour	17	15	1	42	8	1	39	9	16	14	13	17	16	12	13	17	11	12	14	20	15
Applies most to the Liberal Democrats	4	3	0	1	30	1	1	9	3	3	3	4	2	3	4	2	4	3	2	3	3
Applies to none of them	40	43	19	43	37	30	42	55	43	42	26	41	50	42	43	42	42	44	41	41	47
Don't know	16	16	12	11	9	11	13	16	12	20	26	18	13	13	15	17	18	15	15	16	20
Its leaders are prepared to take tough and unpopular decisions																					
Applies most to the Conservatives	49	51	81	39	42	75	38	45	55	48	58	47	48	56	53	48	51	54	51	51	43
Applies most to Labour	11	11	1	31	3	1	29	7	12	10	9	13	12	8	9	14	7	9	11	15	8
Applies most to the Liberal Democrats	5	4	2	2	31	1	2	11	4	3	3	5	3	5	4	3	4	5	3	4	3
Applies to none of them	21	22	11	19	17	15	20	26	21	22	6	20	27	23	23	20	23	22	22	19	25
Don't know	13	13	6	9	7	6	11	11	8	17	25	15	10	9	11	15	15	10	12	12	21
It seems to chop and change all the time: you can never be quite sure what it stands for																					
Applies most to the Conservatives	20	20	4	40	25	7	39	16	20	19	13	16	20	27	18	23	20	20	21	21	14
Applies most to Labour	27	27	56	6	47	51	8	22	30	23	30	24	26	28	28	25	24	29	27	25	24
Applies most to the Liberal Democrats	30	32	25	45	7	26	42	35	32	32	29	34	34	28	34	29	28	29	31	35	39
Applies to none of them	9	8	5	4	9	6	5	11	8	9	5	9	9	7	8	8	11	8	7	6	9
Don't know	15	14	10	6	12	10	7	16	10	17	23	16	12	10	13	15	18	14	14	12	13

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	40	107
Male 25 to 39	187	220
Male 40 to 59	355	290
Male 60 +	250	218
Female 18 to 24	52	101
Female 25 to 39	284	218
Female 40 to 59	342	297
Female 60 +	208	266
Region		
North England	384	423
Midlands	251	282
East England	172	165
London	225	220
South England	429	393
Wales	97	86
Scotland	160	149
Social Grade		
AB	620	481
C1	542	498
C2	233	361
DE	323	378
Newspaper Type		
Express / Mail	375	275
Sun / Star	199	404
Mirror / Record	129	172
Guardian / Independent	80	77
FT / Times / Telegraph	141	163
Other Paper	234	198
No Paper	560	430
Political Party Identification		
Labour	524	558
Conservative	488	490
Liberal Democrat	200	206
SNP/Plaid Cymru	41	29
Others	66	22
None/ DK	399	412

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