

# YouGov / The Sun Survey Results

Sample Size: 2109 GB Adults  
Fieldwork: 7th - 8th November 2010

	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	
<b>Weighted Sample</b>	<b>2109</b>	667	618	180	1024	1085	253	539	723	593	1187	896	270	690	449	516	184
<b>Unweighted Sample</b>	<b>2109</b>	665	574	185	993	1116	150	520	818	621	1393	690	299	694	417	493	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>42</b>	100	0	0	38	45	36	39	39	48	46	36	47	49	41	34	26
Lab	<b>39</b>	0	100	0	41	36	40	43	40	33	35	44	42	26	40	50	47
Lib Dem	<b>11</b>	0	0	100	11	11	17	12	10	10	12	10	8	16	10	9	6
Other	<b>9</b>	0	0	0	9	8	7	6	11	9	7	11	3	9	8	7	20

## Other Parties Voting Intention

UKIP	<b>4</b>	0	0	0	4	3	1	1	4	5	2	5	1	5	4	4	0
SNP / PCY	<b>2</b>	0	0	0	2	2	1	1	3	2	2	2	1	0	1	0	20
Green	<b>2</b>	0	0	0	1	2	2	3	2	1	2	2	2	2	2	2	0
BNP	<b>1</b>	0	0	0	1	0	2	0	0	1	1	0	0	1	1	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	0	0	0	1	0	0	1	0	1	1	1	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	6	10	15	12	6	3	6	10	6	8	7	11	7
Don't know	<b>16</b>	0	0	0	11	21	25	19	14	12	16	16	13	16	14	20	14

4-5 Nov 7-8 Nov

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

Approve	38	<b>38</b>	84	6	57	41	35	29	32	39	47	45	29	44	46	36	31	27
Disapprove	48	<b>45</b>	6	86	17	47	43	41	46	47	42	39	51	43	36	45	52	56
Don't know	15	<b>17</b>	11	8	26	12	22	30	22	14	11	16	19	12	17	19	18	17

	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
<b>Weighted Sample</b>	<b>2109</b>	667	618	180	1024	1085	253	539	723	593	1187	896	270	690	449	516	184
Unweighted Sample	2109	665	574	185	993	1116	150	520	818	621	1393	690	299	694	417	493	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		24-25 Oct	7-8 Nov																
<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>																			
<b>National Health Service</b>																			
	Labour	34	<b>32</b>	6	86	15	39	26	28	31	35	32	31	34	38	24	32	37	42
	Conservative	31	<b>30</b>	80	1	15	30	30	20	26	29	39	34	26	31	39	31	22	18
	Liberal Democrat	8	<b>6</b>	3	2	43	7	6	5	6	5	8	8	4	5	7	5	6	6
	Other	2	<b>2</b>	0	0	2	3	1	1	2	2	2	2	2	1	2	2	2	6
	None	11	<b>12</b>	4	5	8	10	13	14	12	12	9	9	14	11	10	11	13	13
	Don't know	14	<b>18</b>	8	7	17	11	24	31	23	16	10	16	20	14	18	18	21	16
<b>Asylum and immigration</b>																			
	Conservative	41	<b>39</b>	80	19	31	42	36	31	36	39	46	45	32	41	43	41	35	31
	Labour	16	<b>14</b>	0	45	2	16	13	10	15	16	14	13	16	21	9	13	18	18
	Liberal Democrat	7	<b>7</b>	2	4	44	7	7	6	7	7	7	7	6	6	8	7	6	5
	Other	5	<b>7</b>	5	4	4	8	5	8	5	7	7	6	7	4	7	7	7	5
	None	16	<b>16</b>	6	17	6	17	15	18	15	17	15	13	20	15	15	17	16	19
	Don't know	15	<b>17</b>	6	12	12	10	24	28	22	15	11	16	19	13	18	15	18	21
<b>Law and order</b>																			
	Conservative	38	<b>38</b>	86	9	29	40	35	28	33	39	45	44	30	38	46	37	32	24
	Labour	24	<b>22</b>	1	66	8	25	19	11	21	25	23	20	24	25	15	23	26	29
	Liberal Democrat	6	<b>5</b>	1	2	41	6	5	7	6	4	6	6	4	6	6	6	4	3
	Other	3	<b>3</b>	1	1	1	4	2	3	2	3	4	3	3	2	3	4	2	5
	None	13	<b>13</b>	5	10	4	13	13	16	14	13	12	11	16	13	12	12	14	20
	Don't know	16	<b>19</b>	7	12	16	12	26	35	25	16	10	17	22	17	18	18	23	19
<b>Education and schools</b>																			
	Conservative	30	<b>29</b>	77	2	9	28	29	16	24	29	38	31	25	30	36	27	22	20
	Labour	32	<b>29</b>	4	80	8	34	25	23	28	32	30	28	32	30	23	30	33	39
	Liberal Democrat	10	<b>10</b>	6	3	63	12	9	10	11	10	10	12	8	10	13	11	7	8
	Other	3	<b>3</b>	1	1	1	3	2	3	2	3	3	3	2	2	2	2	2	6
	None	11	<b>11</b>	5	5	4	11	12	13	12	11	10	10	14	12	10	11	12	13
	Don't know	15	<b>18</b>	8	8	14	12	23	35	24	15	9	17	20	16	15	19	23	14
<b>Taxation</b>																			

		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	
<b>Weighted Sample</b>		<b>2109</b>	667	618	180	1024	1085	253	539	723	593	1187	896	270	690	449	516	184	
Unweighted Sample		2109	665	574	185	993	1116	150	520	818	621	1393	690	299	694	417	493	206	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Unemployment</b>																			
	Conservative	34	32	80	4	18	34	31	18	26	34	42	36	27	34	40	32	25	22
	Labour	27	25	2	74	7	29	22	18	26	27	26	24	28	27	18	26	29	36
	Liberal Democrat	9	8	3	4	53	9	7	10	9	8	8	10	6	10	9	6	6	
	Other	3	2	0	1	1	3	1	1	1	2	3	2	2	1	2	2	6	
	None	13	13	6	8	5	13	13	15	14	14	11	11	15	13	12	11	15	17
	Don't know	15	19	8	9	16	12	26	38	24	15	11	17	22	15	18	20	23	14
<b>The economy in general</b>																			
	Conservative	30	33	82	7	19	33	34	24	29	34	42	37	29	35	39	37	26	24
	Labour	30	26	3	74	10	31	21	18	27	28	26	25	27	29	21	25	29	35
	Liberal Democrat	7	6	2	3	42	6	6	6	6	5	7	7	5	4	7	6	5	5
	Other	3	3	0	1	2	4	2	1	2	3	3	3	3	2	3	2	2	6
	None	14	13	5	6	7	12	13	14	14	14	10	11	15	14	11	13	14	16
	Don't know	17	19	8	10	19	14	25	38	23	16	12	18	21	16	19	18	25	15
<b>Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.</b>																			
	Decisive	32	30	61	9	37	30	31	31	27	29	35	33	28	31	35	31	26	24
	Sticks to what he believes in	34	29	58	11	28	29	28	25	22	31	34	29	29	28	34	30	24	20
	Charismatic	27	26	44	16	31	27	25	22	28	26	26	30	21	30	28	23	25	21
	Strong	25	25	56	6	28	26	25	23	23	25	28	28	22	24	29	28	22	16
	A natural leader	22	21	43	6	27	21	20	19	18	21	23	24	16	25	24	18	17	16
	Honest	21	20	50	3	14	21	18	11	13	20	29	22	17	20	24	19	15	15
	Good in a crisis	14	15	33	3	17	16	14	17	13	13	18	17	12	20	18	11	12	9
	In touch with the concerns of ordinary people	12	13	35	0	10	13	13	6	8	14	20	14	11	12	17	14	9	8
	None of these	32	32	2	61	16	34	30	32	30	34	32	30	36	29	26	32	37	46
	Don't know	9	10	2	6	8	7	13	18	14	7	6	9	12	8	8	11	13	9

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

**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	<b>20</b>	5	50	12	23	16	11	16	23	23	18	22	19	17	20	21	24
Honest	15	<b>14</b>	6	35	5	19	10	7	14	16	16	14	15	16	11	16	15	22
Sticks to what he believes in	14	<b>13</b>	4	33	11	15	11	9	12	14	15	12	15	11	10	12	16	22
Strong	13	<b>10</b>	4	26	2	13	8	6	11	12	9	9	13	11	8	11	11	15
Decisive	11	<b>9</b>	4	23	4	11	7	4	9	11	10	9	10	10	8	11	8	14
Charismatic	10	<b>8</b>	6	17	3	9	7	8	11	8	7	8	9	8	7	10	9	9
A natural leader	8	<b>7</b>	2	19	5	9	5	2	8	8	7	7	7	8	6	8	7	10
Good in a crisis	5	<b>4</b>	1	11	1	6	2	2	5	4	4	3	5	6	3	3	4	5
None of these	32	<b>34</b>	50	11	39	37	32	38	29	35	37	37	30	38	38	34	29	31
Don't know	31	<b>32</b>	31	19	35	25	39	35	39	28	30	31	33	27	34	30	34	29

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

Charismatic	21	<b>20</b>	31	12	32	21	18	19	20	19	20	22	16	20	22	21	15	22
Honest	20	<b>18</b>	32	4	45	19	16	11	17	18	22	22	12	17	20	19	14	19
In touch with the concerns of ordinary people	20	<b>17</b>	30	5	42	18	17	20	16	16	19	21	13	13	20	18	17	11
Decisive	11	<b>10</b>	17	3	28	11	8	6	7	10	13	11	8	10	13	9	7	9
Sticks to what he believes in	12	<b>9</b>	17	2	21	9	9	8	6	10	10	9	9	8	9	9	9	8
A natural leader	10	<b>9</b>	14	4	23	11	7	9	10	9	8	11	6	12	11	8	4	12
Strong	9	<b>8</b>	15	1	20	9	7	2	7	8	11	9	6	8	10	7	6	7
Good in a crisis	8	<b>7</b>	12	2	21	8	6	4	7	6	9	8	6	7	7	9	5	6
None of these	40	<b>40</b>	18	68	15	43	38	36	37	44	42	38	44	41	37	40	44	46
Don't know	16	<b>18</b>	16	10	14	11	24	23	24	15	13	16	20	18	18	16	20	15

## 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.
<b>Age and Gender</b>			
	Male 18 to 24	53	129
	Male 25 to 39	248	269
	Male 40 to 54	368	358
	Male 55 +	324	269
	Female 18 to 24	97	124
	Female 25 to 39	272	271
	Female 40 to 54	450	365
	Female 55 +	297	325
<b>Region</b>			
	North England	493	516
	Midlands	305	343
	East England	203	204
	London	299	270
	South England	491	486
	Wales	112	106
	Scotland	206	184
<b>Social Grade</b>			
	AB	806	583
	C1	587	604
	C2	324	437
	DE	366	458
<b>Newspaper Type</b>			
	Express / Mail	419	317
	Sun / Star	249	449
	Mirror / Record	145	323
	Guardian / Independent	191	64
	FT / Times / Telegraph	252	180
	Other Paper	229	247
	No Paper	624	529
<b>Political Party Identification</b>			
	Labour	631	681
	Conservative	590	600
	Liberal Democrat	243	253
	Others	247	65
	None/ DK	398	510

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