

## YouGov / The Sun Survey Results

Sample Size: 1737 GB Adults  
Fieldwork: 9th - 10th 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	
<b>Weighted Sample</b>	<b>1737</b>	473	564	114	529	445	380	844	893	210	443	594	490	990	747	222	565	372	427	151
<b>Unweighted Sample</b>	<b>1737</b>	468	524	116	541	412	397	830	907	109	429	697	502	1130	607	211	529	403	435	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>35</b>	100	0	0	86	3	13	36	34	19	39	32	41	39	30	46	42	40	25	15
Lab	<b>42</b>	0	100	0	3	92	38	41	42	47	43	47	33	38	47	39	32	42	57	38
Lib Dem	<b>8</b>	0	0	100	1	0	35	8	9	15	8	8	7	10	7	6	10	6	11	8
Other	<b>15</b>	0	0	0	10	4	14	15	14	18	10	13	18	14	16	9	17	12	8	39

### Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	9	1	3	7	7	3	3	6	12	6	9	5	12	5	4	2
SNP / PCY	<b>4</b>	0	0	0	0	2	3	4	3	7	2	4	4	4	4	0	1	2	0	34
Green	<b>2</b>	0	0	0	0	0	8	3	2	6	4	1	1	3	1	3	2	2	2	3
BNP	<b>1</b>	0	0	0	1	0	0	1	1	2	1	1	1	0	2	0	1	1	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	4	1	6	8	9	11	13	8	4	7	10	6	11	8	8	4
Don't know	<b>14</b>	0	0	0	12	7	20	7	21	15	17	14	11	13	15	16	14	14	14	12

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

	Nov 8-9	Nov 9-10																			
Approve	29	<b>29</b>	79	4	39	60	8	22	34	24	22	30	27	32	33	23	33	31	30	25	20
Disapprove	57	<b>58</b>	9	92	40	25	86	62	58	58	65	49	62	58	53	65	50	56	57	62	68
Don't know	14	<b>13</b>	12	4	21	15	6	16	8	18	14	21	11	9	14	12	17	13	13	13	11

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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
<b>Weighted Sample</b>	<b>1737</b>	<b>473</b>	<b>564</b>	<b>114</b>	<b>529</b>	<b>445</b>	<b>380</b>	<b>844</b>	<b>893</b>	<b>210</b>	<b>443</b>	<b>594</b>	<b>490</b>	<b>990</b>	<b>747</b>	<b>222</b>	<b>565</b>	<b>372</b>	<b>427</b>	<b>151</b>
Unweighted Sample	1737	468	524	116	541	412	397	830	907	109	429	697	502	1130	607	211	529	403	435	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 26-27	Nov 9-10																			
<b>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?</b>																					
<b>It seems rather old and tired</b>																					
Applies most to the Conservatives	29	<b>32</b>	4	60	34	6	56	43	34	30	43	32	35	25	30	34	28	30	30	34	44
Applies most to Labour	33	<b>33</b>	67	8	49	58	10	31	35	30	21	32	32	38	36	28	37	34	34	28	28
Applies most to the Liberal Democrats	10	<b>10</b>	12	12	0	14	13	2	11	9	6	7	10	14	9	11	7	11	9	11	11
Applies to none of them	11	<b>10</b>	10	12	8	11	11	10	9	11	9	8	11	12	11	9	8	10	13	10	8
Don't know	16	<b>15</b>	7	9	8	11	10	14	10	20	22	21	12	10	13	18	20	15	14	17	9
<b>Even if I don't always agree with it, at least its heart is in the right place</b>																					
Applies most to the Conservatives	22	<b>22</b>	62	4	6	54	6	9	24	21	14	20	21	30	26	18	28	26	25	16	13
Applies most to Labour	29	<b>30</b>	3	70	16	5	70	30	32	29	34	27	32	29	28	33	24	26	29	40	33
Applies most to the Liberal Democrats	17	<b>16</b>	17	8	65	14	6	33	16	15	16	16	16	15	18	12	15	19	12	15	18
Applies to none of them	20	<b>18</b>	11	11	7	18	12	17	19	18	11	16	20	21	17	19	16	17	20	16	28
Don't know	13	<b>13</b>	6	7	6	10	6	11	9	18	25	20	11	6	10	18	16	14	14	13	8
<b>It seems to have succeeded in moving on and left its past behind it</b>																					
Applies most to the Conservatives	21	<b>21</b>	53	6	19	43	9	14	24	19	15	21	19	27	24	17	21	22	24	21	11
Applies most to Labour	17	<b>18</b>	4	42	13	4	40	18	22	15	15	15	20	20	16	20	17	17	16	20	20
Applies most to the Liberal Democrats	7	<b>8</b>	8	7	20	7	5	15	6	9	12	8	7	7	8	8	8	9	7	9	1
Applies to none of them	39	<b>36</b>	25	36	35	33	36	41	37	36	31	34	40	36	38	35	32	35	37	34	54
Don't know	15	<b>17</b>	9	10	13	14	10	13	11	22	27	23	14	10	14	21	21	18	16	16	13
<b>It seems to appeal to one section of society rather than to the whole country</b>																					
Applies most to the Conservatives	47	<b>48</b>	16	77	56	21	78	62	48	49	47	43	53	49	49	48	38	45	47	53	69
Applies most to Labour	20	<b>20</b>	48	4	22	43	5	14	21	18	9	21	18	25	24	15	23	23	20	17	11
Applies most to the Liberal Democrats	10	<b>10</b>	16	9	6	15	8	6	13	8	10	10	11	10	9	11	13	10	12	9	7
Applies to none of them	8	<b>7</b>	9	4	5	8	4	5	8	7	9	5	7	9	6	8	7	8	7	8	3
Don't know	15	<b>14</b>	12	5	11	14	5	13	10	18	25	21	11	8	12	18	19	15	14	14	9

## 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	43	108
Male 25 to 39	167	222
Male 40 to 59	368	294
Male 60 +	252	221
Female 18 to 24	66	102
Female 25 to 39	262	221
Female 40 to 59	329	301
Female 60 +	250	269
<b>Region</b>		
North England	435	427
Midlands	286	285
East England	144	167
London	211	222
South England	385	398
Wales	117	87
Scotland	159	151
<b>Social Grade</b>		
AB	616	486
C1	514	504
C2	282	365
DE	325	382
<b>Newspaper Type</b>		
Express / Mail	373	278
Sun / Star	225	408
Mirror / Record	147	174
Guardian / Independent	90	78
FT / Times / Telegraph	134	165
Other Paper	236	200
No Paper	532	434
<b>Political Party Identification</b>		
Labour	514	565
Conservative	494	495
Liberal Democrat	203	208
SNP/Plaid Cymru	34	30
Others	63	23
None/ DK	429	417

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