

## YouGov / The Sun Survey Results

Sample Size: 1748 GB Adults  
Fieldwork: 20th - 21st 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>1748</b>	479	537	122	546	426	400	850	898	212	446	598	493	996	752	224	568	374	430	152	
Unweighted Sample	1748	495	473	123	555	382	400	873	875	105	470	692	481	1066	682	289	584	318	383	174	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>36</b>	100	0	0	83	4	14	35	37	22	33	31	47	38	32	37	50	34	25	14
Lab	<b>40</b>	0	100	0	3	92	39	39	41	69	42	41	28	38	43	38	28	45	51	44
Lib Dem	<b>9</b>	0	0	100	1	1	34	9	9	5	8	11	9	11	6	8	11	8	10	5
Other	<b>15</b>	0	0	0	12	4	13	17	14	4	18	17	15	13	19	17	11	13	14	37

### Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	10	1	3	8	5	0	6	8	9	6	9	10	6	7	8	2
SNP / PCY	<b>4</b>	0	0	0	1	2	2	4	3	1	5	3	4	3	4	0	0	3	0	31
Green	<b>3</b>	0	0	0	0	0	7	2	3	1	5	2	2	2	3	6	3	1	3	2
BNP	<b>1</b>	0	0	0	1	0	1	1	1	2	1	2	0	1	1	0	1	1	2	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>1</b>	0	0	0	1	0	1	1	1	0	1	2	0	1	1	1	1	1	1	1

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	5	2	4	7	8	22	8	5	4	6	10	10	8	6	8	4
Don't know	<b>15</b>	0	0	0	11	11	20	11	19	19	17	14	14	15	16	14	16	20	13	10

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

	Nov 17-18	Nov 20-21																			
Approve	30	<b>27</b>	76	3	40	56	4	23	31	23	15	26	27	34	32	22	28	36	26	20	18
Disapprove	55	<b>59</b>	12	91	43	30	88	64	59	60	59	58	64	55	55	65	57	51	62	66	70
Don't know	15	<b>13</b>	12	5	17	14	8	13	9	17	26	16	9	11	13	13	15	13	12	15	12

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<b>Weighted Sample</b>	<b>1748</b>	479	537	122	546	426	400	850	898	212	446	598	493	996	752	224	568	374	430	152
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Oct 23-24	Nov 20-21																		
<b>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?</b>																					
<b>National Health Service</b>																					
Conservative	22	<b>24</b>	73	3	12	60	3	10	26	23	11	22	23	35	27	21	23	34	22	18	14
Labour	35	<b>35</b>	5	84	9	6	77	42	39	32	47	33	37	31	35	37	37	27	36	41	47
Liberal Democrat	6	<b>7</b>	5	1	55	4	1	19	8	5	4	6	9	6	8	5	5	7	6	8	5
Other	4	<b>4</b>	0	0	1	3	1	3	6	3	1	5	5	3	4	4	4	3	4	4	10
None	15	<b>15</b>	9	5	10	16	7	11	12	17	16	12	15	15	12	18	16	16	15	13	10
Don't know	18	<b>15</b>	8	7	14	11	10	15	9	20	20	23	10	11	14	15	15	13	17	16	13
<b>Asylum and immigration</b>																					
Conservative	32	<b>32</b>	74	16	32	58	15	27	35	30	25	31	30	39	36	27	40	40	26	28	22
Labour	15	<b>17</b>	2	44	5	3	42	15	17	16	24	17	17	13	17	17	12	12	19	21	26
Liberal Democrat	6	<b>6</b>	2	4	36	1	3	15	6	5	4	7	6	4	8	3	4	5	5	6	8
Other	10	<b>9</b>	6	3	1	13	5	6	13	6	4	8	13	9	8	11	8	7	12	10	10
None	20	<b>20</b>	10	21	11	16	21	20	20	20	23	14	23	21	17	24	20	21	20	19	21
Don't know	16	<b>16</b>	7	11	16	9	14	18	9	22	20	23	11	13	14	18	16	15	18	16	13
<b>Law and order</b>																					
Conservative	33	<b>35</b>	85	11	32	70	11	28	40	32	21	30	37	44	40	30	37	45	31	30	24
Labour	22	<b>23</b>	2	64	4	2	60	23	24	23	29	23	24	21	23	25	18	15	28	30	33
Liberal Democrat	5	<b>4</b>	0	2	36	1	1	12	4	4	4	4	4	4	5	2	5	4	4	3	5
Other	6	<b>5</b>	1	1	0	6	3	3	7	4	1	6	6	5	4	7	5	4	6	5	10
None	15	<b>14</b>	4	10	8	11	10	14	13	14	15	12	15	13	12	17	16	14	13	13	13
Don't know	18	<b>18</b>	7	13	20	11	15	20	12	24	30	25	12	14	16	20	19	18	18	18	15
<b>Education and schools</b>																					
Conservative	26	<b>27</b>	79	4	9	64	3	15	29	25	14	21	27	38	29	24	29	37	23	22	11
Labour	30	<b>32</b>	4	79	9	4	73	32	34	29	42	31	33	25	32	32	30	23	33	37	48
Liberal Democrat	9	<b>8</b>	3	2	61	3	3	22	9	7	6	7	9	8	10	6	8	9	7	7	8
Other	5	<b>4</b>	0	0	0	3	2	4	5	3	3	4	6	4	4	5	4	3	5	4	8
None	13	<b>12</b>	5	5	6	12	6	11	11	13	10	11	13	12	10	14	14	11	13	12	11
Don't know	18	<b>17</b>	10	9	15	14	12	16	11	23	26	25	12	13	16	19	15	16	20	18	14

Fieldwork: 20th - 21st 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>1748</b>	479	537	122	546	426	400	850	898	212	446	598	493	996	752	224	568	374	430	152	
Unweighted Sample		1748	495	473	123	555	382	400	873	875	105	470	692	481	1066	682	289	584	318	383	174	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Taxation</b>																						
	Conservative	28	27	79	4	11	64	6	12	30	25	10	22	27	39	31	23	29	35	25	23	14
	Labour	27	29	4	74	13	4	68	33	31	27	39	29	29	24	28	30	24	22	33	34	39
	Liberal Democrat	7	7	2	4	51	3	4	20	9	6	5	8	8	8	9	5	7	8	6	8	7
	Other	5	4	1	1	1	4	2	3	6	3	1	4	7	3	4	5	4	4	4	4	10
	None	14	15	6	8	8	15	10	13	14	17	17	14	17	14	12	19	18	16	14	13	18
	Don't know	19	17	8	9	16	12	11	19	10	23	28	23	12	12	15	18	17	15	19	19	14
<b>Unemployment</b>																						
	Conservative	21	22	66	3	10	53	2	9	23	20	14	18	20	30	23	20	23	31	19	15	10
	Labour	31	31	7	75	11	6	68	37	33	29	37	29	33	27	33	29	27	22	35	38	42
	Liberal Democrat	6	5	3	1	43	2	1	15	6	5	4	5	5	7	6	3	5	5	6	5	7
	Other	5	5	1	1	2	6	2	4	8	3	1	6	8	4	5	6	5	4	5	6	11
	None	17	19	11	11	14	19	13	17	18	20	19	16	20	19	16	22	20	21	18	18	15
	Don't know	20	18	12	10	20	14	14	18	12	23	25	26	14	14	17	20	20	18	18	19	15
<b>The economy in general</b>																						
	Conservative	29	29	84	3	19	66	2	17	31	26	16	24	28	39	32	25	29	39	26	22	13
	Labour	25	26	2	74	6	3	65	27	29	24	31	27	28	22	26	26	22	17	28	34	39
	Liberal Democrat	5	4	1	1	41	2	1	14	5	4	3	4	5	5	6	2	4	4	4	4	6
	Other	5	5	0	1	3	3	2	5	7	3	4	5	7	3	5	5	4	3	5	5	10
	None	17	17	7	9	10	15	13	14	16	17	19	14	19	17	15	20	20	17	17	14	16
	Don't know	19	19	6	12	22	11	16	24	12	26	27	26	15	14	17	22	20	18	19	20	17
<b>Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.</b>																						
	Charismatic	22	24	43	12	37	39	9	28	27	22	21	26	25	23	27	20	25	28	23	20	22
	Sticks to what he believes in	25	23	47	10	27	39	11	18	25	21	19	20	24	27	24	22	22	27	23	20	20
	Decisive	19	18	41	6	25	32	6	18	19	18	19	18	16	20	21	14	22	23	17	15	10
	Strong	18	18	43	7	26	33	6	14	18	17	17	17	16	20	20	15	19	22	18	14	7
	A natural leader	18	17	39	6	24	30	6	14	19	15	17	21	14	16	18	15	16	22	16	13	12
	Honest	15	16	42	3	24	35	4	13	18	15	6	12	17	24	19	13	16	23	15	10	12
	Good in a crisis	15	13	37	3	18	29	2	8	15	12	11	11	13	17	16	10	14	18	11	12	6
	In touch with the concerns of ordinary people	7	8	21	1	10	17	2	3	7	8	9	6	9	7	8	7	8	11	6	5	3
	None of these	39	43	7	70	26	18	70	46	41	44	38	39	46	43	39	47	40	34	49	48	49
	Don't know	9	7	4	3	4	6	4	3	5	9	11	10	5	5	6	9	9	7	5	8	8

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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	21	<b>21</b>	5	51	15	5	47	25	21	22	24	19	22	21	21	21	18	16	23	29	24
Honest	18	<b>18</b>	7	40	18	6	35	22	20	16	22	15	19	16	19	16	18	15	16	20	21
Sticks to what he believes in	14	<b>16</b>	8	36	12	8	32	14	16	16	20	13	17	16	17	15	13	14	17	20	17
Strong	7	<b>7</b>	2	18	6	3	16	6	8	7	10	7	8	6	7	7	5	5	8	10	8
Decisive	8	<b>7</b>	2	18	6	1	18	6	7	7	9	6	8	6	6	9	5	5	8	10	6
Charismatic	5	<b>5</b>	4	9	2	4	10	3	6	4	7	7	5	4	5	6	4	4	5	5	10
A natural leader	5	<b>5</b>	2	12	1	2	12	3	5	4	6	5	5	3	4	5	3	3	6	7	6
Good in a crisis	4	<b>4</b>	1	10	5	1	9	3	5	4	8	5	4	2	4	5	3	2	4	7	7
None of these	49	<b>50</b>	66	21	51	69	29	45	54	46	31	49	51	57	49	51	49	54	52	45	45
Don't know	15	<b>15</b>	14	10	16	13	10	15	10	19	28	18	13	9	14	16	16	15	13	15	15

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

Honest	14	<b>12</b>	22	2	44	17	3	19	13	10	4	9	14	15	15	8	10	16	11	10	8
Charismatic	10	<b>11</b>	17	5	35	13	6	18	13	10	5	14	12	11	14	8	11	13	11	9	15
In touch with the concerns of ordinary people	12	<b>11</b>	19	5	39	15	4	19	11	12	8	13	11	13	13	9	10	13	13	10	8
Sticks to what he believes in	9	<b>7</b>	14	3	27	11	2	12	9	6	5	4	7	12	9	6	6	9	8	5	9
A natural leader	5	<b>5</b>	6	2	19	6	3	9	6	4	3	7	4	4	6	4	4	6	5	4	3
Strong	5	<b>4</b>	6	2	19	5	1	6	5	3	4	5	4	4	5	3	3	4	6	3	4
Decisive	5	<b>4</b>	5	1	19	4	1	7	4	3	5	4	3	3	4	4	3	4	4	3	4
Good in a crisis	3	<b>3</b>	5	1	16	4	1	4	4	2	0	5	4	2	4	2	4	4	2	3	3
None of these	56	<b>58</b>	38	79	17	48	80	49	61	55	55	55	61	58	55	62	58	53	58	63	62
Don't know	14	<b>13</b>	15	7	7	15	8	8	8	18	28	13	10	11	12	15	15	14	12	14	10

## 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	54	108
Male 25 to 39	205	223
Male 40 to 59	360	294
Male 60 +	236	221
Female 18 to 24	74	103
Female 25 to 39	271	221
Female 40 to 59	331	301
Female 60 +	210	270
<b>Region</b>		
North England	395	428
Midlands	266	286
East England	174	167
London	205	223
South England	400	399
Wales	125	87
Scotland	176	151
<b>Social Grade</b>		
AB	617	487
C1	520	505
C2	273	366
DE	331	383
<b>Newspaper Type</b>		
Express / Mail	379	279
Sun / Star	183	409
Mirror / Record	125	174
Guardian / Independent	102	78
FT / Times / Telegraph	145	165
Other Paper	239	200
No Paper	568	435
<b>Political Party Identification</b>		
Labour	499	566
Conservative	485	496
Liberal Democrat	212	209
SNP/Plaid Cymru	48	30
Others	83	23
None/ DK	414	418

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