

YouGov / The Sun Survey Results

Sample Size: 1700 GB Adults

Fieldwork: 22nd - 23rd 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	1700	459	520	139	569	429	362	826	874	206	434	581	479	969	731	218	553	364	418	148	
Unweighted Sample	1700	465	467	135	566	393	382	810	890	91	417	702	490	1130	570	238	579	353	386	144	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	83	2	9	33	38	25	33	35	41	40	29	50	46	36	20	19
Lab	40	0	100	0	5	91	35	40	40	51	46	40	32	36	47	32	29	43	59	33
Lib Dem	11	0	0	100	2	2	45	11	10	12	11	10	10	12	9	9	14	9	9	11
Other	14	0	0	0	10	6	11	16	11	12	9	15	17	12	16	10	10	12	13	37

Other Parties Voting Intention

UKIP	6	0	0	0	7	1	4	7	4	0	2	6	10	4	7	3	6	7	7	2
SNP / PCY	4	0	0	0	1	2	3	5	2	7	2	4	3	3	4	0	0	2	1	32
Green	2	0	0	0	1	1	4	2	2	5	3	2	1	3	1	5	2	1	2	3
BNP	1	0	0	0	1	1	0	2	1	0	1	2	1	1	2	1	1	1	4	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	1	0	0	0	0	0	1	1	0	0	1	1	0	0

Non Voters

Would Not Vote	7	0	0	0	4	1	4	6	8	13	8	7	5	7	8	9	9	4	8	5
Don't know	17	0	0	0	13	11	27	12	22	19	19	18	13	14	20	18	16	19	17	12

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

	Nov 21-22	Nov 22-23	Nov 21-22		Nov 22-23		Nov 21-22		Nov 22-23		Nov 21-22		Nov 22-23		Nov 21-22		Nov 22-23		Nov 21-22		Nov 22-23	
Approve	29	28	76	4	40	57	4	24	31	26	26	27	26	33	34	20	37	33	30	19	20	
Disapprove	56	56	9	89	40	26	91	59	56	56	51	56	58	54	52	61	43	49	55	69	62	
Don't know	15	16	15	7	21	17	5	18	14	18	23	17	16	13	14	19	20	18	15	12	18	

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

	Nov 8-9	Nov 22-23																			
Which of these would make the best Prime Minister?																					
David Cameron	37	35	93	4	19	76	6	17	37	33	25	32	33	43	40	27	44	43	33	23	24
Ed Miliband	20	19	0	54	6	3	49	17	23	15	25	17	21	16	17	22	15	13	19	28	20
Nick Clegg	5	5	0	1	45	1	2	19	6	5	8	7	5	4	6	4	4	6	7	4	4
Don't know	38	41	6	40	31	20	43	48	35	46	43	44	41	37	36	47	36	37	41	45	52
If you had to choose, which of the following options would be best for Britain?																					
A majority Conservative government	31	29	85	1	3	73	2	7	30	29	17	23	29	40	32	25	38	35	33	18	18
A coalition between the Conservatives and Liberal Democrats	8	10	12	1	55	11	3	21	11	9	10	10	9	11	12	7	13	13	7	9	7
A coalition between Labour and the Liberal Democrats	11	10	0	14	25	1	13	24	11	9	7	14	10	7	12	7	10	10	11	9	12
A majority Labour government	29	30	0	79	2	4	73	23	32	28	32	30	30	28	24	37	20	20	32	43	35
Don't know	21	21	3	6	16	11	9	25	16	25	34	23	21	14	19	24	19	22	17	22	28

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	36	105
Male 25 to 39	171	218
Male 40 to 59	355	287
Male 60 +	248	216
Female 18 to 24	55	100
Female 25 to 39	246	216
Female 40 to 59	347	294
Female 60 +	242	264
Region		
North England	386	418
Midlands	280	279
East England	159	163
London	238	218
South England	420	389
Wales	73	85
Scotland	144	148
Social Grade		
AB	617	476
C1	513	493
C2	254	357
DE	316	374
Newspaper Type		
Express / Mail	352	272
Sun / Star	212	400
Mirror / Record	97	170
Guardian / Independent	111	77
FT / Times / Telegraph	102	162
Other Paper	216	196
No Paper	610	425
Political Party Identification		
Labour	495	553
Conservative	488	485
Liberal Democrat	200	204
SNP/Plaid Cymru	37	29
Others	81	22
None/ DK	399	408

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