

YouGov / The Sun Survey Results

Sample Size: 1718 GB Adults
Fieldwork: 23rd - 24th 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	1718	458	519	118	539	419	400	835	883	208	438	588	484	979	739	220	558	368	423	149	
Unweighted Sample	1718	474	488	118	557	399	403	808	910	108	423	693	494	1138	580	207	535	358	427	191	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	81	2	14	36	34	30	36	32	39	38	31	45	44	32	28	21
Lab	40	0	100	0	5	92	33	39	41	40	40	44	34	36	45	28	31	45	51	43
Lib Dem	9	0	0	100	1	0	35	10	8	11	12	10	5	11	6	13	10	7	8	6
Other	16	0	0	0	13	5	18	15	17	19	12	14	21	15	18	14	16	16	13	29

Other Parties Voting Intention

UKIP	8	0	0	0	11	2	6	8	9	8	4	7	13	8	9	7	11	8	7	2
SNP / PCY	3	0	0	0	0	2	3	3	4	6	2	2	4	3	3	0	0	2	1	26
Green	2	0	0	0	0	1	6	2	3	4	4	2	2	3	2	6	2	3	2	1
BNP	1	0	0	0	1	0	0	0	2	1	0	2	1	0	2	1	1	1	1	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	1	3	2	0	0	1	2	0	1	2	0	1	1	2	1

Non Voters

Would Not Vote	9	0	0	0	4	2	8	9	9	23	9	7	4	6	13	10	11	7	6	9
Don't know	15	0	0	0	11	9	26	10	20	10	21	14	13	14	17	19	16	14	17	10

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

	Nov 22-23	Nov 23-24	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	28	27	74	3	43	53	6	22	31	22	19	28	26	29	31	21	33	30	26	22	18
Disapprove	56	58	12	91	37	31	88	61	57	58	55	52	60	61	53	65	52	51	61	63	68
Don't know	16	16	15	6	20	16	6	17	12	19	26	20	14	10	17	14	15	19	12	15	14

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

Nov 9-10
Nov 23-24

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?

It seems rather old and tired

Applies most to the Conservatives	32	30	5	58	35	10	53	35	33	28	40	36	31	21	30	31	30	27	32	31	39
Applies most to Labour	33	31	64	4	45	54	6	35	34	29	13	29	32	40	36	26	32	35	31	28	31
Applies most to the Liberal Democrats	10	12	13	18	3	15	18	5	12	13	7	8	14	17	11	14	11	13	11	14	8
Applies to none of them	10	10	11	10	9	11	10	9	9	11	10	10	10	12	10	11	11	10	10	11	9
Don't know	15	15	6	10	8	10	13	15	11	19	30	17	13	10	14	18	17	15	16	15	13

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	22	22	61	2	9	50	3	11	23	20	13	21	20	28	23	20	25	26	20	18	15
Applies most to Labour	30	31	3	77	18	6	73	25	34	28	34	25	36	28	29	33	25	23	34	37	41
Applies most to the Liberal Democrats	16	16	18	7	61	15	5	31	17	14	10	19	17	14	19	12	17	18	15	15	12
Applies to none of them	18	20	13	8	7	21	11	21	19	21	16	21	19	21	19	21	19	19	22	18	23
Don't know	13	12	6	6	5	8	9	13	8	17	27	14	9	9	11	15	14	14	10	12	8

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	21	21	56	4	16	44	4	13	24	17	15	20	20	24	24	17	25	23	19	19	14
Applies most to Labour	18	17	3	42	15	4	37	14	19	15	12	18	19	16	14	20	15	13	19	21	18
Applies most to the Liberal Democrats	8	8	7	8	30	7	6	12	9	7	10	8	8	7	10	5	8	7	8	8	10
Applies to none of them	36	38	25	37	31	34	40	46	37	39	31	37	40	41	39	38	33	40	39	36	45
Don't know	17	16	10	10	9	11	14	15	11	21	32	18	13	13	14	20	19	17	14	16	13

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	48	49	20	82	52	23	79	58	51	47	39	53	52	47	48	51	46	41	53	54	63
Applies most to Labour	20	19	46	2	20	39	3	15	21	18	14	18	19	24	22	16	22	22	17	20	12
Applies most to the Liberal Democrats	10	9	14	8	8	14	7	6	10	8	5	7	9	12	9	8	10	10	8	8	9
Applies to none of them	7	8	10	3	9	14	3	7	7	9	12	5	8	9	8	8	4	11	9	7	6
Don't know	14	14	9	5	12	10	8	14	10	18	29	18	11	8	13	17	17	17	13	12	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.
Age and Gender		
Male 18 to 24	42	107
Male 25 to 39	172	220
Male 40 to 59	336	290
Male 60 +	258	218
Female 18 to 24	66	101
Female 25 to 39	251	218
Female 40 to 59	357	297
Female 60 +	236	266
Region		
North England	427	423
Midlands	280	282
East England	148	165
London	207	220
South England	387	393
Wales	78	86
Scotland	191	149
Social Grade		
AB	607	481
C1	531	498
C2	254	361
DE	326	378
Newspaper Type		
Express / Mail	357	275
Sun / Star	220	404
Mirror / Record	128	172
Guardian / Independent	90	77
FT / Times / Telegraph	130	163
Other Paper	211	198
No Paper	582	430
Political Party Identification		
Labour	506	558
Conservative	502	490
Liberal Democrat	190	206
SNP/Plaid Cymru	52	29
Others	88	22
None/ DK	380	412

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