

## YouGov / The Sun Survey Results

Sample Size: 1741 GB Adults  
Fieldwork: 16th - 17th 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>1741</b>      | 454 | 535     | 139       | 537 | 419     | 432    | 846    | 895   | 211   | 444   | 595 | 491          | 992  | 749    | 223           | 566              | 373   | 428      | 151 |
| <b>Unweighted Sample</b> | <b>1741</b>      | 453 | 493     | 144       | 529 | 384     | 445    | 855    | 886   | 128   | 476   | 691 | 446          | 1137 | 604    | 205           | 574              | 391   | 395      | 176 |
|                          | %                | %   | %       | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %   |

### Headline Voting Intention

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

|         |           |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>34</b> | 100 | 0   | 0   | 84 | 2  | 10 | 36 | 32 | 28 | 36 | 35 | 34 | 38 | 29 | 44 | 41 | 33 | 29 | 16 |
| Lab     | <b>40</b> | 0   | 100 | 0   | 3  | 92 | 38 | 38 | 43 | 36 | 42 | 45 | 36 | 36 | 47 | 35 | 33 | 43 | 52 | 35 |
| Lib Dem | <b>11</b> | 0   | 0   | 100 | 1  | 2  | 39 | 11 | 10 | 18 | 14 | 6  | 10 | 12 | 8  | 8  | 12 | 10 | 12 | 7  |
| Other   | <b>15</b> | 0   | 0   | 0   | 12 | 4  | 13 | 14 | 15 | 18 | 8  | 14 | 19 | 14 | 15 | 13 | 14 | 13 | 7  | 42 |

### Other Parties Voting Intention

|           |          |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |    |
|-----------|----------|---|---|---|---|---|---|---|---|---|---|---|----|---|---|---|---|---|---|----|
| UKIP      | <b>7</b> | 0 | 0 | 0 | 9 | 2 | 4 | 6 | 7 | 5 | 2 | 6 | 12 | 6 | 7 | 8 | 8 | 8 | 4 | 3  |
| SNP / PCY | <b>4</b> | 0 | 0 | 0 | 1 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 4 | 3 | 0 | 0 | 1 | 0 | 35 |
| Green     | <b>2</b> | 0 | 0 | 0 | 0 | 0 | 5 | 2 | 3 | 7 | 2 | 2 | 1  | 3 | 2 | 2 | 3 | 2 | 3 | 2  |
| BNP       | <b>1</b> | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 1 | 2 | 1 | 1 | 1  | 1 | 2 | 3 | 2 | 1 | 0 | 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 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1  | 1 | 1 | 1 | 0 | 1 | 0 | 1  |

### Non Voters

|                |           |   |   |   |    |   |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
|----------------|-----------|---|---|---|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
| Would Not Vote | <b>8</b>  | 0 | 0 | 0 | 3  | 3 | 5  | 5  | 10 | 9  | 11 | 7  | 4  | 6  | 10 | 8  | 8  | 7  | 7  | 7 |
| Don't know     | <b>16</b> | 0 | 0 | 0 | 13 | 8 | 25 | 13 | 20 | 21 | 16 | 16 | 15 | 16 | 17 | 23 | 18 | 16 | 15 | 7 |

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

|            | Nov 15-16 | Nov 16-17 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve    | 27        | <b>28</b> | 75 | 5  | 39 | 56 | 7  | 20 | 34 | 21 | 23 | 32 | 28 | 26 | 33 | 21 | 33 | 30 | 27 | 25 | 21 |
| Disapprove | 56        | <b>58</b> | 12 | 90 | 42 | 27 | 85 | 66 | 56 | 59 | 56 | 52 | 57 | 64 | 54 | 63 | 51 | 55 | 56 | 62 | 66 |
| Don't know | 17        | <b>15</b> | 13 | 5  | 19 | 16 | 8  | 14 | 10 | 20 | 21 | 17 | 16 | 10 | 14 | 17 | 17 | 15 | 17 | 13 | 13 |

Fieldwork: 16th - 17th 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>1741</b>      | <b>454</b> | <b>535</b> | <b>139</b> | <b>537</b> | <b>419</b> | <b>432</b> | <b>846</b> | <b>895</b> | <b>211</b> | <b>444</b> | <b>595</b> | <b>491</b>   | <b>992</b> | <b>749</b> | <b>223</b> | <b>566</b>    | <b>373</b>       | <b>428</b> | <b>151</b> |
| Unweighted Sample      | 1741             | 453        | 493        | 144        | 529        | 384        | 445        | 855        | 886        | 128        | 476        | 691        | 446          | 1137       | 604        | 205        | 574           | 391              | 395        | 176        |
|                        | %                | %          | %          | %          | %          | %          | %          | %          | %          | %          | %          | %          | %            | %          | %          | %          | %             | %                | %          | %          |

|   | Nov 2-3 | Nov 16-17 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| <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>The kind of society it wants is broadly the kind of society I want</b>   |         |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Applies most to the Conservatives   | 28      | 29        | 85 | 3  | 12 | 71 | 5  | 11 | 33 | 25 | 23 | 27 | 30 | 32 | 31 | 26 | 35 | 34 | 26 | 25 | 19 |
| Applies most to Labour  | 28      | 26        | 1  | 72 | 3  | 2  | 65 | 24 | 28 | 24 | 23 | 24 | 31 | 23 | 25 | 27 | 21 | 21 | 29 | 30 | 32 |
| Applies most to the Liberal Democrats   | 10      | 11        | 3  | 5  | 64 | 2  | 4  | 29 | 12 | 10 | 12 | 16 | 7  | 11 | 14 | 7  | 9  | 12 | 10 | 13 | 10 |
| Applies to none of them   | 21      | 22        | 8  | 13 | 9  | 18 | 17 | 21 | 18 | 25 | 21 | 17 | 23 | 25 | 19 | 26 | 21 | 21 | 24 | 20 | 27 |
| Don't know  | 13      | 13        | 4  | 8  | 12 | 6  | 9  | 15 | 9  | 16 | 22 | 17 | 9  | 9  | 11 | 14 | 14 | 12 | 12 | 13 | 12 |
| <b>It is led by people of real ability</b>  |         |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Applies most to the Conservatives   | 24      | 22        | 66 | 3  | 9  | 51 | 3  | 9  | 24 | 20 | 20 | 22 | 21 | 23 | 25 | 17 | 27 | 23 | 21 | 21 | 12 |
| Applies most to Labour  | 15      | 14        | 0  | 41 | 8  | 1  | 39 | 11 | 14 | 14 | 12 | 14 | 16 | 12 | 13 | 16 | 12 | 11 | 17 | 17 | 16 |
| Applies most to the Liberal Democrats   | 3       | 4         | 1  | 1  | 31 | 1  | 1  | 11 | 5  | 3  | 3  | 4  | 2  | 6  | 5  | 2  | 3  | 5  | 3  | 3  | 3  |
| Applies to none of them   | 43      | 44        | 23 | 41 | 33 | 36 | 41 | 52 | 44 | 43 | 40 | 38 | 46 | 48 | 42 | 46 | 40 | 45 | 42 | 41 | 54 |
| Don't know  | 16      | 17        | 8  | 14 | 18 | 11 | 16 | 17 | 13 | 20 | 24 | 21 | 15 | 11 | 15 | 19 | 17 | 16 | 16 | 18 | 15 |
| <b>Its leaders are prepared to take tough and unpopular decisions</b>   |         |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Applies most to the Conservatives   | 51      | 48        | 85 | 34 | 41 | 72 | 36 | 41 | 51 | 45 | 43 | 48 | 51 | 47 | 51 | 44 | 55 | 48 | 46 | 48 | 46 |
| Applies most to Labour  | 11      | 9         | 1  | 25 | 4  | 1  | 24 | 7  | 9  | 9  | 7  | 11 | 9  | 8  | 9  | 10 | 7  | 8  | 10 | 10 | 12 |
| Applies most to the Liberal Democrats   | 4       | 3         | 1  | 2  | 22 | 1  | 2  | 8  | 4  | 3  | 2  | 4  | 2  | 4  | 4  | 2  | 3  | 4  | 3  | 3  | 1  |
| Applies to none of them   | 22      | 26        | 11 | 25 | 20 | 21 | 22 | 30 | 25 | 27 | 27 | 20 | 25 | 31 | 25 | 26 | 22 | 28 | 26 | 23 | 30 |
| Don't know  | 13      | 14        | 2  | 14 | 12 | 5  | 16 | 14 | 11 | 17 | 21 | 17 | 13 | 10 | 11 | 18 | 13 | 13 | 15 | 16 | 11 |
| <b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>   |         |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Applies most to the Conservatives   | 20      | 22        | 7  | 38 | 19 | 13 | 36 | 21 | 20 | 24 | 21 | 20 | 22 | 24 | 20 | 25 | 21 | 21 | 23 | 25 | 13 |
| Applies most to Labour  | 27      | 26        | 50 | 7  | 50 | 42 | 9  | 27 | 28 | 23 | 23 | 27 | 25 | 26 | 29 | 21 | 30 | 27 | 25 | 22 | 27 |
| Applies most to the Liberal Democrats   | 32      | 28        | 29 | 39 | 5  | 27 | 36 | 26 | 31 | 24 | 20 | 25 | 32 | 28 | 29 | 26 | 20 | 29 | 29 | 27 | 33 |
| Applies to none of them   | 8       | 9         | 6  | 8  | 13 | 7  | 8  | 11 | 9  | 10 | 11 | 8  | 9  | 10 | 7  | 12 | 8  | 9  | 10 | 11 | 10 |
| Don't know  | 14      | 16        | 8  | 10 | 13 | 11 | 11 | 15 | 12 | 18 | 24 | 21 | 13 | 11 | 14 | 17 | 21 | 15 | 13 | 15 | 16 |

## 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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