

YouGov / The Sun Survey Results

Sample Size: 1934 GB Adults
Fieldwork: 1st - 2nd December 2010

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	1934	594	599	161	613	522	416	942	992	233	498	660	544	1086	819	247	632	414	473	169
Unweighted Sample	1934	581	585	157	590	499	437	911	1023	121	503	777	533	1247	658	277	632	382	460	183
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't know and wouldn't vote]

Con	40	100	0	0	93	1	15	38	42	37	39	36	46	45	33	46	51	37	33	21
Lab	40	0	100	0	3	94	33	40	40	42	40	46	33	35	49	33	27	47	52	48
Lib Dem	11	0	0	100	2	2	42	12	10	16	13	8	11	13	8	15	14	9	7	9
Other	9	0	0	0	3	3	10	10	7	4	8	11	9	7	11	7	8	6	8	21

Other Parties Voting Intention

UKIP	3	0	0	0	2	1	2	3	3	0	2	4	4	2	4	4	4	2	3	0
SNP / PCY	2	0	0	0	0	2	2	3	1	0	2	3	1	2	2	0	1	2	0	14
BNP	2	0	0	0	0	0	0	2	1	3	2	1	2	1	2	1	1	1	3	3
Green	1	0	0	0	0	0	3	2	1	1	1	2	1	2	1	1	2	0	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	0	2	1	1	0	1	1	1	1	1	1	0	1	0	4

Non Voters

Would Not Vote	9	0	0	0	4	3	6	9	9	21	14	6	4	7	12	7	13	6	9	9
Don't know	14	0	0	0	11	8	20	9	18	13	15	14	13	13	15	11	14	15	15	9

30 Nov
- 1 Dec
1-2 Dec

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

Approve	38	37	86	4	56	73	7	32	41	33	27	35	33	48	43	28	46	43	33	31	27
Disapprove	46	46	5	87	25	15	82	51	48	45	45	46	52	41	43	52	34	39	51	53	61
Don't know	16	17	9	8	19	12	11	17	11	22	28	19	16	11	14	20	19	18	16	16	13

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

17-18
Nov
1-2 Dec

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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	33	30	82	2	9	72	3	12	33	28	21	27	28	41	34	25	34	37	27	27	17
Applies most to Labour	27	28	2	81	4	4	75	22	31	26	26	27	32	26	25	33	26	20	35	31	42
Applies most to the Liberal Democrats	10	10	3	3	70	2	1	35	12	9	12	11	8	11	12	8	11	11	10	9	9
Applies to none of them	18	17	6	8	13	12	11	19	17	17	14	16	21	15	15	20	18	16	17	18	19
Don't know	13	14	6	6	4	10	9	12	8	19	26	20	11	7	14	14	12	16	10	16	14

It is led by people of real ability

Applies most to the Conservatives	30	27	74	2	16	64	3	13	29	25	18	26	23	36	31	22	30	33	25	23	16
Applies most to Labour	17	18	0	55	3	1	52	10	20	16	18	16	22	16	16	22	15	12	23	22	23
Applies most to the Liberal Democrats	5	5	2	1	38	1	1	16	6	4	5	5	5	5	6	4	9	6	4	4	1
Applies to none of them	30	32	12	31	30	20	30	43	33	30	32	30	35	29	31	32	27	29	34	32	43
Don't know	18	18	11	10	13	14	13	17	12	24	27	23	15	14	17	20	19	20	14	20	16

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	57	54	90	42	41	81	40	47	56	53	48	51	54	62	58	50	59	58	58	49	42
Applies most to Labour	10	11	0	31	3	1	30	7	13	9	8	11	14	10	9	14	10	9	9	13	19
Applies most to the Liberal Democrats	5	5	1	3	33	2	2	15	6	4	4	5	4	8	5	6	7	7	3	5	4
Applies to none of them	13	14	4	14	12	9	15	18	14	15	14	13	17	13	14	16	12	11	16	17	20
Don't know	14	15	5	10	11	7	13	14	10	19	26	20	12	8	14	15	12	15	13	16	14

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Liberal Democrats	33	35	26	59	12	24	57	34	39	32	32	31	39	37	36	34	32	31	42	34	44
Applies most to Labour	28	28	56	5	55	52	6	29	31	25	26	28	25	33	30	25	34	33	24	25	18
Applies most to the Conservatives	15	14	5	26	10	8	25	11	14	13	7	13	15	15	11	17	10	12	15	16	16
Applies to none of them	9	8	4	4	10	7	5	10	6	9	8	7	7	8	8	7	7	8	6	9	7
Don't know	15	15	9	6	13	10	8	15	10	20	28	21	14	7	14	17	16	16	13	15	15