

# YouGov / The Sun Survey Results

Sample Size: 1980 GB Adults  
Fieldwork: 3rd - 4th November 2010

	Voting intention			Gender		Age				Social grade		Region					
	Total	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>1980</b>	600	587	165	961	1019	239	509	676	556	1112	839	254	646	424	485	172
<b>Unweighted Sample</b>	<b>1980</b>	581	576	172	923	1057	141	453	816	570	1298	653	257	663	371	461	228
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	<b>40</b>	100	0	0	39	41	27	40	40	44	45	32	32	53	37	34	24
Lab	<b>39</b>	0	100	0	40	38	48	36	42	34	36	44	45	26	42	49	41
Lib Dem	<b>11</b>	0	0	100	11	11	14	13	10	9	12	10	12	12	11	11	6
Other	<b>10</b>	0	0	0	10	11	10	11	9	12	7	15	10	8	10	6	29

## Other Parties Voting Intention

SNP / PCY	<b>3</b>	0	0	0	3	3	4	2	2	4	2	4	0	0	2	0	25
UKIP	<b>3</b>	0	0	0	3	3	1	2	3	5	2	4	3	4	4	3	1
Green	<b>2</b>	0	0	0	1	3	1	4	2	1	1	3	3	3	1	1	2
BNP	<b>1</b>	0	0	0	2	1	3	1	1	2	1	2	1	1	2	1	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	1	2	2	1	1	1	2	2	0	2	1	1

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	6	9	15	12	6	3	8	7	9	7	7	10	6
Don't know	<b>16</b>	0	0	0	13	20	16	21	15	14	13	20	16	18	16	15	14

2-3 Oct 3-4 Nov

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

Approve	37	<b>37</b>	87	5	51	40	35	29	33	37	45	43	31	36	45	37	33	26
Disapprove	47	<b>46</b>	3	88	27	46	47	50	44	49	44	41	53	43	38	50	53	58
Don't know	16	<b>16</b>	10	7	21	14	19	21	23	14	10	16	16	21	18	13	14	16

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

20-21 Oct  
3-4 Nov

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	34	<b>30</b>	85	3	7	32	29	18	25	31	40	35	24	25	37	30	26	24
Applies most to Labour	27	<b>27</b>	2	76	6	29	25	27	25	30	25	25	30	40	15	28	33	35
Applies most to the Liberal Democrats	9	<b>11</b>	3	3	72	11	11	11	13	11	9	12	10	11	12	12	10	7
Applies to none of them	18	<b>18</b>	4	10	7	16	20	17	16	18	19	15	22	12	20	19	17	21
Don't know	12	<b>14</b>	6	8	8	11	15	26	21	10	6	13	15	11	15	12	14	13

It is led by people of real ability

Applies most to the Conservatives	31	<b>28</b>	75	3	19	30	26	22	25	27	35	33	22	21	36	30	23	18
Applies most to Labour	18	<b>18</b>	1	54	3	19	16	19	14	21	16	16	20	20	11	18	23	24
Applies most to the Liberal Democrats	5	<b>5</b>	2	1	30	5	5	2	7	5	5	5	5	7	6	5	3	3
Applies to none of them	29	<b>30</b>	12	28	27	30	31	24	30	31	32	29	31	30	28	29	32	36
Don't know	18	<b>19</b>	10	14	21	16	22	32	25	16	12	17	21	23	19	18	18	19

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	62	<b>59</b>	89	46	51	58	59	48	56	57	69	60	57	55	61	60	58	53
Applies most to Labour	10	<b>11</b>	0	29	7	13	9	13	9	12	9	10	11	10	6	11	16	12
Applies most to the Liberal Democrats	5	<b>5</b>	2	2	29	5	4	1	3	7	5	5	4	6	5	5	2	5
Applies to none of them	11	<b>12</b>	4	11	5	14	11	13	15	12	9	12	11	11	13	10	11	18
Don't know	12	<b>14</b>	4	11	9	10	17	26	18	12	7	12	16	17	14	13	13	11

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	29	<b>30</b>	23	48	12	31	28	33	25	30	33	31	28	36	28	28	28	40
Applies most to Labour	30	<b>29</b>	61	3	44	30	27	16	26	30	35	32	24	27	35	32	22	17
Applies most to the Conservatives	18	<b>18</b>	3	37	15	19	18	11	18	20	20	15	23	16	15	19	23	21
Applies to none of them	9	<b>7</b>	5	4	8	8	6	10	9	6	5	7	7	6	6	5	10	10
Don't know	15	<b>16</b>	8	8	22	12	20	31	21	14	8	15	18	15	17	16	17	13

## 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	60	125
Male 25 to 39	219	259
Male 40 to 54	379	345
Male 55 +	328	264
Female 18 to 24	92	122
Female 25 to 39	291	255
Female 40 to 54	410	352
Female 55 +	257	312
<b>Region</b>		
North England	498.016	498
Midlands	333.344	333
East England	196.616	197
London	257.488	257
South England	469.084	469
Wales	105.8	106
Scotland	175.652	176
<b>Social Grade</b>		
AB	738	559
C1	550	579
C2	325	419
DE	383	439
<b>Newspaper Type</b>		
Express / Mail	397	311
Sun / Star	234	434
Mirror / Record	169	311
Guardian / Independent	187	66
FT / Times / Telegraph	234	174
Other Paper	197	233
No Paper	618	507
<b>Political Party Identification</b>		
Labour	652	663
Conservative	524	582
Liberal Democrat	220	242
Others	252	61
None/ DK	388	489

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<http://today.yougov.co.uk>