

YouGov / The Sun Survey Results

Sample Size: 2013 GB Adults
Fieldwork: 10th - 11th 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
Weighted Sample	2013	633	628	149	975	1038	240	521	688	564	1124	848	259	652	433	491	178
Unweighted Sample	2013	603	593	169	938	1075	137	508	767	601	1276	696	288	684	399	453	189
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	40	100	0	0	37	44	36	39	38	47	44	36	43	53	41	34	15
Lab	40	0	100	0	42	38	39	42	45	33	34	47	41	27	40	51	50
Lib Dem	10	0	0	100	9	10	13	10	8	9	11	8	8	12	9	9	8
Other	10	0	0	0	12	8	12	8	9	11	11	9	8	8	10	6	26

Other Parties Voting Intention

UKIP	4	0	0	0	5	3	1	3	3	6	4	4	2	5	3	4	2
SNP / PCY	2	0	0	0	3	2	3	2	2	2	2	2	0	0	2	0	22
Green	2	0	0	0	2	2	6	2	2	1	3	1	4	3	2	1	2
BNP	1	0	0	0	2	0	3	1	1	1	1	1	1	1	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	1	0	1	1	0	1	1	0	1	0	0

Non Voters

<i>Would Not Vote</i>	8	0	0	0	9	7	13	13	6	5	8	9	7	11	10	6	5
<i>Don't know</i>	14	0	0	0	9	19	17	16	14	11	14	14	15	17	11	13	12

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

		9-10 Oct			10-11 Oct																		
Approve	40	38	85	5	60	38	37	26	35	37	46	43	31	39	41	41	35	24					
Disapprove	45	46	4	89	24	50	43	49	45	51	41	42	52	46	38	45	52	66					
Don't know	15	16	10	6	16	12	20	25	20	12	14	15	17	15	21	14	13	11					

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
	27-28 Oct	10-11 Oct																	
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 Labour	44	44	80	10	72	46	41	40	36	43	53	50	36	47	49	45	40	31
	Applies most to the Conservatives	21	21	1	45	12	25	18	22	25	23	15	19	23	23	15	19	25	33
	Applies most to the Liberal Democrats	7	5	3	11	0	5	5	4	4	6	7	4	7	4	3	6	9	3
	Applies to none of them	14	13	9	20	13	11	15	8	15	14	13	13	12	11	16	13	10	13
	Don't know	15	17	7	14	4	13	20	25	21	14	12	13	21	14	18	17	15	19
Even if I don't always agree with it, at least its heart is in the right place																			
	Applies most to Labour	31	30	4	74	9	32	28	26	29	35	27	28	32	27	24	29	38	40
	Applies most to the Conservatives	24	23	57	3	13	22	24	20	17	23	30	24	22	25	27	25	20	11
	Applies most to the Liberal Democrats	19	17	23	6	66	18	16	16	18	15	19	20	14	16	20	16	16	16
	Applies to none of them	14	16	8	12	9	17	15	15	17	17	16	16	16	18	15	16	15	22
	Don't know	11	13	9	5	3	10	16	23	19	10	8	12	15	15	14	13	12	11
It seems to have succeeded in moving on and left its past behind it																			
	Applies most to the Conservatives	31	27	64	5	38	29	26	25	26	23	35	30	25	26	32	29	23	20
	Applies most to Labour	18	16	1	43	6	17	15	12	15	19	15	14	17	13	13	15	20	21
	Applies most to the Liberal Democrats	11	10	10	9	27	11	10	10	8	11	12	10	10	10	12	10	10	8
	Applies to none of them	26	31	14	35	24	32	30	29	32	33	28	31	31	36	28	28	32	40
	Don't know	14	15	11	9	4	11	19	24	20	14	9	14	17	15	16	17	15	11
It seems to appeal to one section of society rather than to the whole country																			
	Applies most to the Conservatives	46	47	16	80	52	49	45	44	40	55	45	45	50	42	40	47	53	64
	Applies most to Labour	24	20	44	3	26	22	19	16	19	19	24	24	15	21	24	22	17	12
	Applies most to the Liberal Democrats	7	9	16	6	11	10	9	9	9	8	12	9	10	12	10	8	10	4
	Applies to none of them	8	8	9	5	4	8	9	8	13	6	8	9	8	10	8	9	8	9
	Don't know	15	15	15	5	7	11	18	23	19	12	10	13	18	15	18	15	13	11

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	61	122
Male 25 to 39	204	260
Male 40 to 54	361	338
Male 55 +	312	254
Female 18 to 24	76	117
Female 25 to 39	304	260
Female 40 to 54	406	350
Female 55 +	289	310
Region		
North England	453	491
Midlands	296	329
East England	212	193
London	288	259
South England	472	459
Wales	103	104
Scotland	189	178
Social Grade		
AB	714	552
C1	562	572
C2	303	414
DE	393	434
Newspaper Type		
Express / Mail	400	303
Sun / Star	219	425
Mirror / Record	132	309
Guardian / Independent	168	63
FT / Times / Telegraph	261	174
Other Paper	205	235
No Paper	628	505
Political Party Identification		
Labour	639	657
Conservative	536	573
Liberal Democrat	235	242
Others	208	62
None/ DK	395	479

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