

YouGov / The Sun Survey Results

Sample Size: 2007 GB Adults
Fieldwork: 17th - 18th November 2010

	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 2007	624	628	166	635	571	434	977	1030	239	513	691	563	1127	851	256	655	428	493	175
Unweighted Sample 2007	614	575	174	617	519	461	948	1059	137	511	775	584	1265	713	292	674	355	482	204
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	92	3	15	37	43	25	39	37	50	44	35	37	53	38	38	15
Lab	40	0	100	0	4	95	27	42	39	52	42	43	32	36	46	43	28	44	47	49
Lib Dem	11	0	0	100	2	0	49	11	10	10	13	11	9	12	9	12	13	11	8	5
Other	9	0	0	0	3	2	8	10	8	13	6	9	9	8	11	8	6	8	7	30

Other Parties Voting Intention

SNP / PCY	3	0	0	0	0	1	2	4	2	5	3	3	3	3	3	1	0	1	0	29
UKIP	3	0	0	0	3	0	2	2	3	1	1	3	5	2	3	0	4	3	3	0
Green	1	0	0	0	0	0	4	1	1	2	2	1	0	1	1	3	1	1	1	0
BNP	1	0	0	0	0	0	0	2	0	5	0	1	1	1	3	4	0	1	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	1	0	0

Non Voters

Would Not Vote	7	0	0	0	3	2	5	6	8	11	10	5	5	6	9	8	7	7	8	2
Don't know	15	0	0	0	9	11	25	11	20	21	17	14	13	14	17	14	19	12	15	13

16-17
Nov

17-18
Nov

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

Approve	38	39	88	5	60	74	9	40	43	35	22	38	37	49	45	31	41	46	39	34	24
Disapprove	47	46	5	85	25	16	77	48	45	47	53	43	51	41	40	55	44	38	45	55	61
Don't know	16	15	8	10	15	10	14	11	12	17	25	18	13	9	15	14	14	17	16	11	15

Weighted Sample
Unweighted Sample

Total	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
2007	624	628	166	635	571	434	977	1030	239	513	691	563	1127	851	256	655	428	493	175
2007	614	575	174	617	519	461	948	1059	137	511	775	584	1265	713	292	674	355	482	204
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

3 - 4
Nov
17-18
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	30	33	87	3	12	75	5	16	34	31	21	29	32	41	37	26	29	39	31	31	19
Applies most to Labour	27	27	1	78	1	3	70	17	29	25	20	26	32	25	26	28	23	19	33	31	36
Applies most to the Liberal Democrats	11	10	2	2	75	3	3	34	11	9	9	11	9	10	11	8	12	13	9	7	6
Applies to none of them	18	18	4	10	8	10	13	19	16	19	22	17	18	16	15	22	18	14	15	19	31
Don't know	14	13	7	7	4	9	9	14	10	17	29	18	8	9	11	16	18	15	11	12	7

It is led by people of real ability

Applies most to the Conservatives	28	30	77	1	22	66	4	20	32	28	16	27	28	40	34	24	24	38	29	26	17
Applies most to Labour	18	17	1	51	2	2	46	10	19	16	17	18	19	14	15	20	21	10	20	20	25
Applies most to the Liberal Democrats	5	5	1	1	43	1	1	16	5	4	3	4	5	6	5	4	5	5	5	4	5
Applies to none of them	30	30	11	33	20	17	34	35	30	30	31	30	32	28	28	33	29	28	29	33	40
Don't know	19	18	11	13	13	13	15	19	14	22	32	21	15	12	17	19	21	19	17	17	14

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	59	57	90	42	49	83	42	52	60	55	33	57	60	65	62	51	52	60	61	56	50
Applies most to Labour	11	10	1	31	2	2	28	5	12	9	6	10	13	10	9	12	11	6	12	13	16
Applies most to the Liberal Democrats	5	5	1	2	37	2	2	16	6	5	6	4	5	6	6	4	6	7	5	3	4
Applies to none of them	12	13	3	14	7	6	14	15	12	14	20	12	13	11	11	16	15	11	9	15	21
Don't know	14	14	6	12	5	7	13	13	11	17	34	17	9	8	12	16	16	15	13	13	10

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	30	33	28	52	14	27	50	27	35	32	29	30	35	37	35	31	34	33	36	27	46
Applies most to Labour	29	28	55	5	51	52	6	30	30	25	12	26	30	32	29	25	25	31	29	27	15
Applies most to the Conservatives	18	15	4	30	15	5	27	16	15	15	12	18	16	13	14	17	10	13	16	20	14
Applies to none of them	7	9	5	5	10	7	7	11	8	9	15	7	8	8	8	9	11	7	5	10	15
Don't know	16	15	8	8	10	10	11	16	12	19	33	19	11	10	13	18	20	15	14	16	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	63	123
Male 25 to 39	209	255
Male 40 to 54	356	345
Male 55 +	320	254
Female 18 to 24	74	117
Female 25 to 39	302	258
Female 40 to 54	419	346
Female 55 +	264	309
Region		
North England	482	493
Midlands	256	329
East England	188	194
London	292	256
South England	486	461
Wales	99	99
Scotland	204	175
Social Grade		
AB	714	554
C1	551	574
C2	316	415
DE	397	435
Newspaper Type		
Express / Mail	394	301
Sun / Star	223	427
Mirror / Record	145	307
Guardian / Independent	190	61
FT / Times / Telegraph	243	176
Other Paper	226	231
No Paper	586	504
Political Party Identification		
Labour	618	653
Conservative	538	572
Liberal Democrat	224	240
Others	241	62
None/ DK	386	480

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