

YouGov / The Sun Survey Results

Sample Size: 2080 GB Adults
Fieldwork: 21st - 22nd November 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	2080	671	630	178	656	542	517	1009	1071	250	532	713	585	1167	881	264	677	444	511	184
Unweighted Sample	2080	634	630	179	617	551	532	1001	1079	139	539	819	583	1392	656	306	730	397	440	207
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	92	3	18	39	43	46	35	37	49	46	34	52	49	38	34	21
Lab	38	0	100	0	3	92	32	40	37	32	44	43	31	35	43	36	27	39	49	52
Lib Dem	11	0	0	100	1	1	39	10	12	17	13	8	10	12	10	8	13	13	9	7
Other	10	0	0	0	4	4	12	11	9	6	8	11	10	7	14	4	10	10	9	20

Other Parties Voting Intention

UKIP	4	0	0	0	3	1	3	4	4	0	1	5	5	2	5	1	5	5	3	0
SNP / PCY	2	0	0	0	0	1	3	2	2	0	3	1	2	2	2	0	0	1	0	18
Green	2	0	0	0	0	1	5	2	2	3	3	2	2	2	3	1	4	2	1	1
BNP	2	0	0	0	1	1	0	3	0	2	1	2	1	1	3	1	1	1	3	1
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	1	1	0	0	0	1	0	0	1	0	1	1	0	0

Non Voters

Would Not Vote	8	0	0	0	2	2	6	6	9	12	12	5	5	6	10	7	10	7	5	6
Don't know	14	0	0	0	9	9	19	9	18	16	17	13	10	14	13	12	14	15	12	20

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

		18-19 Nov	21-22 Nov	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Approve	39	38	86	6	54	75	9	33	41	36	36	34	37	45	43	33	46	43	37	36	22
Disapprove	47	45	3	86	21	13	79	49	46	44	33	44	51	44	41	50	39	38	44	51	64
Don't know	15	17	11	8	26	12	12	19	13	20	31	21	12	11	17	17	15	19	19	13	13

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

7-8 Nov
21-22 Nov

Here is a list of problems facing the country.
Could you say for each of them which political party you think would handle the problem best?

National Health Service

Labour	32	35	3	88	20	5	80	36	40	30	30	34	38	35	34	36	33	28	35	40	53
Conservative	30	29	81	1	9	72	3	13	30	29	24	23	29	39	32	26	36	35	28	25	14
Liberal Democrat	6	6	2	0	50	3	1	17	6	6	5	7	6	5	6	5	4	6	9	5	3
Other	2	2	0	0	0	1	0	2	3	2	1	2	3	3	1	4	1	2	3	2	3
None	12	11	3	5	9	8	6	12	9	12	4	11	12	11	10	11	14	10	9	11	10
Don't know	18	17	10	5	12	11	9	20	11	22	34	24	12	8	16	18	12	19	15	17	17

Asylum and immigration

Conservative	39	38	80	20	24	73	20	25	38	39	28	34	40	45	45	30	44	42	38	35	28
Labour	14	16	1	47	5	1	44	12	18	15	15	15	18	15	15	18	15	12	16	20	24
Liberal Democrat	7	7	2	5	47	1	3	22	8	6	10	10	5	6	8	7	4	7	8	6	10
Other	7	8	6	4	4	8	3	7	11	4	11	3	10	8	6	10	7	8	9	9	5
None	16	15	6	14	9	10	17	13	14	15	8	14	15	17	13	17	18	13	14	14	17
Don't know	17	16	5	10	12	7	12	21	11	21	28	24	12	8	14	18	13	18	15	16	16

Law and order

Conservative	38	38	89	7	29	79	10	25	40	36	32	32	37	48	43	31	47	42	37	32	25
Labour	22	24	0	68	6	2	61	19	27	21	19	22	27	23	22	26	20	18	24	28	37
Liberal Democrat	5	5	2	1	42	0	1	17	6	4	10	5	4	4	5	5	3	5	7	5	4
Other	3	4	1	1	2	3	1	4	6	2	4	2	5	4	3	6	2	4	5	4	4
None	13	13	3	13	8	7	14	14	12	14	9	14	14	13	12	14	15	11	11	15	16
Don't know	19	17	5	10	13	9	12	20	9	23	25	25	14	8	16	18	12	20	15	16	15

Education and schools

Labour	29	33	6	83	16	6	76	32	39	28	30	34	36	30	31	35	31	25	33	40	44
Conservative	29	30	80	3	11	70	4	14	31	29	28	23	28	40	33	26	40	37	27	24	19
Liberal Democrat	10	8	5	2	53	5	2	21	9	8	8	8	9	8	9	7	7	8	11	8	6
Other	3	2	0	0	1	2	1	2	3	2	2	1	3	3	2	4	0	2	3	3	4
None	11	10	3	6	6	7	7	12	9	12	5	11	12	10	10	11	13	9	10	11	9
Don't know	18	16	6	5	13	10	9	18	10	21	28	22	12	9	15	17	8	19	16	14	18

Taxation

Conservative	32	32	82	3	16	72	7	18	35	30	27	28	32	40	37	26	40	38	31	27	20
Labour	25	26	2	75	6	3	67	21	30	23	21	24	30	25	25	27	21	21	26	31	40
Liberal Democrat	8	9	4	5	58	4	5	26	11	8	15	10	8	8	10	9	7	9	10	12	7
Other	2	3	1	0	1	3	0	3	4	2	3	2	3	4	2	4	2	3	3	3	4
None	13	12	4	10	5	8	11	13	11	13	8	14	14	11	11	14	18	10	13	12	12
Don't know	19	17	6	7	14	11	10	20	9	24	27	23	13	11	15	19	11	20	16	15	16

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

Unemployment

Conservative	33	32	81	5	16	70	6	19	34	30	30	28	30	37	36	26	38	36	30	29	17
Labour	26	28	2	75	11	5	66	27	35	22	22	26	33	28	28	28	21	21	30	35	44
Liberal Democrat	6	6	3	1	46	2	2	17	6	6	11	5	4	6	6	5	4	7	7	5	3
Other	3	3	1	0	1	3	0	3	4	2	2	2	3	4	2	5	2	3	4	3	3
None	13	13	4	10	11	8	12	15	12	15	8	13	15	15	12	15	21	11	11	13	16
Don't know	19	18	9	8	14	12	13	19	11	25	28	26	15	10	16	21	15	23	17	15	16

The economy in general

Conservative	36	36	91	2	21	80	6	21	38	34	28	30	34	47	40	30	44	40	35	32	22
Labour	24	26	0	77	8	1	68	21	30	22	25	24	30	23	25	26	20	20	26	31	38
Liberal Democrat	5	5	2	1	45	1	2	17	6	5	8	5	5	4	5	6	5	5	6	5	3
Other	3	3	0	0	1	2	1	2	3	2	2	2	3	3	2	4	1	3	3	3	3
None	12	12	2	10	7	7	10	15	12	13	8	13	14	11	11	14	19	10	11	13	15
Don't know	20	18	4	10	18	8	14	23	11	24	28	25	14	11	17	20	11	22	19	16	18

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

Decisive	30	32	64	11	36	57	14	29	32	32	32	28	30	38	35	28	30	35	34	31	22
Sticks to what he believes in	29	29	58	13	28	53	14	23	30	28	24	23	30	35	31	26	29	32	28	29	17
Charismatic	26	29	53	18	23	47	20	23	31	27	39	27	28	27	33	24	33	32	28	26	26
Strong	25	28	61	8	29	53	10	20	27	28	32	26	26	30	30	24	25	30	26	31	19
A natural leader	21	24	54	6	27	47	8	20	24	24	30	21	22	27	28	18	31	26	23	22	15
Honest	20	21	52	3	24	47	4	13	22	20	23	11	21	30	24	18	23	25	20	20	12
Good in a crisis	15	16	40	2	17	36	3	9	16	16	23	11	14	19	17	14	18	20	13	14	9
In touch with the concerns of ordinary people	13	14	35	0	14	33	2	6	11	16	11	9	12	20	15	12	20	17	10	11	5
None of these	32	34	3	60	26	9	60	38	35	32	18	33	39	34	30	38	30	28	33	39	47
Don't know	10	9	3	5	5	4	4	8	7	10	22	12	5	4	6	12	6	11	10	6	7

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

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	20	21	8	51	12	7	47	21	26	17	22	18	22	22	20	22	17	17	18	31	22
Honest	14	17	9	39	5	7	39	14	22	12	23	16	17	15	15	19	14	15	14	24	16
Sticks to what he believes in	13	15	8	32	8	8	33	11	18	12	9	13	17	16	16	13	14	13	17	15	14
Decisive	9	10	4	23	5	3	22	9	12	8	5	9	11	10	9	10	7	9	8	12	11
Strong	10	9	4	23	3	4	22	6	10	9	8	6	11	11	9	9	10	7	9	11	13
Charismatic	8	8	5	17	3	4	18	4	8	7	10	5	9	7	7	9	9	6	10	8	5
A natural leader	7	7	3	16	6	2	16	6	9	5	10	6	8	5	6	8	6	6	6	10	6
Good in a crisis	4	3	1	9	2	1	9	2	4	2	4	3	4	3	4	2	2	3	3	4	5
None of these	34	34	48	12	41	50	12	36	38	31	20	32	36	40	36	33	38	38	34	26	36
Don't know	32	32	30	21	33	30	26	30	24	39	46	35	28	27	32	32	30	32	34	31	32

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Charismatic	20	19	31	12	34	29	12	22	19	18	20	20	19	17	23	14	18	19	20	19	15
In touch with the concerns of ordinary people	17	17	30	4	42	25	7	22	14	19	21	17	14	18	19	14	13	17	21	16	12
Honest	18	16	29	4	44	25	6	20	18	13	24	12	14	18	17	14	12	20	14	17	7
Decisive	10	8	13	2	27	12	3	10	8	7	9	7	7	10	7	9	8	8	7	9	5
A natural leader	9	8	13	3	22	11	3	14	10	7	16	9	7	7	9	8	7	7	10	10	9
Strong	8	7	14	1	22	13	2	10	7	8	6	6	7	10	8	7	8	8	9	6	5
Sticks to what he believes in	9	6	10	2	15	9	2	7	7	5	8	3	6	7	7	5	6	7	7	5	2
Good in a crisis	7	6	11	1	21	8	1	10	7	6	12	5	5	6	7	5	5	7	5	6	5
None of these	40	44	20	72	10	27	70	39	49	39	21	39	51	49	41	48	47	38	42	48	52
Don't know	18	17	17	9	14	17	10	14	12	23	33	22	13	12	15	20	18	19	17	16	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.
Age and Gender		
Male 18 to 24	55	127
Male 25 to 39	213	265
Male 40 to 54	411	352
Male 55 +	322	265
Female 18 to 24	84	123
Female 25 to 39	326	267
Female 40 to 54	408	361
Female 55 +	261	319
Region		
North England	440	511
Midlands	290	340
East England	228	198
London	306	264
South England	502	479
Wales	107	104
Scotland	207	184
Social Grade		
AB	761	573
C1	631	594
C2	285	430
DE	371	451
Newspaper Type		
Express / Mail	396	313
Sun / Star	240	442
Mirror / Record	148	319
Guardian / Independent	195	64
FT / Times / Telegraph	251	177
Other Paper	228	242
No Paper	622	522
Political Party Identification		
Labour	686	677
Conservative	550	593
Liberal Democrat	237	251
Others	231	63
None/ DK	376	497

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