

## YouGov Survey Results

Sample Size: 17448 GB adults surveyed in both May 2011 and November 2011

Fieldwork: 31st October - 30th November 2011

All GB Adults  
Unweighted Sample

Total	Voting intention (November 2011)						May 2010 Vote				Change from 2010 to now				
	Con	Lab	Lib Dem	SNP / PCY	Other	Don't know	Con	Lab	Lib Dem	Other	Loyal LD	Lost LD (all)	LD to Con	LD to Lab	LD to DK
<b>17448</b>	4907	5421	1224	484	1410	2688	5609	4495	4162	1179	1044	3263	424	1161	210
<b>17448</b>	5330	4488	1335	609	1994	2586	6136	3682	4300	1682	1155	3328	473	1097	192
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[November 2011] If there were a general election held tomorrow, which party would you vote for?

Conservative	<b>28</b>	100	0	0	0	0	0	73	3	9	8	0	13	100	0	0
Labour	<b>31</b>	0	100	0	0	0	0	3	80	26	11	0	36	0	100	0
Liberal Democrat	<b>7</b>	0	0	100	0	0	0	1	1	25	1	100	0	0	0	0
Scottish National Party (SNP)/ Plaid Cymru	<b>3</b>	0	0	0	100	0	0	1	2	2	23	0	3	0	0	0
Some other party	<b>8</b>	0	0	0	0	100	1	8	3	8	38	0	10	0	0	0
Would not vote	<b>8</b>	0	0	0	0	0	0	3	3	5	5	0	6	0	0	100
Don't know	<b>15</b>	0	0	0	0	0	99	12	9	24	15	0	32	0	0	0

[November 2011] Do you approve or disapprove of the Government's record to date?

Approve	<b>29</b>	76	4	45	12	8	13	59	6	24	15	45	17	74	4	5
Disapprove	<b>56</b>	10	91	35	76	81	56	24	86	60	71	34	68	9	91	84
Don't know	<b>15</b>	14	5	21	12	11	31	16	7	16	15	21	15	17	5	11

All GB Adults  
Unweighted Sample

<b>17448</b>	4907	5421	1224	484	1410	2688	5609	4495	4162	1179	1044	3263	424	1161	210
<b>17448</b>	5330	4488	1335	609	1994	2586	6136	3682	4300	1682	1155	3328	473	1097	192
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[May 2010] How long ago did you decide that you would definitely vote the way you did? Was it...

A long time ago	<b>37</b>	49	41	37	34	26	15	48	47	22	23	41	14	6	15	18
Some time last year	<b>6</b>	9	5	9	8	7	4	9	4	6	8	10	4	6	4	2
Some time this year	<b>15</b>	14	14	18	19	18	14	14	13	18	18	18	17	14	20	17
During the election campaign	<b>38</b>	27	36	34	38	46	58	28	34	53	47	30	63	73	61	61
Don't know	<b>4</b>	2	3	2	2	3	9	1	2	2	5	1	2	1	0	2

## YouGov Survey Results

Sample Size: 17448 GB adults surveyed in both May 2011 and

Fieldwork: 31st October - 30th November 2011

All GB Adults  
Unweighted Sample

Total	Reason for voting Lib Dem in 2010		
	Voted LD for policy	Voted LD for Clegg	Voted LD tactically
<b>17448</b>	2025	588	1013
<b>17448</b>	2121	561	1074
%	%	%	%

[November 2011] If there were a general election held tomorrow, which party would you vote for?

Conservative	<b>28</b>	7	14	13
Labour	<b>31</b>	25	20	37
Liberal Democrat	<b>7</b>	33	26	10
Scottish National Party (SNP)/ Plaid Cymru	<b>3</b>	2	1	4
Some other party	<b>8</b>	7	7	9
Would not vote	<b>8</b>	4	7	4
Don't know	<b>15</b>	22	26	23

[November 2011] Do you approve or disapprove of the Government's record to date?

Approve	<b>29</b>	25	29	20
Disapprove	<b>56</b>	59	52	68
Don't know	<b>15</b>	16	19	12

All GB Adults  
Unweighted Sample

<b>17448</b>	2025	588	1013
<b>17448</b>	2121	561	1074
%	%	%	%

[May 2010] How long ago did you decide that you would definitely vote the way you did? Was it...

A long time ago	<b>37</b>	29	13	12
Some time last year	<b>6</b>	5	7	4
Some time this year	<b>15</b>	19	18	15
During the election campaign	<b>38</b>	47	60	68
Don't know	<b>4</b>	0	1	1

All GB Adults  
Unweighted Sample

Total	Voting intention (November 2011)						May 2010 Vote				Change from 2010 to now				
	Con	Lab	Lib Dem	SNP / PCY	Other	Don't know	Con	Lab	Lib Dem	Other	Loyal LD	Lost LD (all)	LD to Con	LD to Lab	LD to DK
<b>17448</b>	4907	5421	1224	484	1410	2688	5609	4495	4162	1179	1044	3263	424	1161	210
<b>17448</b>	5330	4488	1335	609	1994	2586	6136	3682	4300	1682	1155	3328	473	1097	192
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

All who voted  
Unweighted Sample

<b>15506</b>	4651	5017	1156	441	1307	2355	5509	4406	4108	1129	1044	3263	424	1161	210
<b>15842</b>	5101	4211	1270	564	1876	2324	6036	3616	4256	1626	1155	3328	473	1097	192
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**[May 2010] People give different reasons for why they vote for one party rather than another.**

**Which of the following best describes your reasons?**

The party had the best policies	<b>58</b>	65	62	61	48	51	43	63	66	48	44	63	42	31	44	43
The party had the best leader	<b>14</b>	17	11	14	14	9	14	18	10	14	5	14	13	19	10	19
I really preferred another party but it stood no chance of winning in my constituency	<b>6</b>	4	7	4	12	11	7	5	4	10	7	4	13	13	17	6
I voted tactically	<b>8</b>	4	8	7	10	9	12	4	7	12	11	6	15	18	15	14
Other reasons	<b>13</b>	9	11	13	16	20	22	9	12	15	31	12	16	18	12	18
Don't know	<b>1</b>	1	1	1	0	0	3	1	1	1	2	0	1	0	1	1

All GB Adults  
Unweighted Sample

<b>17448</b>	4907	5421	1224	484	1410	2688	5609	4495	4162	1179	1044	3263	424	1161	210
<b>17448</b>	5330	4488	1335	609	1994	2586	6136	3682	4300	1682	1155	3328	473	1097	192
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**[May 2010] Generally speaking, do you think of yourself as Labour, Conservative, Liberal Democrat or what?**

Labour	<b>32</b>	6	76	8	15	18	22	5	83	23	19	7	28	10	53	14
Conservative	<b>29</b>	77	3	5	4	26	18	76	2	6	13	3	8	40	1	2
Liberal Democrat	<b>15</b>	5	9	73	12	13	20	3	3	48	6	78	38	30	33	50
Scottish National Party (SNP)	<b>2</b>	0	0	0	44	0	1	0	1	1	15	0	1	0	0	1
Plaid Cymru	<b>0</b>	0	0	0	7	0	0	0	0	0	3	0	0	0	0	0
Green Party	<b>1</b>	0	1	1	1	5	1	0	0	1	4	1	2	0	1	4
United Kingdom Independence Party (UKIP)	<b>2</b>	1	1	0	0	10	2	2	1	1	10	0	1	0	0	2
British National Party (BNP)	<b>1</b>	0	0	0	1	6	0	1	0	0	5	0	0	1	0	0
Other	<b>1</b>	1	1	1	2	3	1	1	0	1	4	1	1	0	1	1
No - None	<b>13</b>	7	7	9	12	15	23	9	7	14	16	8	16	15	10	23
Don't know	<b>4</b>	2	2	2	2	4	11	3	2	4	5	2	5	3	2	3

All GB Adults  
Unweighted Sample

Reason for voting Lib Dem in 2010			
Total	Voted LD for policy	Voted LD for Clegg	Voted LD tactically
<b>17448</b>	2025	588	1013
17448	2121	561	1074
%	%	%	%

All who voted  
Unweighted Sample

<b>15506</b>	2025	588	1013
15842	2121	561	1074
%	%	%	%

**[May 2010] People give different reasons for why they vote for one party rather than another.**

**Which of the following best describes your reasons?**

The party had the best policies	<b>58</b>	100	0	0
The party had the best leader	<b>14</b>	0	100	0
I really preferred another party but it stood no chance of winning in my constituency	<b>6</b>	0	0	45
I voted tactically	<b>8</b>	0	0	55
Other reasons	<b>13</b>	0	0	0
Don't know	<b>1</b>	0	0	0

All GB Adults  
Unweighted Sample

<b>17448</b>	2025	588	1013
17448	2121	561	1074
%	%	%	%

**[May 2010] Generally speaking, do you think of yourself as Labour, Conservative, Liberal Democrat or what?**

Labour	<b>32</b>	13	17	48
Conservative	<b>29</b>	3	7	13
Liberal Democrat	<b>15</b>	67	54	15
Scottish National Party (SNP)	<b>2</b>	0	1	2
Plaid Cymru	<b>0</b>	0	1	1
Green Party	<b>1</b>	1	1	2
United Kingdom Independence Party (UKIP)	<b>2</b>	0	0	1
British National Party (BNP)	<b>1</b>	0	0	0
Other	<b>1</b>	1	0	2
No - None	<b>13</b>	12	15	11
Don't know	<b>4</b>	2	3	5

Total	Voting intention (November 2011)						May 2010 Vote				Change from 2010 to now				
	Con	Lab	Lib Dem	SNP / PCY	Other	Don't know	Con	Lab	Lib Dem	Other	Loyal LD	Lost LD (all)	LD to Con	LD to Lab	LD to DK
<b>17448</b>	4907	5421	1224	484	1410	2688	5609	4495	4162	1179	1044	3263	424	1161	210
<b>17448</b>	5330	4488	1335	609	1994	2586	6136	3682	4300	1682	1155	3328	473	1097	192
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

All GB Adults  
Unweighted Sample

[May 2010] On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how to you feel about the Labour Party?

0 - Strongly dislike	<b>17</b>	35	2	9	13	33	13	38	0	8	25	9	8	18	3	13
1	<b>6</b>	11	1	4	3	8	5	11	0	4	6	5	4	10	1	6
2	<b>8</b>	14	1	9	6	9	8	14	1	8	9	10	7	15	2	12
3	<b>9</b>	14	2	12	10	9	10	13	1	11	9	13	10	16	5	11
4	<b>7</b>	9	2	12	9	6	8	8	1	10	8	12	9	11	4	10
5	<b>11</b>	7	7	21	14	12	17	7	6	17	14	21	16	13	12	20
6	<b>8</b>	4	9	14	15	7	12	4	8	15	10	15	15	6	18	11
7	<b>10</b>	3	17	12	15	7	11	2	18	14	10	11	15	9	22	10
8	<b>10</b>	1	22	4	7	5	7	1	24	8	6	3	10	1	21	3
9	<b>6</b>	0	16	2	5	2	2	0	18	3	1	1	4	0	8	2
10 - Strongly like	<b>7</b>	1	20	1	3	1	2	0	22	2	1	1	2	1	5	0
Don't know	<b>3</b>	0	1	1	1	1	5	0	1	1	2	0	1	0	1	2

[May 2010] On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how to you feel about the Conservative Party?

0 - Strongly dislike	<b>17</b>	0	37	12	26	14	10	0	37	17	21	13	19	1	31	22
1	<b>5</b>	0	10	6	10	6	4	0	10	7	7	6	7	0	10	9
2	<b>8</b>	1	15	11	13	8	8	0	14	13	10	11	14	3	19	13
3	<b>8</b>	1	12	13	8	9	10	1	11	14	9	14	13	5	14	9
4	<b>7</b>	1	8	11	11	9	9	1	10	10	10	11	10	5	8	14
5	<b>9</b>	4	8	19	6	10	14	4	8	14	12	21	12	12	7	12
6	<b>8</b>	8	4	11	7	9	12	8	4	10	10	11	10	18	6	12
7	<b>10</b>	19	3	9	10	12	11	19	3	8	10	9	8	27	4	3
8	<b>11</b>	27	2	5	4	11	8	27	1	5	7	3	5	20	2	4
9	<b>6</b>	17	1	1	1	6	4	17	0	1	2	1	1	7	0	0
10 - Strongly like	<b>7</b>	21	1	1	2	6	3	21	1	1	1	0	0	2	0	0
Don't know	<b>3</b>	0	1	0	1	1	6	0	1	1	2	0	1	0	1	2

All GB Adults  
Unweighted Sample

Total	Reason for voting Lib Dem in 2010		
	Voted LD for policy	Voted LD for Clegg	Voted LD tactically
<b>17448</b>	2025	588	1013
<b>17448</b>	2121	561	1074
%	%	%	%

[May 2010] On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how to you feel about the Labour Party?

0 - Strongly dislike	<b>17</b>	7	10	7
1	<b>6</b>	4	5	3
2	<b>8</b>	7	11	6
3	<b>9</b>	11	9	8
4	<b>7</b>	11	11	6
5	<b>11</b>	20	18	10
6	<b>8</b>	16	17	12
7	<b>10</b>	14	9	19
8	<b>10</b>	5	7	15
9	<b>6</b>	2	2	8
10 - Strongly like	<b>7</b>	1	0	6
Don't know	<b>3</b>	1	1	1

[May 2010] On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how to you feel about the Conservative Party?

0 - Strongly dislike	<b>17</b>	16	11	24
1	<b>5</b>	8	7	7
2	<b>8</b>	15	9	14
3	<b>8</b>	15	11	12
4	<b>7</b>	10	12	7
5	<b>9</b>	14	16	9
6	<b>8</b>	9	14	8
7	<b>10</b>	8	11	8
8	<b>11</b>	3	5	7
9	<b>6</b>	1	1	2
10 - Strongly like	<b>7</b>	0	0	1
Don't know	<b>3</b>	1	1	1

Total	Voting intention (November 2011)						May 2010 Vote				Change from 2010 to now				
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<b>17448</b>	4907	5421	1224	484	1410	2688	5609	4495	4162	1179	1044	3263	424	1161	210
<b>17448</b>	5330	4488	1335	609	1994	2586	6136	3682	4300	1682	1155	3328	473	1097	192
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

All GB Adults  
Unweighted Sample

[May 2010] On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about the Liberal Democrats?

0 - Strongly dislike	5	5	6	0	5	10	2	6	6	1	9	0	0	0	1	0
1	3	3	2	0	4	5	1	4	3	1	6	0	0	0	1	1
2	5	7	5	0	6	9	3	7	6	1	7	0	1	0	1	1
3	7	10	7	1	6	9	5	10	8	1	12	0	1	1	2	2
4	9	12	9	0	7	9	7	12	10	2	12	0	2	2	3	2
5	19	23	21	4	18	18	18	24	25	7	19	2	9	7	8	11
6	15	17	15	6	19	12	17	17	17	12	13	5	15	15	13	14
7	14	13	15	15	14	13	18	12	13	21	11	15	24	29	24	19
8	11	6	11	30	14	9	14	5	7	28	6	31	26	27	26	22
9	5	2	4	20	3	4	6	1	2	14	1	22	12	12	12	13
10 - Strongly like	4	1	3	22	1	3	3	1	1	12	1	24	8	6	9	14
Don't know	4	1	2	0	2	1	6	1	2	1	2	0	1	0	1	1

SPLIT A  
Unweighted Sample

<b>3409</b>	940	1006	228	108	304	533	1080	839	854	241	198	704	90	250	70
<b>3453</b>	1058	880	243	125	400	515	1209	710	858	335	203	707	101	242	52
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[May 2010] In politics people sometimes talk of left and right. Where would you place yourself on a scale from 0 to 10 where 0 means the "left" and 10 means the "right"?

0 - Left	2	0	5	1	7	2	1	0	6	2	1	1	3	0	5	2
1	2	0	4	2	1	1	1	0	3	3	1	2	2	2	4	1
2	6	1	13	5	10	3	6	1	12	8	4	4	8	0	13	2
3	9	1	19	8	12	6	9	1	18	13	7	8	15	2	26	3
4	10	5	12	16	27	8	11	6	12	15	9	14	15	15	11	18
5	20	14	20	30	26	25	25	17	19	23	31	31	22	24	21	26
6	8	14	4	20	5	5	6	12	5	9	6	21	6	16	4	4
7	10	24	2	4	4	13	4	22	3	4	10	4	5	18	1	1
8	7	18	1	1	1	9	4	16	1	2	8	1	3	7	1	1
9	2	4	0	1	0	4	1	5	0	0	2	1	0	1	0	0
10 - Right	3	5	1	0	1	6	2	6	1	1	4	0	0	2	0	0
Don't know	21	13	19	14	6	18	32	14	20	20	18	12	22	15	14	42

All GB Adults  
Unweighted Sample

Total	Reason for voting Lib Dem in 2010		
	Voted LD for policy	Voted LD for Clegg	Voted LD tactically
17448	2025	588	1013
17448	2121	561	1074
%	%	%	%

[May 2010] On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about the Liberal Democrats?

0 - Strongly dislike	5	0	0	1
1	3	0	0	1
2	5	0	1	2
3	7	0	0	2
4	9	1	1	4
5	19	2	3	17
6	15	6	8	23
7	14	19	25	27
8	11	32	34	16
9	5	21	15	5
10 - Strongly like	4	18	13	2
Don't know	4	0	1	1

SPLIT A  
Unweighted Sample

3409	400	127	235
3453	415	103	245
%	%	%	%

[May 2010] In politics people sometimes talk of left and right. Where would you place yourself on a scale from 0 to 10 where 0 means the "left" and 10 means the "right"?

0 - Left	2	2	2	5
1	2	3	2	2
2	6	6	3	10
3	9	16	9	17
4	10	17	6	14
5	20	23	28	25
6	8	6	26	3
7	10	5	4	5
8	7	2	4	2
9	2	0	0	0
10 - Right	3	0	0	1
Don't know	21	19	16	16