

YouGov Survey Results

Sample Size: 2754 GB Adults

Fieldwork: 26th - 27th September 2011

| | 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 | 2754 | | | 878 | 725 | 631 | 1338 | 1416 | 333 | 702 | 942 | 777 | 1570 | 1184 | 353 | 895 | 589 | 677 | 240 | |
| Unweighted Sample | 2754 | 808 | 835 | 198 | 896 | 684 | 639 | 1265 | 1489 | 212 | 678 | 1077 | 787 | 1847 | 907 | 404 | 953 | 522 | 616 | 259 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

How well or badly do you think the Labour party represents and understands voters in...
Scotland

| | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 8 | 4 | 17 | 6 | 5 | 17 | 6 | 9 | 8 | 7 | 8 | 8 | 9 | 7 | 10 | 12 | 8 | 8 | 8 | 5 |
| Fairly well | 24 | 19 | 39 | 20 | 18 | 38 | 25 | 26 | 22 | 26 | 24 | 25 | 23 | 26 | 22 | 22 | 23 | 24 | 28 | 23 |
| TOTAL WELL | 32 | 23 | 56 | 26 | 23 | 55 | 31 | 35 | 30 | 33 | 32 | 33 | 32 | 33 | 32 | 34 | 31 | 32 | 36 | 28 |
| Neither well nor badly | 17 | 15 | 18 | 15 | 15 | 16 | 19 | 16 | 17 | 13 | 16 | 16 | 20 | 15 | 19 | 13 | 18 | 14 | 19 | 16 |
| Fairly badly | 13 | 18 | 6 | 25 | 18 | 7 | 14 | 16 | 11 | 8 | 11 | 16 | 15 | 15 | 12 | 14 | 12 | 11 | 12 | 24 |
| Very badly | 12 | 22 | 2 | 12 | 20 | 3 | 9 | 14 | 11 | 7 | 10 | 14 | 14 | 12 | 12 | 8 | 11 | 12 | 12 | 26 |
| TOTAL BADLY | 26 | 39 | 9 | 37 | 38 | 10 | 24 | 30 | 22 | 16 | 20 | 30 | 29 | 27 | 24 | 22 | 23 | 23 | 24 | 50 |
| Don't know | 25 | 23 | 18 | 22 | 24 | 19 | 27 | 19 | 31 | 39 | 32 | 21 | 19 | 25 | 26 | 30 | 28 | 31 | 22 | 5 |

The North

| | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 10 | 3 | 25 | 3 | 4 | 25 | 8 | 11 | 10 | 10 | 10 | 10 | 11 | 10 | 12 | 11 | 10 | 11 | 13 | 4 |
| Fairly well | 31 | 25 | 47 | 32 | 24 | 43 | 36 | 35 | 27 | 30 | 32 | 30 | 31 | 32 | 29 | 33 | 30 | 27 | 35 | 27 |
| TOTAL WELL | 41 | 29 | 72 | 35 | 28 | 67 | 43 | 46 | 37 | 40 | 42 | 40 | 42 | 41 | 41 | 44 | 40 | 38 | 48 | 31 |
| Neither well nor badly | 16 | 19 | 10 | 17 | 19 | 11 | 16 | 14 | 17 | 13 | 13 | 15 | 19 | 15 | 16 | 15 | 16 | 15 | 16 | 15 |
| Fairly badly | 11 | 15 | 4 | 17 | 15 | 6 | 11 | 13 | 10 | 7 | 8 | 15 | 12 | 12 | 10 | 10 | 10 | 13 | 11 | 17 |
| Very badly | 12 | 21 | 2 | 11 | 20 | 3 | 9 | 12 | 11 | 8 | 8 | 13 | 14 | 11 | 12 | 7 | 10 | 10 | 16 | 17 |
| TOTAL BADLY | 23 | 36 | 7 | 28 | 34 | 10 | 20 | 25 | 21 | 15 | 17 | 28 | 26 | 24 | 22 | 17 | 20 | 23 | 27 | 34 |
| Don't know | 20 | 16 | 11 | 20 | 19 | 12 | 21 | 15 | 25 | 32 | 28 | 16 | 13 | 20 | 21 | 24 | 24 | 25 | 9 | 21 |

Fieldwork: 26th - 27th September 2011

| | 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 | 2754 | | | | 878 | 725 | 631 | 1338 | 1416 | 333 | 702 | 942 | 777 | 1570 | 1184 | 353 | 895 | 589 | 677 | 240 |
| Unweighted Sample | 2754 | 808 | 835 | 198 | 896 | 684 | 639 | 1265 | 1489 | 212 | 678 | 1077 | 787 | 1847 | 907 | 404 | 953 | 522 | 616 | 259 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Wales | | | | | | | | | | | | | | | | | | | | |
| Very well | 8 | 2 | 19 | 3 | 3 | 19 | 5 | 9 | 7 | 6 | 8 | 8 | 8 | 7 | 9 | 7 | 8 | 10 | 8 | 3 |
| Fairly well | 23 | 16 | 39 | 21 | 15 | 37 | 26 | 25 | 20 | 21 | 23 | 21 | 25 | 24 | 21 | 26 | 21 | 24 | 25 | 16 |
| TOTAL WELL | 30 | 18 | 57 | 24 | 18 | 56 | 31 | 34 | 27 | 27 | 30 | 30 | 33 | 31 | 30 | 34 | 29 | 34 | 32 | 18 |
| Neither well nor badly | 21 | 22 | 20 | 23 | 21 | 18 | 23 | 21 | 21 | 20 | 21 | 21 | 22 | 21 | 22 | 19 | 23 | 17 | 23 | 23 |
| Fairly badly | 13 | 20 | 4 | 18 | 20 | 5 | 11 | 15 | 11 | 7 | 10 | 16 | 14 | 14 | 10 | 12 | 12 | 14 | 11 | 17 |
| Very badly | 11 | 20 | 2 | 11 | 19 | 3 | 9 | 12 | 10 | 7 | 8 | 13 | 13 | 10 | 12 | 7 | 10 | 11 | 11 | 18 |
| TOTAL BADLY | 23 | 40 | 6 | 29 | 39 | 8 | 20 | 27 | 21 | 14 | 17 | 28 | 27 | 25 | 22 | 19 | 22 | 25 | 22 | 35 |
| Don't know | 25 | 20 | 17 | 24 | 22 | 18 | 26 | 18 | 31 | 40 | 31 | 20 | 18 | 24 | 26 | 28 | 26 | 25 | 22 | 24 |
| The Midlands | | | | | | | | | | | | | | | | | | | | |
| Very well | 6 | 1 | 15 | 1 | 2 | 16 | 3 | 6 | 6 | 4 | 5 | 6 | 6 | 4 | 8 | 5 | 6 | 8 | 5 | 2 |
| Fairly well | 24 | 14 | 44 | 21 | 13 | 40 | 29 | 25 | 22 | 21 | 24 | 23 | 26 | 24 | 24 | 27 | 22 | 23 | 27 | 16 |
| TOTAL WELL | 30 | 15 | 60 | 21 | 15 | 55 | 32 | 31 | 28 | 25 | 30 | 29 | 32 | 28 | 31 | 32 | 28 | 31 | 33 | 18 |
| Neither well nor badly | 22 | 23 | 19 | 23 | 23 | 18 | 24 | 24 | 21 | 25 | 22 | 20 | 23 | 23 | 20 | 22 | 23 | 17 | 24 | 22 |
| Fairly badly | 14 | 20 | 5 | 22 | 20 | 7 | 12 | 15 | 12 | 7 | 10 | 18 | 15 | 14 | 13 | 14 | 12 | 18 | 10 | 19 |
| Very badly | 13 | 25 | 2 | 12 | 24 | 3 | 9 | 14 | 12 | 9 | 9 | 14 | 16 | 13 | 13 | 9 | 12 | 15 | 13 | 16 |
| TOTAL BADLY | 26 | 45 | 7 | 34 | 43 | 10 | 21 | 29 | 24 | 17 | 19 | 32 | 31 | 27 | 26 | 22 | 24 | 33 | 23 | 35 |
| Don't know | 22 | 17 | 15 | 22 | 19 | 16 | 23 | 16 | 28 | 34 | 30 | 19 | 14 | 22 | 22 | 23 | 24 | 19 | 20 | 24 |
| The South | | | | | | | | | | | | | | | | | | | | |
| Very well | 5 | 2 | 12 | 0 | 2 | 12 | 3 | 5 | 5 | 3 | 4 | 6 | 5 | 3 | 7 | 5 | 4 | 5 | 6 | 2 |
| Fairly well | 14 | 4 | 30 | 12 | 5 | 29 | 17 | 14 | 15 | 17 | 18 | 13 | 12 | 14 | 15 | 19 | 11 | 14 | 18 | 12 |
| TOTAL WELL | 19 | 6 | 42 | 12 | 8 | 40 | 20 | 18 | 20 | 21 | 21 | 19 | 17 | 17 | 22 | 24 | 15 | 19 | 24 | 15 |
| Neither well nor badly | 20 | 10 | 28 | 13 | 11 | 26 | 23 | 19 | 21 | 20 | 20 | 18 | 21 | 18 | 21 | 17 | 18 | 18 | 24 | 21 |
| Fairly badly | 21 | 29 | 13 | 36 | 25 | 15 | 24 | 24 | 18 | 15 | 18 | 22 | 25 | 23 | 19 | 23 | 25 | 21 | 16 | 20 |
| Very badly | 22 | 44 | 4 | 23 | 42 | 5 | 16 | 25 | 18 | 12 | 16 | 24 | 27 | 24 | 18 | 24 | 28 | 17 | 16 | 23 |
| TOTAL BADLY | 43 | 73 | 17 | 59 | 67 | 19 | 39 | 49 | 36 | 28 | 35 | 46 | 52 | 47 | 37 | 46 | 52 | 38 | 33 | 42 |
| Don't know | 18 | 11 | 13 | 16 | 14 | 15 | 18 | 14 | 23 | 31 | 24 | 17 | 10 | 17 | 20 | 13 | 15 | 25 | 20 | 22 |

Fieldwork: 26th - 27th September 2011

| | 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 | 2754 | | | 878 | 725 | 631 | 1338 | 1416 | 333 | 702 | 942 | 777 | 1570 | 1184 | 353 | 895 | 589 | 677 | 240 | |
| Unweighted Sample | 2754 | 808 | 835 | 198 | 896 | 684 | 639 | 1265 | 1489 | 212 | 678 | 1077 | 787 | 1847 | 907 | 404 | 953 | 522 | 616 | 259 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

How well or badly do you think the Conservative party represents and understands voters in...
Scotland

| | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 2 | 5 | 1 | 1 | 4 | 1 | 0 | 2 | 1 | 4 | 1 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | |
| Fairly well | 8 | 17 | 2 | 11 | 16 | 2 | 6 | 7 | 8 | 5 | 9 | 7 | 9 | 8 | 7 | 10 | 9 | 5 | 8 | 10 |
| TOTAL WELL | 10 | 22 | 3 | 13 | 20 | 3 | 6 | 10 | 10 | 9 | 10 | 9 | 10 | 10 | 9 | 11 | 11 | 7 | 9 | 11 |
| Neither well nor badly | 17 | 29 | 8 | 17 | 26 | 10 | 12 | 15 | 19 | 14 | 17 | 16 | 20 | 15 | 19 | 13 | 22 | 15 | 14 | 16 |
| Fairly badly | 23 | 20 | 25 | 33 | 21 | 25 | 26 | 26 | 20 | 18 | 22 | 25 | 23 | 25 | 19 | 24 | 21 | 23 | 25 | 19 |
| Very badly | 30 | 10 | 50 | 21 | 13 | 48 | 35 | 35 | 25 | 21 | 25 | 34 | 32 | 29 | 31 | 28 | 22 | 28 | 35 | 49 |
| TOTAL BADLY | 52 | 30 | 75 | 54 | 35 | 72 | 61 | 61 | 44 | 39 | 47 | 59 | 55 | 54 | 50 | 53 | 43 | 52 | 59 | 68 |
| Don't know | 21 | 18 | 13 | 16 | 20 | 14 | 21 | 15 | 27 | 38 | 26 | 16 | 15 | 21 | 22 | 23 | 24 | 26 | 17 | 5 |

The North

| | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 2 | 6 | 0 | 0 | 6 | 0 | 0 | 3 | 1 | 4 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| Fairly well | 10 | 25 | 2 | 12 | 22 | 3 | 7 | 10 | 10 | 6 | 11 | 10 | 12 | 11 | 10 | 12 | 11 | 10 | 9 | 9 |
| TOTAL WELL | 12 | 31 | 3 | 12 | 28 | 3 | 7 | 13 | 12 | 10 | 12 | 12 | 14 | 13 | 11 | 13 | 13 | 12 | 11 | 11 |
| Neither well nor badly | 18 | 32 | 7 | 21 | 29 | 9 | 14 | 18 | 18 | 12 | 16 | 18 | 22 | 19 | 17 | 16 | 22 | 16 | 16 | 17 |
| Fairly badly | 24 | 20 | 27 | 32 | 20 | 28 | 29 | 26 | 22 | 24 | 23 | 25 | 23 | 26 | 21 | 25 | 24 | 24 | 25 | 20 |
| Very badly | 28 | 2 | 54 | 18 | 8 | 50 | 33 | 30 | 26 | 24 | 24 | 31 | 30 | 25 | 32 | 26 | 19 | 27 | 40 | 31 |
| TOTAL BADLY | 52 | 22 | 81 | 49 | 28 | 78 | 62 | 56 | 48 | 48 | 47 | 56 | 53 | 51 | 53 | 51 | 43 | 51 | 65 | 52 |
| Don't know | 18 | 14 | 10 | 17 | 16 | 11 | 18 | 13 | 23 | 30 | 25 | 15 | 11 | 18 | 18 | 20 | 22 | 21 | 9 | 20 |

Wales

| | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 2 | 6 | 1 | 3 | 6 | 1 | 0 | 3 | 1 | 4 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 4 |
| Fairly well | 9 | 23 | 2 | 8 | 20 | 2 | 5 | 9 | 10 | 7 | 8 | 8 | 12 | 10 | 8 | 10 | 12 | 9 | 6 | 7 |
| TOTAL WELL | 11 | 29 | 3 | 10 | 26 | 3 | 5 | 11 | 11 | 11 | 11 | 10 | 13 | 12 | 11 | 13 | 13 | 11 | 8 | 11 |
| Neither well nor badly | 22 | 36 | 10 | 27 | 33 | 13 | 19 | 22 | 22 | 21 | 20 | 22 | 23 | 23 | 21 | 20 | 27 | 17 | 20 | 21 |
| Fairly badly | 22 | 15 | 28 | 27 | 16 | 28 | 27 | 25 | 18 | 15 | 23 | 22 | 23 | 23 | 20 | 24 | 19 | 23 | 24 | 18 |
| Very badly | 24 | 3 | 46 | 15 | 6 | 42 | 29 | 26 | 22 | 16 | 19 | 28 | 26 | 21 | 27 | 22 | 17 | 27 | 29 | 29 |
| TOTAL BADLY | 45 | 18 | 74 | 43 | 22 | 71 | 55 | 51 | 40 | 31 | 42 | 50 | 49 | 44 | 47 | 45 | 36 | 50 | 53 | 46 |
| Don't know | 22 | 18 | 13 | 20 | 19 | 14 | 21 | 16 | 27 | 37 | 27 | 17 | 15 | 21 | 22 | 22 | 24 | 22 | 19 | 22 |

Fieldwork: 26th - 27th September 2011

| | 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 | 2754 | | | | 878 | 725 | 631 | 1338 | 1416 | 333 | 702 | 942 | 777 | 1570 | 1184 | 353 | 895 | 589 | 677 | 240 |
| Unweighted Sample | 2754 | 808 | 835 | 198 | 896 | 684 | 639 | 1265 | 1489 | 212 | 678 | 1077 | 787 | 1847 | 907 | 404 | 953 | 522 | 616 | 259 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| The Midlands | | | | | | | | | | | | | | | | | | | | |
| Very well | 3 | 9 | 2 | 3 | 9 | 1 | 0 | 5 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| Fairly well | 18 | 41 | 6 | 23 | 34 | 7 | 14 | 20 | 15 | 18 | 15 | 17 | 21 | 20 | 14 | 19 | 19 | 19 | 15 | 15 |
| TOTAL WELL | 21 | 50 | 8 | 26 | 43 | 9 | 14 | 25 | 17 | 22 | 18 | 20 | 24 | 24 | 18 | 22 | 22 | 23 | 18 | 20 |
| Neither well nor badly | 22 | 27 | 17 | 21 | 26 | 18 | 22 | 23 | 21 | 19 | 22 | 23 | 22 | 23 | 20 | 22 | 25 | 16 | 24 | 22 |
| Fairly badly | 19 | 7 | 28 | 23 | 10 | 26 | 24 | 20 | 18 | 12 | 16 | 20 | 22 | 19 | 19 | 18 | 17 | 20 | 20 | 16 |
| Very badly | 18 | 1 | 35 | 13 | 5 | 33 | 21 | 18 | 19 | 12 | 17 | 21 | 20 | 15 | 23 | 17 | 14 | 23 | 20 | 22 |
| TOTAL BADLY | 37 | 8 | 63 | 35 | 15 | 59 | 45 | 38 | 36 | 24 | 33 | 41 | 42 | 33 | 42 | 35 | 31 | 44 | 41 | 38 |
| Don't know | 20 | 14 | 12 | 18 | 16 | 14 | 20 | 14 | 25 | 34 | 27 | 16 | 12 | 20 | 20 | 21 | 22 | 17 | 18 | 21 |
| The South | | | | | | | | | | | | | | | | | | | | |
| Very well | 17 | 29 | 15 | 12 | 25 | 16 | 11 | 20 | 13 | 16 | 13 | 18 | 18 | 18 | 16 | 15 | 13 | 16 | 23 | 21 |
| Fairly well | 29 | 45 | 23 | 42 | 39 | 25 | 31 | 32 | 27 | 22 | 30 | 30 | 31 | 34 | 23 | 30 | 32 | 26 | 29 | 29 |
| TOTAL WELL | 46 | 74 | 39 | 54 | 64 | 40 | 42 | 52 | 40 | 38 | 44 | 47 | 49 | 51 | 39 | 45 | 44 | 41 | 51 | 50 |
| Neither well nor badly | 16 | 14 | 16 | 17 | 15 | 14 | 17 | 15 | 17 | 19 | 15 | 15 | 17 | 16 | 17 | 16 | 19 | 15 | 14 | 16 |
| Fairly badly | 10 | 3 | 15 | 12 | 6 | 14 | 13 | 10 | 11 | 5 | 11 | 12 | 11 | 10 | 11 | 12 | 13 | 9 | 9 | 7 |
| Very badly | 12 | 1 | 21 | 6 | 4 | 21 | 13 | 12 | 12 | 8 | 9 | 13 | 15 | 9 | 17 | 15 | 12 | 13 | 10 | 9 |
| TOTAL BADLY | 22 | 3 | 36 | 18 | 10 | 35 | 26 | 21 | 23 | 14 | 20 | 25 | 26 | 19 | 27 | 27 | 25 | 22 | 20 | 16 |
| Don't know | 16 | 9 | 10 | 11 | 11 | 11 | 15 | 11 | 19 | 29 | 21 | 13 | 8 | 15 | 17 | 11 | 13 | 21 | 15 | 18 |