

YouGov / The Sun Survey Results

Sample Size: 2723 GB Adults
Fieldwork: 5th - 6th October 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	2723	793	878	204	814	697	640	1323	1400	329	694	931	768	1552	1171	349	885	583	670	237	
Unweighted Sample	2723	791	811	206	834	646	672	1312	1411	178	681	1043	821	1846	877	376	952	534	622	239	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	37	100	0	0	89	3	16	37	38	28	39	32	46	41	33	41	46	37	31	18
Lab	41	0	100	0	3	93	36	40	43	46	43	47	33	39	45	40	32	43	51	46
Lib Dem	10	0	0	100	2	0	34	10	9	15	11	8	8	10	9	10	13	10	6	7
Other	12	0	0	0	5	4	13	13	10	12	7	14	13	10	14	8	9	10	12	29

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	4	5	5	2	1	6	8	4	6	4	6	5	7	1
SNP / PCY	2	0	0	0	0	1	2	3	2	4	2	2	2	2	3	0	0	1	0	25
Green	2	0	0	0	0	1	6	2	2	5	1	2	2	2	3	2	2	3	2	0
BNP	1	0	0	0	0	1	0	1	0	0	1	2	1	1	1	0	1	1	2	1
Respect	0	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0	0	0	1
Other	1	0	0	0	0	1	1	1	0	0	1	1	1	1	1	1	0	1	1	1

Non Voters

Would Not Vote	7	0	0	0	3	1	5	6	9	14	9	7	4	6	8	5	7	7	9	5
Don't know	15	0	0	0	11	9	20	11	19	15	18	14	13	13	17	19	15	14	13	17

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

	Oct 4-5	Oct 5-6																			
Approve	31	31	79	3	41	63	4	26	35	27	21	31	29	38	35	26	36	37	29	26	21
Disapprove	55	54	9	89	40	22	86	59	53	55	50	48	60	53	52	57	50	47	55	62	62
Don't know	14	15	12	8	18	16	10	15	12	18	29	21	11	9	14	17	14	17	17	12	17

Fieldwork: 5th - 6th October 2011

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	
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2723	791	811	206	834	646	672	1312	1411	178	681	1043	821	1846	877	376	952	534	622	239	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept 28-29
Oct 5-6

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	35	33	65	6	44	60	7	33	35	32	21	31	32	43	37	28	39	37	32	28	29
Applies most to the Conservatives	28	29	2	58	32	6	54	36	31	27	36	30	32	21	29	29	27	24	29	33	40
Applies most to the Liberal Democrats	11	10	13	11	0	12	13	4	12	9	3	8	12	14	9	12	11	11	11	9	9
Applies to none of them	11	11	13	12	16	11	11	14	11	12	10	12	12	11	11	12	7	13	13	12	8
Don't know	15	16	7	13	8	11	14	13	12	20	30	19	12	11	13	19	15	15	15	19	14

Even if I don't always agree with it, at least its heart is in the right place

Applies most to Labour	32	30	4	73	13	6	68	29	31	30	23	29	34	30	29	32	29	26	31	33	38
Applies most to the Conservatives	23	23	60	3	10	53	4	11	24	22	15	21	20	32	25	20	21	27	27	19	14
Applies most to the Liberal Democrats	17	17	16	9	66	15	7	32	18	16	19	17	18	14	19	15	21	20	13	16	14
Applies to none of them	17	17	13	8	6	16	10	18	17	16	18	15	18	15	17	16	14	15	15	20	19
Don't know	12	13	7	8	5	10	10	10	10	16	24	18	10	8	10	18	15	12	14	13	15

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	23	23	57	4	21	47	6	15	25	21	23	24	19	26	26	19	24	29	22	19	14
Applies most to Labour	20	18	3	44	10	4	40	18	21	16	21	13	20	19	17	20	18	15	18	22	19
Applies most to the Liberal Democrats	9	9	8	7	26	8	6	13	9	8	6	11	8	8	10	7	10	8	11	7	6
Applies to none of them	34	34	23	31	35	29	32	40	33	35	20	31	40	36	36	32	33	33	31	37	41
Don't know	14	16	8	14	9	11	16	13	12	21	30	21	13	10	12	22	15	15	19	15	20

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	50	48	13	80	57	15	79	61	48	48	45	43	53	46	47	48	42	43	44	55	61
Applies most to Labour	22	22	52	5	18	45	5	14	24	20	20	20	20	27	26	16	25	25	21	18	17
Applies most to the Liberal Democrats	9	9	16	5	9	16	5	6	11	8	5	11	8	12	10	9	10	11	9	8	5
Applies to none of them	8	7	10	2	9	11	3	7	7	7	8	8	7	6	6	8	8	7	9	6	5
Don't know	11	14	10	8	7	13	8	12	10	18	23	19	12	8	11	18	14	14	16	13	11

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

Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?

	Oct 3-4	Oct 5-6																			
Right	40	40	53	36	45	48	40	37	49	31	46	39	36	42	42	37	38	43	38	40	35
Wrong	34	38	29	41	34	33	39	39	36	40	25	33	44	41	37	39	38	36	38	40	42
Don't know	26	22	18	23	21	19	22	24	15	29	29	28	20	17	21	24	24	22	23	20	23

Overall do you think the coalition's military action in Libya is going well or badly?

Very well	7	6	11	5	6	10	5	5	9	3	3	6	7	7	6	6	7	7	6	6	3
Fairly well	46	44	57	39	54	53	41	45	53	35	38	41	42	51	47	39	42	48	43	43	36
TOTAL WELL	52	50	68	44	60	63	45	50	62	38	40	47	49	58	53	45	48	54	49	49	39
Fairly badly	17	20	13	23	22	14	23	22	17	23	18	21	22	19	21	19	23	20	19	19	22
Very badly	6	6	3	8	5	5	7	4	5	7	4	6	7	6	5	8	7	4	7	7	12
TOTAL BADLY	23	26	16	31	27	19	30	26	22	30	22	27	29	25	26	27	30	24	26	25	34
Don't know	25	24	17	25	14	18	24	24	15	32	38	26	22	17	21	27	21	22	25	26	27

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	87	169
Male 25 to 39	269	349
Male 40 to 59	515	460
Male 60 +	441	346
Female 18 to 24	91	161
Female 25 to 39	412	346
Female 40 to 59	528	471
Female 60 +	380	422
Region		
North England	622	670
Midlands	397	447
East England	309	261
London	376	349
South England	643	624
Wales	137	136
Scotland	239	237
Social Grade		
AB	1050	762
C1	796	790
C2	341	572
DE	536	599
Newspaper Type		
Express / Mail	569	408
Sun / Star	297	585
Mirror / Record	167	422
Guardian / Independent	236	82
FT / Times / Telegraph	272	231
Other Paper	333	313
No Paper	849	681
Political Party Identification		
Labour	819	885
Conservative	741	776
Liberal Democrat	312	327
Others	162	82
None/ DK	689	654

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