

YouGov / The Sun Survey Results

Sample Size: 2740 GB Adults
Fieldwork: 9th - 10th 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	2740	768	859	225	850	737	599	1332	1408	332	699	937	773	1562	1178	351	891	586	674	238	
Unweighted Sample	2740	739	819	228	833	718	625	1284	1456	186	762	1023	769	1798	942	449	887	511	640	253	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	86	3	12	37	36	32	38	33	40	39	32	42	46	38	26	17
Lab	40	0	100	0	5	90	30	37	44	46	38	44	36	36	46	35	31	41	56	36
Lib Dem	11	0	0	100	1	3	43	12	9	9	13	10	10	12	8	10	13	7	9	12
Other	13	0	0	0	8	4	15	14	11	13	10	13	15	12	14	12	10	13	8	35

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	5	6	4	2	1	5	9	4	6	7	5	7	4	2
SNP / PCY	4	0	0	0	2	2	3	4	4	5	3	4	3	4	4	1	0	2	1	30
Green	2	0	0	0	0	0	6	2	3	3	4	2	1	2	2	2	3	1	2	2
BNP	1	0	0	0	1	1	1	2	1	1	2	1	1	1	1	1	1	2	1	1
Respect	0	0	0	0	0	0	1	0	0	2	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	0	0	1	0	0	1	1	1	1	1	1	0	0	1	1

Non Voters

Would Not Vote	8	0	0	0	3	2	7	7	9	14	12	6	4	6	10	6	9	9	7	6
Don't know	15	0	0	0	11	9	20	11	18	14	19	14	11	15	15	17	15	17	11	16

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

		Oct 6-7			Oct 9-10																
Approve	29	31	80	4	44	64	7	24	35	26	22	32	29	35	35	24	34	36	31	23	24
Disapprove	56	55	9	89	35	23	84	61	54	56	60	48	58	56	51	61	49	50	53	64	62
Don't know	15	14	11	6	21	13	9	15	11	18	18	20	14	9	14	15	16	15	15	12	14

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

		Sept 25-26	Oct 9-10																		
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	36	36	6	86	19	9	77	35	38	35	38	32	40	35	34	40	33	30	35	47	38
Conservative	24	24	74	1	6	60	3	8	26	22	20	22	22	29	27	21	28	29	24	19	14
Liberal Democrat	7	7	3	1	52	4	2	21	8	6	5	8	7	7	9	5	7	10	4	6	7
Other	3	4	0	1	2	3	2	3	4	3	4	3	4	4	3	4	2	4	4	2	10
None	12	13	7	5	8	12	7	15	12	14	12	11	14	14	11	15	16	12	14	12	14
Don't know	16	16	10	6	13	12	9	16	11	20	20	24	13	11	16	15	14	15	20	14	18
Asylum and immigration																					
Conservative	34	36	79	19	30	66	19	29	42	31	32	35	35	41	39	33	43	39	36	34	26
Labour	16	15	1	40	3	3	36	9	14	16	18	14	16	12	15	15	15	11	12	20	17
Liberal Democrat	6	7	1	6	45	1	5	21	7	7	6	8	8	6	9	4	7	9	6	4	9
Other	9	9	5	5	3	9	5	8	11	7	12	8	10	8	7	12	6	11	9	8	12
None	19	17	8	17	7	13	17	18	15	18	12	13	18	20	14	20	16	16	17	18	17
Don't know	16	16	6	13	12	9	17	15	12	20	22	22	13	13	16	17	12	15	20	16	19
Law and order																					
Conservative	36	37	87	12	27	73	14	28	41	33	30	33	36	44	40	32	40	41	37	32	31
Labour	23	23	1	64	6	3	56	17	22	24	28	19	26	21	22	24	23	19	20	32	22
Liberal Democrat	5	5	2	2	45	1	2	18	6	5	6	7	5	5	6	4	5	8	4	4	4
Other	5	5	1	1	2	4	3	4	6	4	6	4	5	5	5	6	3	6	4	3	11
None	14	14	4	12	7	10	12	16	13	15	11	12	16	15	11	18	13	13	15	14	14
Don't know	17	15	5	9	13	9	13	17	11	19	19	24	12	10	15	16	15	14	19	15	17
Education and schools																					
Labour	33	31	4	80	6	7	71	25	31	31	33	27	34	30	29	33	29	25	31	40	29
Conservative	27	28	79	2	15	66	5	13	30	26	21	24	27	35	30	25	33	32	26	24	18
Liberal Democrat	9	9	4	3	61	4	4	26	11	7	5	11	9	8	11	6	8	11	8	7	11
Other	4	4	1	1	3	3	2	3	5	3	4	3	4	3	4	4	2	5	2	2	11
None	12	12	4	6	5	10	7	15	11	14	11	11	14	12	10	15	14	11	13	13	12
Don't know	15	16	7	8	10	10	12	18	12	20	24	23	12	11	16	17	13	16	20	14	19

Fieldwork: 9th - 10th 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		2740	768	859	225	850	737	599	1332	1408	332	699	937	773	1562	1178	351	891	586	674	238	
Unweighted Sample		2740	739	819	228	833	718	625	1284	1456	186	762	1023	769	1798	942	449	887	511	640	253	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																						
	Conservative	29	28	80	4	15	67	6	13	32	25	21	24	29	34	31	24	30	34	30	23	18
	Labour	27	28	3	74	5	5	67	22	28	29	26	25	30	30	26	31	29	22	26	37	34
	Liberal Democrat	9	8	3	5	59	4	4	26	10	7	6	10	9	7	10	6	7	11	7	7	10
	Other	4	4	0	1	2	3	2	4	5	3	4	3	5	3	4	4	4	4	3	3	9
	None	13	14	6	8	8	10	9	16	12	15	16	13	14	13	11	17	15	13	14	14	11
	Don't know	17	17	8	9	11	11	13	19	13	21	28	24	13	13	17	18	16	17	20	16	18
Unemployment																						
	Labour	32	31	5	76	14	7	69	28	34	29	34	27	34	30	30	33	28	26	29	40	35
	Conservative	25	24	72	3	9	59	4	10	25	23	19	25	22	27	26	21	26	29	25	18	15
	Liberal Democrat	5	7	3	2	53	3	2	21	8	6	6	7	7	7	8	5	8	8	5	6	7
	Other	4	4	1	1	2	3	1	4	5	3	4	3	5	4	3	5	4	5	3	3	9
	None	16	15	8	9	7	13	9	17	14	16	12	11	17	16	13	17	17	13	16	15	14
	Don't know	18	19	12	10	15	14	15	20	14	24	24	26	15	16	19	20	17	19	23	18	21
The economy in general																						
	Conservative	31	30	85	3	15	69	6	15	34	25	21	28	29	35	34	24	32	35	31	24	19
	Labour	26	26	1	71	4	3	64	19	27	25	29	22	28	26	24	28	24	20	23	35	30
	Liberal Democrat	4	6	0	2	53	1	2	20	6	6	6	7	6	5	7	5	6	7	4	5	8
	Other	4	4	1	1	3	3	2	5	5	4	4	3	5	4	4	5	4	5	4	3	10
	None	16	15	6	12	9	11	11	20	14	17	15	13	17	15	13	19	18	15	14	16	13
	Don't know	19	19	7	11	16	12	16	21	14	23	24	26	16	14	19	19	16	18	24	17	21
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
	Sticks to what he believes in	26	26	54	14	25	46	15	20	29	24	22	23	28	29	29	24	26	29	29	22	25
	Charismatic	26	25	47	13	29	42	15	22	26	25	21	29	24	25	29	20	29	27	26	22	23
	Strong	20	20	47	6	17	39	7	14	20	20	16	24	20	18	21	18	23	23	22	15	16
	Decisive	23	20	45	7	24	36	8	18	21	18	19	20	21	18	23	16	20	22	18	18	18
	Honest	20	18	48	3	23	40	5	12	20	17	9	16	17	27	21	15	23	19	19	15	17
	Good in a crisis	17	15	38	3	16	31	3	10	16	13	7	17	15	16	17	11	17	17	13	13	10
	In touch with the concerns of ordinary people	12	9	25	0	7	20	1	4	8	10	6	7	8	12	9	9	9	11	12	6	3
	A natural leader	21	20	47	6	21	40	7	15	23	18	20	22	20	20	23	17	21	21	24	16	17
	None of these	37	40	6	65	28	14	63	44	40	41	35	36	42	44	35	47	37	36	37	49	45
	Don't know	9	6	3	3	4	4	4	4	5	8	10	10	5	3	5	7	9	6	7	5	5

Fieldwork: 9th - 10th October 2011

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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	22	21	8	48	11	8	44	19	22	21	21	14	23	26	20	23	19	20	19	25	22
Honest	17	18	8	39	14	8	36	17	21	16	21	12	18	22	19	17	15	18	17	22	15
Sticks to what he believes in	16	17	9	35	13	10	33	14	18	16	19	13	19	16	16	18	14	16	16	20	18
Strong	6	7	3	15	4	4	14	5	8	7	9	7	7	8	7	8	8	6	9	8	8
Decisive	7	7	3	17	5	4	14	5	6	8	8	6	8	7	7	7	7	7	7	8	7
Charismatic	4	5	3	9	3	2	6	5	5	5	9	4	4	5	4	5	4	5	4	6	4
A natural leader	4	4	2	9	4	4	6	3	4	4	10	3	4	3	4	4	4	4	4	5	3
Good in a crisis	4	4	0	11	2	1	9	3	5	4	4	3	4	5	3	5	4	4	3	6	2
None of these	47	49	68	21	56	68	25	51	52	46	39	48	50	53	50	48	52	50	46	47	52
Don't know	18	15	11	10	14	10	12	16	11	19	18	22	13	9	14	16	17	15	18	12	12

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

Honest	15	13	22	4	44	19	4	20	15	11	8	11	14	16	16	10	11	16	12	12	12
In touch with the concerns of ordinary people	14	13	18	6	46	15	5	25	13	13	11	15	11	14	15	11	12	16	12	10	14
Charismatic	14	13	19	8	30	17	8	19	14	12	12	16	12	12	16	9	14	13	14	10	15
Sticks to what he believes in	10	8	14	2	27	13	2	13	9	8	3	7	9	11	10	6	8	8	10	9	5
A natural leader	6	6	9	2	27	9	2	12	9	4	9	8	5	5	7	6	6	7	6	6	6
Strong	5	6	8	2	26	8	2	9	7	5	5	7	5	6	7	5	5	8	6	4	5
Decisive	4	6	7	2	27	7	1	11	7	4	4	6	5	6	7	4	6	7	5	4	6
Good in a crisis	4	4	5	2	20	4	2	9	5	4	3	5	4	5	5	3	4	5	4	4	4
None of these	53	56	40	76	13	46	74	47	57	55	54	51	57	60	52	61	52	52	55	63	60
Don't know	13	11	11	5	5	10	8	9	8	15	11	16	11	8	10	14	14	12	13	9	8

Fieldwork: 9th - 10th October 2011

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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 6-7	Oct 9-10	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Right	41	38	49	34	49	44	37	41	48	28	39	38	37	38	41	34	37	40	38	35	35
Wrong	33	40	31	45	34	36	41	41	38	41	40	34	40	45	38	42	38	40	38	42	39
Don't know	25	23	20	21	17	20	22	18	14	31	21	28	23	18	21	25	25	20	24	23	26

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

Very well	6	6	9	5	8	8	6	5	10	3	8	6	6	5	7	5	6	5	7	6	8
Fairly well	41	45	58	41	54	54	41	47	54	36	40	41	45	50	48	40	40	47	46	43	44
TOTAL WELL	47	51	67	46	63	61	48	52	63	39	48	47	51	55	55	45	47	52	53	48	51
Fairly badly	19	22	17	25	16	19	23	22	17	26	27	18	20	25	21	24	20	24	18	23	21
Very badly	8	8	2	11	3	4	10	9	9	7	6	7	9	7	7	8	11	5	8	10	6
TOTAL BADLY	26	30	19	37	19	23	33	31	26	33	34	26	29	32	28	32	31	29	26	33	27
Don't know	26	20	14	17	18	16	19	17	11	28	19	27	20	13	17	23	22	18	21	18	22

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	68	170
Male 25 to 39	329	351
Male 40 to 59	490	463
Male 60 +	397	348
Female 18 to 24	118	162
Female 25 to 39	433	348
Female 40 to 59	533	474
Female 60 +	372	425
Region		
North England	640	674
Midlands	393	449
East England	244	263
London	449	351
South England	643	627
Wales	118	137
Scotland	253	238
Social Grade		
AB	980	767
C1	818	795
C2	422	575
DE	520	603
Newspaper Type		
Express / Mail	572	411
Sun / Star	334	589
Mirror / Record	188	425
Guardian / Independent	199	82
FT / Times / Telegraph	252	233
Other Paper	335	315
No Paper	860	685
Political Party Identification		
Labour	874	891
Conservative	738	781
Liberal Democrat	302	329
Others	191	82
None/ DK	635	658

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