

YouGov / The Sun Survey Results

Sample Size: 2640 GB Adults

Fieldwork: 11th - 12th 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	2640	730	848	179	781	699	593	1283	1357	319	673	903	744	1505	1135	338	858	565	649	230	
Unweighted Sample	2640	730	793	183	788	670	602	1249	1391	179	655	1011	795	1734	906	405	851	524	608	252	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	87	4	13	34	38	34	35	32	41	40	30	39	46	35	27	21
Lab	42	0	100	0	4	91	37	40	43	43	42	47	35	36	50	42	29	47	58	30
Lib Dem	9	0	0	100	1	1	35	8	10	10	10	7	9	11	5	10	13	7	7	5
Other	14	0	0	0	8	5	15	18	9	13	13	14	14	13	16	9	13	11	8	44

Other Parties Voting Intention

UKIP	6	0	0	0	6	1	5	7	4	1	4	6	9	5	6	5	9	6	3	1
SNP / PCY	4	0	0	0	0	2	4	4	3	4	4	4	3	4	4	0	0	1	0	37
Green	2	0	0	0	0	1	4	3	1	3	4	2	1	2	2	2	3	1	3	1
BNP	1	0	0	0	1	0	0	2	1	3	1	1	1	0	2	1	1	1	1	4
Respect	0	0	0	0	0	0	1	0	0	2	0	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	0	1	1	0	0	1	1	0	0	1	1	1	1	0	1

Non Voters

Would Not Vote	8	0	0	0	3	2	4	7	9	16	9	8	4	7	10	6	8	8	9	5
Don't know	15	0	0	0	10	11	23	11	19	12	18	16	12	14	16	20	13	18	12	13

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

	Oct 10-11	Oct 11-12	Oct 10-11			Oct 11-12			Oct 10-11				Oct 11-12				Oct 10-11					Oct 11-12				
Approve	28	29	80	4	39	64	7	24	32	26	28	29	26	34	34	22	32	36	25	24	26					
Disapprove	57	56	7	91	40	20	86	61	56	56	48	52	62	56	51	63	53	48	58	63	64					
Don't know	15	15	13	5	21	15	8	15	12	18	24	19	12	11	15	15	15	16	16	14	10					

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Sept 27-28	Oct 11-12																			
Which of these would make the best Prime Minister?																					
David Cameron	35	36	95	4	17	83	8	20	37	34	31	35	31	43	40	29	36	45	35	28	25
Ed Miliband	21	21	1	58	9	2	50	19	21	21	23	19	22	20	20	23	22	14	22	29	21
Nick Clegg	5	5	1	3	46	1	3	17	6	5	8	6	5	4	7	4	6	7	5	4	4
Don't know	38	38	3	35	28	15	39	45	35	41	39	39	41	33	33	44	36	35	38	39	49
If you had to choose, which of the following options would be best for Britain?																					
A majority Conservative government	31	29	85	1	3	76	4	9	30	29	23	25	27	39	33	25	30	40	25	23	18
A coalition between the Conservatives and Liberal Democrats	9	9	13	1	39	11	3	17	10	8	7	10	8	10	11	6	10	10	10	6	9
A coalition between Labour and the Liberal Democrats	11	12	0	17	40	1	15	27	13	12	15	13	12	10	14	10	13	12	10	14	13
A majority Labour government	30	30	0	78	6	3	69	24	30	30	27	28	34	29	26	36	28	23	32	38	35
Don't know	19	19	2	3	12	9	10	23	18	20	29	24	18	12	16	23	18	16	22	19	25
	Oct 10-11	Oct 11-12																			
Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?																					
Right	38	39	51	38	46	45	36	42	48	31	41	39	37	40	41	37	41	40	39	38	36
Wrong	37	38	28	39	35	33	41	36	36	40	32	31	40	44	37	39	36	36	38	38	48
Don't know	25	23	21	23	19	21	24	22	17	29	27	30	22	16	22	25	23	25	23	24	16
Overall do you think the coalition's military action in Libya is going well or badly?																					
Very well	5	7	13	5	8	10	4	7	11	2	6	7	6	7	7	5	8	7	7	5	8
Fairly well	43	43	55	41	49	52	40	44	49	38	37	43	41	49	45	41	43	46	42	42	42
TOTAL WELL	48	50	68	46	56	62	44	51	60	40	44	50	47	56	53	46	51	52	49	47	50
Fairly badly	21	22	12	26	21	15	26	23	19	25	25	18	24	22	21	23	17	19	24	24	28
Very badly	6	6	2	7	4	4	8	5	6	6	5	6	7	6	6	6	7	6	7	5	5
TOTAL BADLY	28	28	15	33	25	19	34	28	25	31	31	24	31	27	27	29	25	25	31	29	34
Don't know	24	22	18	21	18	19	22	21	14	29	26	26	22	17	20	24	24	22	20	24	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	71	164
Male 25 to 39	268	338
Male 40 to 59	501	446
Male 60 +	409	335
Female 18 to 24	108	156
Female 25 to 39	387	335
Female 40 to 59	510	457
Female 60 +	386	409
Region		
North England	608	649
Midlands	395	433
East England	239	253
London	405	338
South England	612	605
Wales	129	132
Scotland	252	230
Social Grade		
AB	938	739
C1	796	766
C2	404	554
DE	502	581
Newspaper Type		
Express / Mail	580	396
Sun / Star	325	568
Mirror / Record	179	409
Guardian / Independent	195	79
FT / Times / Telegraph	222	224
Other Paper	313	304
No Paper	826	660
Political Party Identification		
Labour	815	858
Conservative	750	752
Liberal Democrat	279	317
Others	187	79
None/ DK	609	634

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