

# YouGov / The Sun Survey Results

Sample Size: 2495 GB Adults  
Fieldwork: 12th - 13th 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	
<b>Weighted Sample</b>	<b>2495</b>	710	796	168	780	660	549	1213	1282	302	636	853	704	1422	1073	319	811	534	614	217	
Unweighted Sample	2495	704	754	155	778	635	555	1158	1337	196	665	965	669	1612	883	379	808	482	590	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>37</b>	100	0	0	88	3	12	37	38	37	35	35	42	42	31	43	45	35	33	18
Lab	<b>42</b>	0	100	0	3	92	38	42	42	47	42	47	35	37	49	41	33	45	51	45
Lib Dem	<b>9</b>	0	0	100	1	1	38	8	10	9	9	8	9	11	7	7	11	9	8	6
Other	<b>12</b>	0	0	0	8	5	13	13	11	7	13	11	14	11	13	10	11	11	8	32

## Other Parties Voting Intention

UKIP	<b>5</b>	0	0	0	6	2	3	5	5	1	4	4	9	5	5	5	6	6	4	1
SNP / PCY	<b>3</b>	0	0	0	0	2	2	3	2	2	3	2	3	2	3	0	0	1	0	25
Green	<b>2</b>	0	0	0	0	1	6	2	2	3	4	3	0	2	2	3	3	2	1	4
BNP	<b>1</b>	0	0	0	0	0	1	2	1	1	2	1	1	1	2	0	1	1	2	2
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	0	0	0	1	1	1	1	1	0	0	1	1

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	2	2	7	6	8	19	10	6	2	6	9	7	7	7	8	9
Don't know	<b>17</b>	0	0	0	13	9	25	10	23	14	20	16	15	15	18	19	17	16	16	15

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

	Oct 11-12	Oct 12-13	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	29	<b>29</b>	78	4	42	62	6	20	34	24	27	30	27	32	33	24	28	33	28	28	21
Disapprove	56	<b>56</b>	9	90	36	23	86	61	55	57	49	52	61	56	52	61	53	49	59	60	69
Don't know	15	<b>15</b>	13	6	22	16	7	19	11	19	25	18	12	11	15	15	19	18	14	12	10

Fieldwork: 12th - 13th 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
2495	710	796	168	780	660	549	1213	1282	302	636	853	704	1422	1073	319	811	534	614	217
2495	704	754	155	778	635	555	1158	1337	196	665	965	669	1612	883	379	808	482	590	236
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 5-6	Oct 12-13																			
<b>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?</b>																					
<b>It seems rather old and tired</b>																					
Applies most to Labour	33	34	64	7	55	59	9	33	36	32	29	31	32	41	38	28	35	37	35	32	23
Applies most to the Conservatives	29	28	2	54	25	4	53	33	30	26	33	29	29	23	26	30	27	23	29	30	36
Applies most to the Liberal Democrats	10	10	12	14	1	13	13	6	10	11	7	6	10	16	9	12	10	10	12	11	10
Applies to none of them	11	13	15	14	13	13	12	13	13	12	10	12	15	11	14	11	14	13	11	13	12
Don't know	16	15	7	11	6	11	13	15	12	19	21	22	13	10	13	18	14	17	13	14	19
<b>Even if I don't always agree with it, at least its heart is in the right place</b>																					
Applies most to Labour	30	30	4	70	13	5	70	27	32	27	23	27	34	31	28	32	30	23	31	35	37
Applies most to the Conservatives	23	23	59	2	13	54	4	8	22	24	18	17	22	31	25	20	22	26	27	19	11
Applies most to the Liberal Democrats	17	16	17	9	59	15	6	35	18	15	19	17	17	14	19	13	19	20	12	14	17
Applies to none of them	17	18	12	12	10	16	12	18	18	18	19	22	17	17	18	19	17	18	19	18	21
Don't know	13	12	8	6	5	10	7	11	9	16	22	17	11	6	10	16	12	13	10	13	14
<b>It seems to have succeeded in moving on and left its past behind it</b>																					
Applies most to the Conservatives	23	23	58	4	30	48	6	15	25	21	24	24	19	27	26	19	26	25	23	21	16
Applies most to Labour	18	18	3	42	12	4	39	18	20	15	12	15	20	19	15	20	16	14	20	21	16
Applies most to the Liberal Democrats	9	7	6	5	27	4	5	13	7	7	6	6	8	7	7	6	6	5	8	7	9
Applies to none of them	34	37	25	38	26	31	38	39	38	37	33	36	40	36	39	35	40	38	35	35	42
Don't know	16	15	9	11	6	13	11	16	11	20	25	19	13	11	13	19	13	17	14	16	16
<b>It seems to appeal to one section of society rather than to the whole country</b>																					
Applies most to the Conservatives	48	49	17	79	52	21	76	61	50	48	45	46	55	48	48	51	48	41	54	53	61
Applies most to Labour	22	21	48	6	18	43	7	12	23	18	18	18	19	25	24	16	22	25	19	18	15
Applies most to the Liberal Democrats	9	9	17	5	16	17	5	6	10	9	7	7	8	13	10	9	9	10	10	8	7
Applies to none of them	7	7	8	4	9	8	5	7	7	7	9	8	6	7	7	7	7	8	7	8	3
Don't know	14	13	10	6	5	12	7	13	10	17	21	20	11	7	11	16	13	15	10	13	14

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Oct 11-12	Oct 12-13																			
<b>Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?</b>																					
Right	39	<b>38</b>	51	36	44	44	36	37	47	30	42	39	37	38	41	35	31	43	33	40	41
Wrong	38	<b>36</b>	28	41	37	31	42	35	36	37	25	27	41	44	34	39	38	32	41	35	37
Don't know	23	<b>26</b>	21	22	18	24	22	27	18	34	34	34	22	19	25	27	30	25	26	25	22
<b>Overall do you think the coalition's military action in Libya is going well or badly?</b>																					
Very well	7	<b>6</b>	14	3	6	11	4	5	10	2	11	7	4	7	7	5	6	7	5	7	3
Fairly well	43	<b>42</b>	50	43	47	47	39	42	50	34	35	37	43	48	43	39	36	47	39	42	39
<b>TOTAL WELL</b>	<b>50</b>	<b>48</b>	<b>64</b>	<b>46</b>	<b>54</b>	<b>58</b>	<b>43</b>	<b>47</b>	<b>60</b>	<b>36</b>	<b>45</b>	<b>44</b>	<b>47</b>	<b>54</b>	<b>51</b>	<b>44</b>	<b>42</b>	<b>54</b>	<b>43</b>	<b>49</b>	<b>42</b>
Fairly badly	22	<b>20</b>	13	25	17	15	25	21	17	23	20	16	22	22	20	21	25	17	22	18	24
Very badly	6	<b>7</b>	3	9	4	5	10	4	7	6	4	6	7	7	5	8	7	5	8	7	7
<b>TOTAL BADLY</b>	<b>28</b>	<b>27</b>	<b>17</b>	<b>34</b>	<b>21</b>	<b>20</b>	<b>35</b>	<b>26</b>	<b>25</b>	<b>28</b>	<b>24</b>	<b>22</b>	<b>29</b>	<b>29</b>	<b>25</b>	<b>29</b>	<b>32</b>	<b>22</b>	<b>30</b>	<b>25</b>	<b>32</b>
Don't know	22	<b>25</b>	19	21	25	23	22	28	15	35	31	34	24	17	24	27	26	25	26	25	26

## 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.
<b>Age and Gender</b>		
Male 18 to 24	77	155
Male 25 to 39	270	319
Male 40 to 59	468	422
Male 60 +	343	317
Female 18 to 24	119	147
Female 25 to 39	395	317
Female 40 to 59	497	432
Female 60 +	326	387
<b>Region</b>		
North England	590	614
Midlands	359	409
East England	251	240
London	379	319
South England	557	571
Wales	123	125
Scotland	236	217
<b>Social Grade</b>		
AB	881	699
C1	731	724
C2	406	524
DE	477	549
<b>Newspaper Type</b>		
Express / Mail	493	374
Sun / Star	328	536
Mirror / Record	195	387
Guardian / Independent	205	75
FT / Times / Telegraph	218	212
Other Paper	297	287
No Paper	759	624
<b>Political Party Identification</b>		
Labour	764	811
Conservative	691	711
Liberal Democrat	265	299
Others	176	75
None/ DK	599	599

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<http://today.yougov.co.uk>