

YouGov / The Sun Survey Results

Sample Size: 1675 GB Adults
Fieldwork: 19th - 20th 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	1675	460	532	123	515	441	375	814	861	203	427	573	472	955	720	214	544	358	412	146	
Unweighted Sample	1675	458	474	122	517	407	377	795	880	133	439	644	459	1102	573	225	526	361	402	161	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	84	5	14	35	36	28	31	35	44	42	28	34	45	33	32	23
Lab	41	0	100	0	6	90	36	41	42	49	46	45	31	36	49	43	34	48	47	36
Lib Dem	10	0	0	100	1	1	38	10	9	13	14	7	8	11	7	10	10	8	9	11
Other	13	0	0	0	10	3	12	14	13	10	9	14	17	11	16	14	11	11	11	31

Other Parties Voting Intention

UKIP	6	0	0	0	8	1	3	7	5	4	2	6	10	5	8	6	7	5	8	2
SNP / PCY	3	0	0	0	0	2	2	3	3	3	2	3	5	3	3	0	0	2	0	26
Green	2	0	0	0	0	1	5	2	3	2	4	3	1	3	2	5	2	2	2	0
BNP	1	0	0	0	1	0	1	1	1	1	1	1	0	1	2	1	1	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	1	0	0	0	0	0	0	1	0	0	0	1	1	0	1	1	1	1	0	0

Non Voters

Would Not Vote	7	0	0	0	2	2	5	7	7	12	9	6	4	6	8	6	7	7	8	4
Don't know	16	0	0	0	14	12	21	10	22	15	17	18	15	15	18	16	16	18	18	9

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

	Oct 18-19	Oct 19-20																			
Approve	28	28	75	3	49	58	5	26	33	23	28	26	25	33	33	21	28	33	27	24	21
Disapprove	57	58	13	91	31	29	87	60	57	59	50	58	63	56	52	66	55	51	59	64	68
Don't know	16	14	12	6	19	13	8	13	10	18	23	15	12	12	15	13	16	16	14	12	11

Fieldwork: 19th - 20th 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
1675	460	532	123	515	441	375	814	861	203	427	573	472	955	720	214	544	358	412	146
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept 21-22
Oct 19-20

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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	30	28	81	4	3	69	7	10	30	26	22	23	26	37	33	22	28	33	28	26	17
Applies most to Labour	27	28	3	76	4	4	66	24	30	26	32	29	31	23	25	32	25	25	31	29	32
Applies most to the Liberal Democrats	11	10	3	4	80	3	3	32	11	9	12	14	9	8	13	7	14	9	10	10	11
Applies to none of them	20	21	8	10	8	16	15	23	20	22	17	16	24	24	18	25	18	21	19	22	30
Don't know	12	12	5	6	5	8	9	11	9	16	17	17	10	8	10	14	14	11	12	13	10

It is led by people of real ability

Applies most to the Conservatives	24	23	69	4	9	56	6	12	24	22	21	19	22	29	27	19	23	29	20	22	13
Applies most to Labour	17	17	1	46	3	3	40	12	18	15	20	19	15	14	14	19	16	13	19	17	24
Applies most to the Liberal Democrats	4	4	0	1	46	0	1	14	6	3	6	7	2	4	5	4	2	5	6	3	5
Applies to none of them	39	40	20	37	30	30	39	47	39	40	30	34	48	38	39	40	39	39	38	42	43
Don't know	16	16	9	13	12	11	15	16	12	20	22	20	13	15	15	18	19	15	18	16	16

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	52	49	85	41	33	74	38	43	50	49	41	41	55	54	52	46	45	52	47	52	48
Applies most to Labour	10	11	1	29	5	2	27	8	12	10	15	13	10	10	11	12	14	10	14	9	13
Applies most to the Liberal Democrats	6	5	2	2	44	1	1	15	6	4	6	7	4	4	6	3	5	5	6	4	3
Applies to none of them	18	21	9	17	13	16	21	22	22	21	20	22	22	21	20	23	20	22	20	21	24
Don't know	13	13	3	12	5	6	13	13	10	16	18	17	11	10	11	16	16	11	13	15	12

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Liberal Democrats	35	30	28	46	7	29	41	27	32	29	38	26	33	27	33	27	30	27	37	28	30
Applies most to Labour	24	27	54	6	58	44	9	28	30	24	25	24	29	28	29	24	27	28	26	26	27
Applies most to the Conservatives	17	20	5	36	15	10	34	20	18	22	15	19	19	24	17	23	22	19	17	21	19
Applies to none of them	8	9	5	6	9	6	7	11	10	8	5	12	8	9	8	10	5	11	6	8	12
Don't know	16	15	8	6	11	10	9	14	11	18	17	20	12	12	14	16	15	14	13	17	12

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	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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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Oct 17-18	Oct 19-20																		
Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?																					
Right	39	41	53	36	60	47	36	46	49	32	47	40	37	42	42	38	35	44	43	38	37
Wrong	37	36	30	36	27	36	35	33	35	37	30	30	40	39	37	35	41	35	32	37	40
Don't know	24	23	17	28	14	16	29	20	16	30	23	29	23	18	21	26	24	21	25	25	23
Overall do you think the coalition's military action in Libya is going well or badly?																					
Very well	7	7	13	5	9	11	4	7	10	4	8	7	7	6	7	7	8	7	5	9	4
Fairly well	40	46	55	43	70	52	44	54	53	39	41	41	45	54	49	41	41	47	48	43	50
TOTAL WELL	47	53	67	47	79	63	48	60	63	42	48	48	52	60	56	48	48	55	53	52	54
Fairly badly	23	19	13	24	10	15	23	17	17	22	18	18	20	21	17	22	18	21	18	20	19
Very badly	6	6	2	7	1	4	8	4	7	5	7	5	7	4	5	6	6	5	6	6	10
TOTAL BADLY	29	25	15	31	11	19	31	21	24	27	25	23	27	25	23	29	24	25	23	26	29
Don't know	25	22	17	22	10	18	21	18	13	31	27	29	21	15	21	24	28	20	24	22	17

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	62	104
Male 25 to 39	178	214
Male 40 to 59	310	283
Male 60 +	245	213
Female 18 to 24	71	99
Female 25 to 39	261	213
Female 40 to 59	334	290
Female 60 +	214	260
Region		
North England	402	412
Midlands	229	275
East England	154	161
London	225	214
South England	372	384
Wales	132	84
Scotland	161	146
Social Grade		
AB	573	469
C1	529	486
C2	265	352
DE	308	369
Newspaper Type		
Express / Mail	353	268
Sun / Star	247	394
Mirror / Record	107	168
Guardian / Independent	99	75
FT / Times / Telegraph	135	159
Other Paper	199	193
No Paper	535	419
Political Party Identification		
Labour	491	544
Conservative	469	477
Liberal Democrat	172	201
SNP/Plaid Cymru	45	28
Others	72	22
None/ DK	426	402

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