

YouGov / The Sun Survey Results

Sample Size: 2820 GB Adults
Fieldwork: 31st July - 1st August 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	2820	771	933	237	887	742	623	1371	1449	341	719	964	795	1607	1213	361	917	603	694	245
Unweighted Sample	2820	733	914	230	831	750	632	1321	1499	245	739	1062	774	1814	1006	505	812	507	624	372
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	87	2	11	36	34	31	32	34	40	39	29	41	42	34	29	23
Lab	42	0	100	0	5	95	34	42	43	41	46	47	36	37	51	41	33	47	55	36
Lib Dem	11	0	0	100	1	1	43	10	11	15	13	8	10	13	8	10	15	9	8	7
Other	12	0	0	0	6	2	12	12	11	13	9	11	14	11	13	8	10	11	8	34

Other Parties Voting Intention

UKIP	5	0	0	0	4	1	4	5	4	1	2	5	7	4	6	5	6	5	4	1
SNP / PCY	4	0	0	0	1	1	4	4	4	4	4	3	5	4	3	0	0	2	1	32
Green	2	0	0	0	1	0	3	1	2	4	2	1	1	2	1	2	3	1	1	1
BNP	1	0	0	0	1	0	0	1	1	1	0	1	0	0	1	0	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	1	1	3	0	1	1	1	1	1	1	1	1	0

Non Voters

Would Not Vote	8	0	0	0	3	3	5	6	9	13	11	7	3	6	9	7	8	6	9	6
Don't know	14	0	0	0	12	8	19	9	20	16	17	14	12	13	16	14	15	18	12	11

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

	July 28-29	Jul 31-Aug 1																			
Approve	29	29	76	3	46	61	5	25	34	25	27	29	27	34	34	23	34	33	29	25	24
Disapprove	56	55	11	91	36	23	87	58	55	55	47	51	61	54	50	61	49	50	56	61	63
Don't know	15	16	13	6	19	16	8	17	11	20	26	19	12	12	15	16	16	17	16	14	13

Fieldwork: 31st July - 1st August 2011

	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	
Weighted Sample	2820	771	933	237	887	742	623	1371	1449	341	719	964	795	1607	1213	361	917	603	694	245	
Unweighted Sample	2820	733	914	230	831	750	632	1321	1499	245	739	1062	774	1814	1006	505	812	507	624	372	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	July 17 - 18	Jul 31 - Aug 1																			
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	38	37	4	85	19	9	79	37	40	34	32	36	40	36	34	41	37	29	39	46	37
Conservative	25	25	74	2	12	60	3	11	29	21	23	21	23	31	28	20	27	29	24	20	19
Liberal Democrat	6	7	3	1	52	3	1	22	7	6	7	7	6	8	8	5	8	8	5	6	6
Other	4	3	1	0	0	2	1	2	3	2	1	3	3	3	3	3	3	3	2	2	9
None	12	13	9	6	6	14	8	12	11	14	10	13	16	10	12	14	12	12	15	11	14
Don't know	15	16	10	6	11	13	9	18	9	22	28	20	12	12	15	18	14	18	15	15	15
Asylum and immigration																					
Conservative	34	34	75	18	31	63	16	25	37	31	27	34	32	38	39	27	39	36	34	29	30
Labour	17	16	0	42	6	2	40	15	18	14	15	14	18	15	15	17	14	13	16	19	17
Liberal Democrat	6	7	1	5	42	1	4	20	7	6	7	8	6	7	8	5	7	7	5	6	8
Other	9	9	7	4	4	10	4	7	10	8	10	6	11	9	8	10	9	9	8	9	13
None	18	18	11	18	6	16	22	15	18	19	10	17	22	19	16	22	18	17	19	20	17
Don't know	16	16	6	12	10	9	15	18	9	23	31	22	11	12	14	19	13	17	17	16	15
Law and order																					
Conservative	34	33	85	10	25	69	9	25	38	29	28	29	34	39	39	26	38	36	32	30	30
Labour	25	25	1	63	9	4	60	20	27	22	23	23	26	25	23	27	24	19	27	29	27
Liberal Democrat	4	6	0	2	50	1	2	19	6	5	7	8	3	6	6	5	6	8	5	5	5
Other	5	5	1	2	1	4	2	4	5	4	2	3	6	5	4	5	4	4	3	5	11
None	14	15	7	12	5	12	15	13	14	16	8	14	18	15	13	18	13	13	18	15	14
Don't know	17	17	6	11	11	11	12	19	10	23	32	23	13	10	15	20	16	19	16	17	14
Education and schools																					
Labour	32	33	4	81	10	7	74	27	36	30	31	33	34	31	31	35	35	26	34	40	35
Conservative	27	27	78	2	11	63	3	14	29	24	20	21	26	36	29	23	30	30	26	23	20
Liberal Democrat	9	9	5	2	67	5	3	29	10	8	9	10	9	10	11	7	8	13	8	7	7
Other	4	3	1	1	0	2	1	2	4	3	3	2	4	4	3	3	4	3	2	2	10
None	12	12	6	8	3	11	10	11	12	13	9	13	15	9	11	14	11	11	14	12	13
Don't know	16	16	7	7	9	11	9	17	8	22	28	20	12	11	14	18	13	17	16	16	14
Taxation																					
Conservative	27	29	80	5	18	66	4	16	33	24	24	24	29	35	33	23	33	31	28	25	23
Labour	29	28	3	72	9	5	67	25	31	26	25	26	32	27	27	30	28	22	30	35	33
Liberal Democrat	8	8	2	4	61	2	3	27	9	8	10	10	7	9	10	7	9	11	7	7	6
Other	4	3	0	1	0	2	2	2	4	3	2	3	4	4	3	4	3	3	2	3	10
None	14	14	7	10	3	12	11	12	12	16	10	15	16	12	12	17	13	14	16	13	15
Don't know	18	17	8	9	9	13	13	17	10	24	29	22	12	13	15	20	14	18	17	18	13

Fieldwork: 31st July - 1st August 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		2820	771	933	237	887	742	623	1371	1449	341	719	964	795	1607	1213	361	917	603	694	245	
Unweighted Sample		2820	733	914	230	831	750	632	1321	1499	245	739	1062	774	1814	1006	505	812	507	624	372	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unemployment																						
	Labour	30	30	5	72	17	7	65	32	35	26	26	27	34	31	29	32	33	24	29	37	35
	Conservative	26	26	75	5	13	61	5	13	29	24	23	24	25	31	29	22	27	30	24	24	21
	Liberal Democrat	5	6	2	1	51	3	1	20	7	6	9	7	5	6	8	4	7	8	6	3	4
	Other	5	3	1	1	0	3	1	2	4	3	1	2	5	4	4	3	4	4	2	2	9
	None	16	16	7	12	5	13	14	13	15	17	14	16	18	15	13	19	15	14	19	16	17
	Don't know	18	18	10	10	15	13	13	20	10	26	28	24	14	14	17	20	14	19	20	18	15
The economy in general																						
	Conservative	31	31	88	2	22	71	4	18	35	26	26	26	29	39	36	24	36	35	29	27	25
	Labour	28	26	0	72	7	2	66	22	30	23	22	25	30	25	24	29	25	20	29	33	30
	Liberal Democrat	4	6	1	2	49	2	2	19	6	5	7	6	5	6	6	5	6	8	5	3	4
	Other	4	3	0	1	0	3	1	2	4	3	1	2	4	4	3	3	3	3	2	2	9
	None	15	15	5	13	4	11	14	14	13	17	14	16	18	11	13	18	15	14	17	15	15
	Don't know	19	19	6	11	18	12	14	24	11	26	29	25	14	14	18	20	16	20	18	19	18
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
	Charismatic	26	26	45	18	32	41	20	21	29	23	28	27	27	24	31	20	32	29	25	22	24
	Sticks to what he believes in	21	22	47	9	17	40	9	17	23	20	17	22	20	25	24	19	22	24	23	18	16
	Decisive	18	20	45	7	25	37	6	19	22	19	27	21	18	20	23	16	21	23	19	18	17
	A natural leader	18	20	47	7	26	39	8	16	22	18	23	22	18	19	23	15	23	23	18	17	15
	Strong	17	19	47	6	19	38	6	15	20	18	27	18	18	18	22	15	22	21	19	17	13
	Honest	18	17	47	2	17	38	4	11	20	13	10	12	16	25	19	14	19	21	14	13	16
	Good in a crisis	13	14	37	2	16	30	3	10	16	12	16	12	13	16	17	9	15	17	12	12	11
	In touch with the concerns of ordinary people	11	10	29	0	11	23	1	6	10	10	8	7	10	13	11	8	12	10	10	9	6
	None of these	40	40	7	66	25	15	63	43	39	41	30	37	44	44	34	48	34	37	42	44	46
	Don't know	8	7	2	3	8	5	5	7	5	10	13	11	6	3	7	9	6	8	8	7	7
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	25	24	7	53	12	8	49	23	26	21	20	19	27	26	22	26	21	21	25	29	21
	Honest	19	18	7	40	13	6	38	17	22	14	16	15	20	20	19	17	18	16	18	20	19
	Sticks to what he believes in	18	17	8	35	13	8	34	14	18	15	13	14	19	18	16	18	17	14	18	20	15
	Decisive	10	9	3	21	5	3	19	7	10	8	8	8	11	9	9	10	8	8	10	12	7
	Strong	8	8	2	19	6	3	18	7	9	7	10	7	9	8	8	8	8	8	8	9	7
	Good in a crisis	6	5	1	13	5	1	12	7	6	5	5	6	7	4	5	6	6	5	7	6	4
	A natural leader	5	5	1	12	5	1	11	6	7	4	7	4	6	6	5	6	4	5	4	8	3
	Charismatic	5	5	3	11	4	3	9	5	6	4	7	4	6	5	5	5	4	5	5	7	3
	None of these	44	45	69	18	46	67	23	40	45	44	29	41	46	53	46	43	44	48	45	40	48
	Don't know	18	19	13	12	19	14	14	22	14	23	32	25	14	12	18	20	17	20	20	17	17

Fieldwork: 31st July - 1st August 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	
2820	771	933	237	887	742	623	1371	1449	341	719	964	795	1607	1213	361	917	603	694	245	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Honest	15	14	23	4	47	20	6	22	14	13	9	12	13	18	15	11	14	17	11	12	12
In touch with the concerns of ordinary people	15	14	23	5	48	19	6	24	14	14	14	15	13	15	16	12	13	17	11	14	14
Charismatic	12	12	19	8	29	16	8	17	15	10	16	16	11	9	15	8	12	13	12	13	11
Sticks to what he believes in	7	7	12	2	28	11	3	12	8	6	2	6	7	11	8	6	5	11	6	6	3
Decisive	4	5	5	1	22	5	2	9	5	4	5	5	4	5	5	4	5	5	4	4	5
Strong	4	4	7	2	17	6	2	7	6	3	5	5	3	5	6	3	5	5	3	4	4
Good in a crisis	4	4	5	1	20	5	1	8	5	3	2	5	4	4	5	3	4	6	2	3	4
A natural leader	4	4	5	2	18	4	2	9	6	3	5	5	4	4	5	3	5	5	5	4	3
None of these	57	56	41	77	12	47	74	43	58	54	47	49	60	60	52	60	56	52	56	57	61
Don't know	13	13	10	7	7	11	9	11	9	17	21	17	11	8	11	15	14	13	14	12	13

July 28-29
Jul 31-Aug 1

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

Right	38	34	42	35	45	39	33	36	44	26	40	37	35	30	36	32	38	34	36	31	34
Wrong	39	43	40	43	39	44	42	44	43	43	28	33	46	55	43	44	41	44	41	43	47
Don't know	23	22	17	22	16	17	25	19	14	31	32	30	19	16	21	24	21	21	23	25	19

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

Very well	2	1	2	1	0	1	1	0	1	0	1	1	1	1	1	1	2	1	0	1	1
Fairly well	25	23	32	22	36	30	21	24	28	19	28	23	25	20	25	22	24	26	25	20	21
TOTAL WELL	27	24	34	23	36	31	22	24	29	19	29	24	26	21	26	23	26	27	25	21	22
Fairly badly	33	39	41	41	36	40	39	39	40	38	29	32	41	47	39	39	33	39	36	42	46
Very badly	14	15	8	19	6	12	18	14	17	13	8	11	16	20	14	16	19	13	16	15	15
TOTAL BADLY	47	54	49	60	42	52	57	53	57	51	37	43	57	67	53	55	52	52	52	57	61
Don't know	26	22	17	18	22	17	21	23	14	30	34	33	18	12	21	23	23	22	23	22	18

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	99	175
	Male 25 to 39	310	361
	Male 40 to 59	503	477
	Male 60 +	409	358
	Female 18 to 24	146	166
	Female 25 to 39	429	358
	Female 40 to 59	559	488
	Female 60 +	365	437
Region			
	North England	624	694
	Midlands	367	462
	East England	226	271
	London	505	361
	South England	586	646
	Wales	140	141
	Scotland	372	245
Social Grade			
	AB	1015	790
	C1	799	818
	C2	431	592
	DE	575	620
Newspaper Type			
	Express / Mail	551	423
	Sun / Star	363	606
	Mirror / Record	219	437
	Guardian / Independent	163	85
	FT / Times / Telegraph	219	240
	Other Paper	429	324
	No Paper	876	705
Political Party Identification			
	Labour	927	917
	Conservative	748	804
	Liberal Democrat	322	338
	Others	190	85
	None/ DK	633	677

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