

YouGov / The Sun Survey Results

Sample Size: 2627 GB Adults
Fieldwork: 7th - 8th September 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	2627	730	856	193	813	685	574	1277	1350	318	670	898	741	1497	1130	336	854	562	646	229	
Unweighted Sample	2627	713	817	201	792	659	595	1225	1402	247	662	997	721	1787	840	413	813	531	648	222	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	36	100	0	0	86	2	12	38	34	28	38	32	42	38	33	39	44	39	27	19
Lab	42	0	100	0	5	93	37	39	46	48	41	47	36	39	47	44	34	43	52	39
Lib Dem	10	0	0	100	2	1	38	9	10	7	11	9	10	12	6	9	11	9	10	7
Other	12	0	0	0	7	4	13	15	10	16	10	12	13	11	14	9	11	9	10	35

Other Parties Voting Intention

UKIP	5	0	0	0	4	2	4	6	3	3	3	5	6	4	6	5	6	4	4	1
SNP / PCY	3	0	0	0	1	2	2	3	3	4	2	3	3	3	3	0	0	1	0	30
Green	3	0	0	0	0	1	6	3	2	6	3	2	1	2	3	2	3	2	3	2
BNP	2	0	0	0	2	0	1	2	1	2	1	2	2	1	2	2	1	1	3	1
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	1	1	0	1	0	1	0	1	0	1	1	1	0	0

Non Voters

Would Not Vote	9	0	0	0	4	2	8	8	9	15	12	8	4	7	11	6	10	8	9	7
Don't know	14	0	0	0	11	9	18	9	18	15	15	13	14	13	15	15	14	14	13	13

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

		Sept 6-7		Sept 7-8																	
Approve	30	30	80	4	44	63	6	20	35	26	27	32	26	35	34	26	33	34	32	25	21
Disapprove	55	56	9	91	39	24	87	65	56	57	54	51	63	54	54	60	53	50	57	64	63
Don't know	15	13	10	5	17	12	7	15	9	17	20	18	10	10	13	14	15	16	11	10	16

Fieldwork: 7th - 8th September 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
2627	730	856	193	813	685	574	1277	1350	318	670	898	741	1497	1130	336	854	562	646	229
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

August
24-25
Sept 7-8

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	30	85	3	8	72	6	11	33	27	23	29	26	38	32	27	33	35	30	24	21
Applies most to Labour	29	28	2	75	3	5	68	25	28	27	28	25	32	25	26	30	28	23	28	33	33
Applies most to the Liberal Democrats	9	9	3	3	72	3	3	30	9	10	7	10	10	9	12	6	9	10	11	8	10
Applies to none of them	20	20	6	12	9	13	14	22	21	19	19	18	23	20	18	23	16	20	19	23	23
Don't know	12	12	4	7	7	7	9	11	9	16	23	17	10	7	11	14	14	12	12	12	13
It is led by people of real ability																					
Applies most to the Conservatives	25	23	67	3	14	55	4	12	27	20	23	22	21	28	26	20	24	26	25	19	16
Applies most to Labour	18	15	1	42	4	3	39	10	16	15	15	17	16	14	13	18	17	11	16	19	18
Applies most to the Liberal Democrats	3	4	1	1	29	1	1	10	4	4	3	4	4	3	4	3	5	4	4	3	4
Applies to none of them	38	42	22	42	35	30	42	52	44	41	35	38	46	44	42	42	36	43	40	44	49
Don't know	16	15	9	11	16	11	13	15	10	20	24	19	13	11	15	16	17	16	16	15	12
Its leaders are prepared to take tough and unpopular decisions																					
Applies most to the Conservatives	49	50	86	36	39	75	35	41	50	49	44	50	50	52	52	47	49	52	50	48	44
Applies most to Labour	12	11	1	29	4	2	27	10	11	10	13	12	10	10	10	12	10	7	11	14	16
Applies most to the Liberal Democrats	3	4	1	2	30	2	2	10	5	4	6	4	4	4	5	3	4	4	5	4	5
Applies to none of them	23	22	8	23	17	16	23	26	24	21	15	19	24	27	22	23	21	24	21	22	23
Don't know	13	13	4	11	9	6	13	12	10	17	22	16	12	7	11	16	16	13	14	13	12

Fieldwork: 7th - 8th September 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	31	29	29	39	11	27	36	29	33	25	38	29	30	25	33	25	35	28	27	26	39
Applies most to the Conservatives	23	25	6	44	20	12	43	26	22	28	21	22	27	27	22	29	17	25	29	27	24
Applies most to Labour	23	24	51	6	45	42	6	24	26	21	15	22	23	30	25	21	24	26	23	24	16
Applies to none of them	8	8	6	4	8	9	5	7	7	8	4	9	8	8	7	8	8	5	9	10	5
Don't know	15	15	8	7	16	10	10	15	11	18	22	18	13	10	13	17	17	15	13	14	16

Sept 6-7 Sept 7-8

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

Right	42	41	54	39	47	48	39	39	50	31	43	40	42	38	42	38	42	40	43	39	41
Wrong	36	37	26	40	34	33	39	40	35	39	30	31	37	46	37	37	36	36	35	40	38
Don't know	22	22	19	21	19	20	22	21	14	30	27	29	21	17	20	25	22	24	22	21	21

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

Very well	7	9	16	8	10	13	6	10	14	5	12	9	10	8	10	8	11	10	9	9	8
Fairly well	49	46	57	45	52	54	45	43	52	40	38	45	45	51	50	41	46	45	48	44	49
TOTAL WELL	56	55	73	53	62	67	51	53	66	45	50	54	55	59	60	49	57	55	57	53	57
Fairly badly	18	19	12	23	17	16	22	23	16	22	20	16	19	22	18	21	18	20	17	22	17
Very badly	5	6	2	7	2	3	8	6	6	5	6	5	6	5	5	6	6	5	5	6	10
TOTAL BADLY	23	25	14	30	19	19	30	29	22	27	26	21	25	27	23	27	24	25	22	28	27
Don't know	20	20	13	17	19	14	19	18	12	28	24	25	19	14	17	24	19	20	22	20	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	92	163
Male 25 to 39	271	336
Male 40 to 59	501	444
Male 60 +	361	334
Female 18 to 24	155	155
Female 25 to 39	391	334
Female 40 to 59	496	454
Female 60 +	360	407
Region		
North England	648	646
Midlands	410	431
East England	243	252
London	413	336
South England	570	602
Wales	121	131
Scotland	222	229
Social Grade		
AB	1004	736
C1	783	762
C2	346	552
DE	494	578
Newspaper Type		
Express / Mail	532	394
Sun / Star	362	565
Mirror / Record	187	407
Guardian / Independent	178	79
FT / Times / Telegraph	263	223
Other Paper	328	302
No Paper	777	657
Political Party Identification		
Labour	799	854
Conservative	706	749
Liberal Democrat	289	315
Others	170	79
None/ DK	663	630

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