

## YouGov / The Sun Survey Results

Sample Size: 2577 GB Adults  
Fieldwork: 13th - 14th July 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>2577</b>      | <b>732</b> | <b>869</b> | <b>191</b> | <b>812</b> | <b>700</b> | <b>557</b> | <b>1228</b> | <b>1325</b> | <b>312</b> | <b>657</b> | <b>881</b> | <b>727</b>   | <b>1469</b> | <b>1108</b> | <b>330</b>    | <b>838</b>       | <b>551</b> | <b>634</b> | <b>224</b> |
| Unweighted Sample      | 2577             | 705        | 828        | 202        | 792        | 669        | 596        | 1228        | 1349        | 168        | 728        | 981        | 700          | 1680        | 897         | 390           | 842              | 496        | 611        | 238        |
|                        | %                | %          | %          | %          | %          | %          | %          | %           | %           | %          | %          | %          | %            | %           | %           | %             | %                | %          | %          | %          |

### Headline Voting Intention

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

|         |    |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | 36 | 100 | 0   | 0   | 88 | 2  | 12 | 34 | 39 | 33 | 35 | 33 | 41 | 43 | 27 | 41 | 45 | 38 | 29 | 16 |
| Lab     | 43 | 0   | 100 | 0   | 4  | 94 | 38 | 44 | 42 | 46 | 44 | 47 | 37 | 36 | 53 | 41 | 29 | 47 | 57 | 47 |
| Lib Dem | 9  | 0   | 0   | 100 | 1  | 1  | 39 | 9  | 9  | 12 | 12 | 8  | 8  | 11 | 8  | 8  | 15 | 6  | 7  | 6  |
| Other   | 11 | 0   | 0   | 0   | 7  | 3  | 11 | 13 | 9  | 8  | 9  | 11 | 14 | 11 | 12 | 10 | 11 | 9  | 8  | 31 |

### Other Parties Voting Intention

|           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP      | 4 | 0 | 0 | 0 | 5 | 1 | 3 | 6 | 3 | 0 | 1 | 4 | 9 | 4 | 5 | 5 | 6 | 4 | 3 | 0  |
| SNP / PCY | 3 | 0 | 0 | 0 | 0 | 1 | 2 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 0 | 0 | 1 | 0 | 28 |
| Green     | 2 | 0 | 0 | 0 | 0 | 1 | 4 | 2 | 2 | 4 | 3 | 2 | 0 | 3 | 1 | 2 | 3 | 1 | 2 | 2  |
| BNP       | 2 | 0 | 0 | 0 | 1 | 0 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 2 | 0  |
| Respect   | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  |
| Other     | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0  |

### Non Voters

|                |    |   |   |   |    |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|---|---|---|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 8  | 0 | 0 | 0 | 3  | 2 | 5  | 5  | 10 | 11 | 11 | 6  | 5  | 5  | 11 | 6  | 8  | 8  | 8  | 6  |
| Don't know     | 14 | 0 | 0 | 0 | 12 | 8 | 20 | 10 | 18 | 20 | 14 | 14 | 12 | 15 | 13 | 12 | 16 | 14 | 12 | 15 |

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

|            | July 12-13 | July 13-14 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve    | 29         | 29         | 75 | 3  | 46 | 60 | 5  | 24 | 33 | 25 | 20 | 30 | 28 | 32 | 35 | 20 | 32 | 36 | 27 | 23 | 17 |
| Disapprove | 57         | 55         | 10 | 91 | 30 | 23 | 88 | 61 | 56 | 55 | 53 | 50 | 61 | 55 | 49 | 64 | 52 | 47 | 57 | 64 | 62 |
| Don't know | 14         | 16         | 15 | 6  | 24 | 17 | 7  | 15 | 11 | 20 | 28 | 20 | 12 | 12 | 16 | 16 | 17 | 17 | 15 | 13 | 21 |

Fieldwork: 13th - 14th July 2011

|                        | 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   |            |
| <b>Weighted Sample</b> | <b>2577</b>      | <b>732</b> | <b>869</b> | <b>191</b> | <b>812</b> | <b>700</b> | <b>557</b> | <b>1252</b> | <b>1325</b> | <b>312</b> | <b>657</b> | <b>881</b> | <b>727</b>   | <b>1469</b> | <b>1108</b> | <b>330</b>    | <b>838</b>       | <b>551</b> | <b>634</b> | <b>224</b> |
| Unweighted Sample      | 2577             | 705        | 828        | 202        | 792        | 669        | 596        | 1228        | 1349        | 168        | 728        | 981        | 700          | 1680        | 897         | 390           | 842              | 496        | 611        | 238        |
|                        | %                | %          | %          | %          | %          | %          | %          | %           | %           | %          | %          | %          | %            | %           | %           | %             | %                | %          | %          | %          |

29-30  
June  
July 13-14

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     | 29 | <b>30</b> | 85 | 4  | 8  | 72 | 6  | 13 | 33 | 28 | 24 | 27 | 29 | 38 | 36 | 23 | 35 | 36 | 31 | 24 | 16 |
| Applies most to Labour                | 28 | <b>28</b> | 1  | 73 | 4  | 3  | 71 | 23 | 31 | 26 | 23 | 28 | 33 | 26 | 24 | 33 | 27 | 19 | 28 | 36 | 41 |
| Applies most to the Liberal Democrats | 9  | <b>10</b> | 3  | 5  | 70 | 3  | 3  | 33 | 11 | 9  | 16 | 13 | 9  | 7  | 12 | 8  | 11 | 13 | 9  | 9  | 7  |
| Applies to none of them               | 21 | <b>19</b> | 6  | 11 | 10 | 15 | 13 | 22 | 17 | 22 | 14 | 16 | 21 | 23 | 18 | 22 | 19 | 20 | 19 | 19 | 21 |
| Don't know                            | 13 | <b>12</b> | 4  | 7  | 8  | 7  | 7  | 10 | 8  | 15 | 24 | 16 | 9  | 6  | 10 | 14 | 7  | 12 | 12 | 12 | 15 |

It is led by people of real ability

|                                       |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Applies most to the Conservatives     | 24 | <b>25</b> | 70 | 3  | 15 | 57 | 4  | 13 | 26 | 23 | 17 | 23 | 23 | 31 | 30 | 18 | 27 | 31 | 22 | 21 | 14 |
| Applies most to Labour                | 14 | <b>17</b> | 2  | 45 | 2  | 2  | 46 | 11 | 19 | 15 | 16 | 16 | 18 | 17 | 15 | 19 | 16 | 12 | 17 | 23 | 22 |
| Applies most to the Liberal Democrats | 3  | <b>4</b>  | 1  | 1  | 31 | 1  | 2  | 11 | 4  | 3  | 3  | 5  | 4  | 2  | 4  | 3  | 4  | 4  | 3  | 3  | 2  |
| Applies to none of them               | 42 | <b>38</b> | 19 | 36 | 34 | 27 | 37 | 46 | 37 | 38 | 30 | 35 | 41 | 40 | 36 | 40 | 37 | 36 | 41 | 37 | 39 |
| Don't know                            | 17 | <b>17</b> | 9  | 14 | 18 | 13 | 11 | 18 | 13 | 21 | 35 | 20 | 14 | 10 | 15 | 19 | 16 | 17 | 17 | 16 | 22 |

Its leaders are prepared to take tough and unpopular decisions

|                                       |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Applies most to the Conservatives     | 52 | <b>50</b> | 85 | 34 | 42 | 77 | 33 | 43 | 49 | 50 | 49 | 45 | 50 | 54 | 54 | 44 | 50 | 53 | 52 | 45 | 40 |
| Applies most to Labour                | 9  | <b>12</b> | 2  | 31 | 5  | 2  | 32 | 9  | 14 | 11 | 10 | 14 | 12 | 13 | 11 | 14 | 11 | 10 | 13 | 14 | 16 |
| Applies most to the Liberal Democrats | 4  | <b>4</b>  | 2  | 2  | 33 | 2  | 2  | 14 | 6  | 3  | 4  | 6  | 5  | 3  | 5  | 4  | 6  | 4  | 4  | 5  | 3  |
| Applies to none of them               | 20 | <b>21</b> | 9  | 22 | 13 | 14 | 23 | 22 | 22 | 20 | 14 | 18 | 24 | 24 | 20 | 23 | 23 | 20 | 20 | 22 | 21 |
| Don't know                            | 14 | <b>13</b> | 3  | 11 | 9  | 5  | 10 | 13 | 9  | 16 | 23 | 18 | 10 | 6  | 11 | 15 | 9  | 13 | 10 | 13 | 20 |

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 | 30 | <b>30</b> | 30 | 40 | 14 | 31 | 38 | 26 | 32 | 28 | 29 | 32 | 29 | 30 | 32 | 28 | 33 | 30 | 27 | 29 | 38 |
| Applies most to the Conservatives     | 27 | <b>24</b> | 6  | 40 | 22 | 12 | 42 | 25 | 23 | 25 | 17 | 19 | 27 | 28 | 21 | 28 | 21 | 21 | 25 | 28 | 24 |
| Applies most to Labour                | 21 | <b>24</b> | 50 | 6  | 44 | 41 | 7  | 26 | 27 | 21 | 23 | 24 | 23 | 26 | 27 | 20 | 25 | 26 | 26 | 21 | 16 |
| Applies to none of them               | 8  | <b>8</b>  | 4  | 6  | 6  | 6  | 6  | 9  | 9  | 7  | 8  | 8  | 9  | 7  | 7  | 9  | 9  | 8  | 8  | 7  | 6  |
| Don't know                            | 15 | <b>14</b> | 10 | 7  | 14 | 11 | 7  | 15 | 10 | 18 | 24 | 18 | 13 | 9  | 13 | 15 | 12 | 16 | 13 | 14 | 16 |

Fieldwork: 13th - 14th July 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   | 2577             | 732 | 869 | 191       | 812 | 700 | 557     | 1252 | 1325   | 312   | 657   | 881   | 727          | 1469 | 1108   | 330    | 838           | 551              | 634   | 224      |   |
| Unweighted Sample | 2577             | 705 | 828 | 202       | 792 | 669 | 596     | 1228 | 1349   | 168   | 728   | 981   | 700          | 1680 | 897    | 390    | 842           | 496              | 611   | 238      |   |
|                   | %                | %   | %   | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

July 6 - 7  
July 13-14

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

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Right      | 35 | 36 | 44 | 34 | 46 | 40 | 35 | 39 | 45 | 27 | 37 | 36 | 35 | 35 | 38 | 32 | 36 | 36 | 33 | 35 | 41 |
| Wrong      | 41 | 41 | 35 | 46 | 32 | 40 | 45 | 39 | 39 | 44 | 29 | 33 | 44 | 51 | 39 | 45 | 40 | 40 | 43 | 46 | 32 |
| Don't know | 24 | 23 | 20 | 20 | 21 | 20 | 20 | 22 | 16 | 30 | 35 | 30 | 21 | 13 | 23 | 23 | 24 | 23 | 25 | 19 | 26 |

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

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 1         | 1         | 1         | 0         | 1         | 0         | 1         | 1         | 0         | 2         | 1         | 1         | 0         | 1         | 1         | 0         | 1         | 0         | 2         | 0         |
| Fairly well        | 28        | 26        | 36        | 25        | 31        | 33        | 27        | 23        | 32        | 20        | 25        | 26        | 25        | 28        | 29        | 22        | 28        | 27        | 21        | 27        | 27        |
| <b>TOTAL WELL</b>  | <b>29</b> | <b>27</b> | <b>37</b> | <b>26</b> | <b>31</b> | <b>34</b> | <b>27</b> | <b>24</b> | <b>33</b> | <b>20</b> | <b>27</b> | <b>27</b> | <b>26</b> | <b>28</b> | <b>30</b> | <b>23</b> | <b>28</b> | <b>28</b> | <b>21</b> | <b>29</b> | <b>27</b> |
| Fairly badly       | 34        | 37        | 34        | 40        | 39        | 35        | 40        | 42        | 40        | 34        | 31        | 29        | 39        | 43        | 38        | 36        | 35        | 37        | 38        | 34        | 42        |
| Very badly         | 12        | 11        | 5         | 15        | 5         | 7         | 13        | 11        | 11        | 11        | 8         | 9         | 11        | 14        | 9         | 14        | 15        | 10        | 12        | 12        | 7         |
| <b>TOTAL BADLY</b> | <b>46</b> | <b>48</b> | <b>39</b> | <b>55</b> | <b>44</b> | <b>42</b> | <b>53</b> | <b>53</b> | <b>51</b> | <b>45</b> | <b>39</b> | <b>38</b> | <b>50</b> | <b>57</b> | <b>47</b> | <b>50</b> | <b>50</b> | <b>47</b> | <b>50</b> | <b>46</b> | <b>49</b> |
| Don't know         | 24        | 25        | 24        | 19        | 24        | 24        | 20        | 23        | 15        | 35        | 35        | 34        | 24        | 15        | 24        | 27        | 21        | 26        | 28        | 25        | 24        |