

YouGov / The Sun Survey Results

Sample Size: 2847 GB Adults
Fieldwork: 14th - 15th 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	2847	788	946	210	844	771	628	1384	1463	344	726	974	803	1623	1224	364	925	609	700	248	
Unweighted Sample	2847	763	929	222	832	763	658	1343	1504	214	739	1072	822	1841	1006	479	908	532	666	262	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	86	2	10	34	37	33	35	31	41	41	28	41	44	35	28	17
Lab	43	0	100	0	5	94	38	42	43	52	41	47	35	35	53	35	35	43	55	42
Lib Dem	9	0	0	100	2	1	36	11	8	8	13	7	10	13	5	13	11	10	7	5
Other	13	0	0	0	7	4	16	14	11	6	11	14	14	11	14	10	10	11	10	37

Other Parties Voting Intention

UKIP	5	0	0	0	5	0	6	6	5	1	2	6	8	4	7	5	6	5	5	1
SNP / PCY	3	0	0	0	0	2	3	4	3	2	3	4	3	4	3	0	0	2	0	33
Green	2	0	0	0	0	0	7	2	3	1	3	2	2	2	2	2	3	2	2	1
BNP	1	0	0	0	1	0	1	2	1	2	2	1	1	1	2	2	1	2	1	1
Respect	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Other	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	1	0	0	0	1

Non Voters

Would Not Vote	8	0	0	0	3	2	5	7	8	14	9	8	3	7	9	7	8	8	7	7
Don't know	14	0	0	0	10	9	19	9	19	16	16	14	13	13	16	17	15	11	14	16

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

	August 11-12	August 14-15																			
Approve	31	30	83	4	44	65	7	22	33	27	22	30	29	35	36	23	36	33	32	26	19
Disapprove	55	57	7	90	39	23	86	64	56	57	57	51	61	56	51	64	48	51	57	62	72
Don't know	14	13	10	5	17	12	7	14	10	16	20	19	10	9	13	14	15	16	12	12	9

Fieldwork: 14th - 15th August 2011

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

July 31-
August
1

August
14-15

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	37	38	5	86	17	9	80	37	41	35	32	37	40	38	35	41	34	32	39	45	42
Conservative	25	25	76	1	8	64	3	8	25	24	19	22	24	30	28	21	28	29	27	19	15
Liberal Democrat	7	7	3	1	59	3	1	21	8	5	9	8	6	5	9	4	8	8	7	5	5
Other	3	4	0	1	0	2	1	5	4	4	3	2	4	5	3	5	3	3	3	4	10
None	13	12	8	5	11	11	6	14	11	14	16	12	13	11	11	15	10	13	12	13	13
Don't know	16	14	7	6	5	11	9	15	10	18	21	19	12	10	14	15	16	14	13	13	15

Asylum and immigration

Conservative	34	34	79	19	23	66	17	23	37	32	35	32	34	37	39	28	39	37	35	30	28
Labour	16	16	1	42	7	2	40	13	16	17	16	16	17	17	15	18	14	13	17	19	22
Liberal Democrat	7	8	2	6	53	3	4	21	9	7	11	9	6	7	10	4	9	10	7	6	5
Other	9	10	5	5	3	9	5	10	12	8	6	7	13	10	8	12	9	8	10	11	13
None	18	17	8	17	9	12	18	19	17	18	12	17	18	18	15	21	16	18	16	18	18
Don't know	16	15	5	11	4	9	15	14	10	19	20	19	12	11	13	16	14	14	14	15	14

Law and order

Conservative	33	33	85	8	24	71	9	19	34	31	24	29	33	40	37	27	39	37	34	27	18
Labour	25	25	0	67	6	3	61	22	26	24	23	24	27	25	22	29	20	21	24	31	33
Liberal Democrat	6	5	1	2	53	1	1	17	7	4	10	7	5	4	7	3	5	6	6	5	4
Other	5	6	2	1	1	5	2	7	7	6	3	4	8	8	5	8	6	5	7	6	10
None	15	15	5	12	9	8	12	17	15	15	16	15	15	13	13	17	13	15	13	15	17
Don't know	17	16	6	10	7	11	15	17	12	20	24	21	14	11	15	17	16	15	15	17	19

Education and schools

Labour	33	33	3	81	7	7	75	29	34	33	29	33	36	32	31	36	28	28	36	40	38
Conservative	27	27	79	1	11	66	3	11	28	26	21	21	26	35	30	22	30	32	27	20	17
Liberal Democrat	9	9	4	4	64	4	3	25	11	6	11	10	8	7	11	6	10	9	10	8	5
Other	3	4	1	1	1	3	1	6	5	4	4	3	5	5	4	5	5	3	4	4	11
None	12	12	6	6	10	8	7	15	12	12	15	12	13	10	11	15	11	12	12	13	14
Don't know	16	15	8	7	7	12	11	14	10	19	19	20	12	11	13	17	17	15	13	15	15

Fieldwork: 14th - 15th 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		2847	788	946	210	844	771	628	1384	1463	344	726	974	803	1623	1224	364	925	609	700	248	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																						
	Labour	28	29	3	72	9	5	67	26	30	28	29	27	31	29	27	31	23	24	30	35	37
	Conservative	29	28	78	5	14	67	7	12	30	25	18	27	27	34	32	22	30	32	29	24	18
	Liberal Democrat	8	8	4	4	63	3	3	24	10	7	10	10	7	8	11	5	11	9	8	8	6
	Other	3	5	1	1	1	3	1	7	5	5	3	4	6	6	4	6	4	4	5	5	10
	None	14	15	7	10	7	10	10	16	14	16	18	14	17	11	12	18	15	16	15	13	15
	Don't know	17	15	8	8	5	12	12	15	11	20	22	20	13	12	13	18	17	16	14	15	15
Unemployment																						
	Labour	30	31	5	73	16	8	68	28	34	28	28	29	33	30	30	32	25	26	33	36	36
	Conservative	26	26	75	4	9	62	6	11	25	26	22	25	24	30	30	20	29	31	26	21	14
	Liberal Democrat	6	6	2	3	52	2	2	18	8	5	8	8	5	5	8	3	6	7	6	6	4
	Other	3	5	1	1	1	3	1	7	5	5	4	3	6	7	4	6	5	4	4	5	11
	None	16	16	8	11	12	11	10	18	15	16	17	15	17	14	13	20	15	16	15	16	16
	Don't know	18	17	9	9	11	14	12	18	12	21	21	20	16	13	15	19	20	16	15	17	19
The economy in general																						
	Conservative	31	31	90	4	16	75	6	14	34	29	28	29	29	38	36	25	37	38	33	24	16
	Labour	26	27	0	73	7	3	66	23	28	26	24	26	30	26	25	30	21	22	31	33	32
	Liberal Democrat	6	5	0	1	51	1	1	16	6	3	4	7	4	4	6	3	5	5	5	5	3
	Other	3	5	1	1	1	3	2	8	5	5	3	4	6	6	5	6	4	4	5	5	11
	None	15	14	4	10	12	8	10	20	13	16	17	14	15	12	13	16	14	15	12	15	18
	Don't know	19	17	4	11	13	10	15	20	13	21	24	20	16	13	15	20	19	17	14	18	21
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
	Sticks to what he believes in	22	24	52	11	25	44	12	19	24	23	21	22	23	27	26	21	21	26	26	22	19
	Charismatic	26	24	41	15	29	38	16	21	26	22	29	25	24	21	29	18	27	24	26	22	21
	Strong	19	20	50	8	16	42	8	10	19	21	24	20	18	21	22	17	21	23	20	18	13
	Decisive	20	20	48	7	24	41	7	15	20	20	23	21	17	22	23	17	20	24	20	18	16
	Good in a crisis	14	17	46	3	15	36	5	10	17	17	18	16	17	18	20	13	20	19	18	13	13
	Honest	17	17	48	3	17	42	4	9	18	17	11	12	17	25	21	13	19	21	17	15	9
	A natural leader	20	17	42	5	20	36	6	12	17	16	19	16	15	19	20	12	19	17	18	14	16
	In touch with the concerns of ordinary people	10	10	27	1	7	23	2	4	9	10	6	8	9	13	10	9	10	12	11	7	4
	None of these	40	41	4	65	28	14	64	50	41	41	36	37	45	42	36	48	35	37	43	46	49
	Don't know	7	7	3	3	5	5	4	5	6	8	12	10	5	4	6	8	9	7	4	7	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	24	24	8	54	16	9	49	26	24	25	20	17	26	30	22	27	17	22	26	30	24
Sticks to what he believes in	17	19	9	40	13	9	35	18	20	17	19	13	18	24	17	21	15	17	20	22	17
Honest	18	19	6	44	12	7	39	20	22	17	14	16	20	24	19	20	17	16	21	22	22
Decisive	9	9	2	23	4	3	21	7	9	9	7	6	10	12	7	13	5	6	12	13	13
Strong	8	8	3	19	5	2	18	7	9	8	7	8	9	9	7	9	5	7	10	10	9
Good in a crisis	5	7	1	16	6	2	16	4	7	7	6	7	7	7	6	8	4	4	9	9	9
A natural leader	5	6	1	13	2	2	12	4	6	5	7	4	6	6	4	8	4	4	9	6	7
Charismatic	5	5	2	11	4	2	10	4	6	4	5	5	6	4	4	6	3	4	7	6	6
None of these	45	45	67	17	51	65	20	44	46	44	39	43	49	45	48	41	51	46	45	41	46
Don't know	19	17	12	10	18	15	14	16	13	20	25	22	14	12	16	18	17	18	15	17	16

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

Honest	14	15	27	4	54	23	6	22	16	14	16	15	14	17	19	10	18	18	14	13	9
In touch with the concerns of ordinary people	14	13	23	4	45	19	5	21	13	14	14	13	13	13	16	10	14	16	12	12	9
Charismatic	12	12	18	7	33	16	7	19	12	11	16	14	11	9	15	7	14	12	13	11	8
Sticks to what he believes in	7	8	12	3	30	10	4	11	8	7	4	7	7	11	8	7	8	10	8	6	5
Strong	4	4	7	1	18	6	1	7	4	4	5	5	4	4	5	4	4	5	4	4	4
Decisive	5	4	8	1	21	5	1	8	5	4	6	5	4	3	6	3	7	5	3	3	4
Good in a crisis	4	4	5	1	21	4	2	8	4	4	4	3	4	4	5	3	5	4	4	4	4
A natural leader	4	4	7	1	16	5	2	7	5	3	4	5	4	3	5	3	6	4	4	3	3
None of these	56	57	38	77	12	45	74	51	59	55	50	51	62	60	53	63	52	51	60	61	68
Don't know	13	12	11	8	5	12	10	8	9	15	17	16	10	10	10	15	13	13	11	12	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	August 11-12	August 14-15																				
Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?																						
Right	30	33	40	33	46	37	32	34	41	25	35	34	31	31	33	32	29	34	31	33	32	
Wrong	45	44	40	47	32	43	46	43	44	44	33	36	47	53	45	43	44	43	45	43	50	
Don't know	25	23	21	20	22	20	22	24	15	31	32	31	21	16	22	25	27	23	23	24	18	
Overall do you think the coalition's military action in Libya is going well or badly?																						
Very well	1	1	2	1	2	2	1	0	1	0	0	1	1	1	1	1	2	1	0	1	0	
Fairly well	19	25	34	22	35	31	21	24	31	19	28	24	25	24	24	26	24	27	26	22	24	
TOTAL WELL	20	26	36	23	37	33	22	24	32	19	28	25	26	25	27	26	28	26	23	24		
Fairly badly	37	38	39	40	38	37	38	42	39	36	33	34	37	43	40	34	37	39	35	37	43	
Very badly	16	13	6	17	10	10	17	12	15	12	7	10	15	17	13	14	13	11	16	15	13	
TOTAL BADLY	53	51	45	57	48	47	55	54	54	48	40	44	52	60	53	48	50	50	51	52	56	
Don't know	24	24	19	21	15	20	23	21	14	33	32	30	22	15	22	26	25	22	24	26	20	

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	73	177
Male 25 to 39	314	364
Male 40 to 59	529	481
Male 60 +	427	362
Female 18 to 24	141	168
Female 25 to 39	425	362
Female 40 to 59	543	493
Female 60 +	395	441
Region		
North England	666	700
Midlands	421	467
East England	254	273
London	479	364
South England	654	652
Wales	111	142
Scotland	262	248
Social Grade		
AB	980	797
C1	861	826
C2	440	598
DE	566	626
Newspaper Type		
Express / Mail	570	427
Sun / Star	328	612
Mirror / Record	180	441
Guardian / Independent	180	85
FT / Times / Telegraph	226	242
Other Paper	382	327
No Paper	981	712
Political Party Identification		
Labour	940	925
Conservative	763	811
Liberal Democrat	333	342
Others	175	85
None/ DK	636	683

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