

YouGov / The Sun Survey Results

Sample Size: 2449 GB Adults
Fieldwork: 29th - 30th 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	2449	732	763	187	775	649	485	1190	1259	296	624	838	691	1396	1053	313	796	524	602	213	
Unweighted Sample	2449	705	715	188	751	601	530	1130	1319	267	736	823	623	1634	815	374	779	513	591	192	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	90	3	11	40	37	32	38	37	43	43	33	45	50	36	31	20
Lab	40	0	100	0	2	91	35	38	43	43	42	43	35	37	45	37	29	43	52	46
Lib Dem	10	0	0	100	2	1	43	9	11	12	9	8	11	11	9	10	13	9	8	7
Other	11	0	0	0	6	5	11	13	9	13	11	12	10	10	13	8	8	13	9	27

Other Parties Voting Intention

UKIP	4	0	0	0	3	1	2	4	3	3	1	4	6	3	5	3	4	4	4	1
SNP / PCY	3	0	0	0	0	2	2	3	2	4	3	3	2	3	2	1	0	1	0	23
Green	2	0	0	0	0	1	4	2	2	3	4	2	1	2	2	2	2	2	3	2
BNP	2	0	0	0	1	0	1	2	1	1	2	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	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	0

Non Voters

Would Not Vote	9	0	0	0	3	2	5	7	10	11	14	7	5	7	12	8	10	9	8	6
Don't know	14	0	0	0	11	8	20	10	18	16	16	13	12	14	14	11	15	15	13	12

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

	August 25-26	August 29-30																			
Approve	30	30	75	3	42	62	7	23	35	24	26	27	28	35	34	24	37	35	28	25	15
Disapprove	54	56	10	92	39	21	86	63	53	58	51	54	58	55	53	59	50	47	56	63	75
Don't know	16	15	15	5	19	17	7	14	12	18	23	18	14	10	13	17	13	18	16	13	10

Fieldwork: 29th - 30th 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	2449	732	763	187	775	649	485	1190	1259	296	624	838	691	1396	1053	313	796	524	602	213	
Unweighted Sample	2449	705	715	188	751	601	530	1130	1319	267	736	823	623	1634	815	374	779	513	591	192	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

August 14-15
August 29-30

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	36	4	88	19	6	81	35	37	35	34	34	38	36	35	38	34	27	36	46	44
Conservative	25	27	75	1	12	65	4	10	30	24	23	22	25	33	30	22	31	32	26	23	14
Liberal Democrat	7	6	2	1	49	2	1	21	7	6	6	4	7	7	7	6	6	8	5	5	6
Other	4	4	0	0	1	2	1	4	5	3	4	3	4	3	3	5	3	2	4	3	13
None	12	11	7	3	5	10	5	11	10	11	8	12	12	8	9	12	10	12	11	9	10
Don't know	14	17	11	7	15	14	8	19	12	21	25	24	12	12	16	18	16	18	19	15	13

Asylum and immigration

Conservative	34	34	77	14	31	68	17	24	38	31	34	33	34	36	38	29	43	37	33	32	23
Labour	16	16	1	47	1	1	41	14	15	17	12	14	18	18	16	17	18	11	16	19	25
Liberal Democrat	8	6	1	5	37	2	6	18	7	6	9	6	4	8	7	5	6	8	5	6	6
Other	10	10	6	5	4	7	4	8	12	7	11	9	10	9	7	13	8	9	11	10	14
None	17	18	9	17	12	14	18	17	17	18	11	16	20	19	15	20	13	19	18	18	17
Don't know	15	16	6	12	16	8	14	20	10	21	21	22	13	11	16	16	13	17	18	15	15

Law and order

Conservative	33	36	85	8	33	74	12	25	40	33	28	32	36	43	40	31	46	41	32	32	26
Labour	25	24	1	69	8	2	59	22	24	25	26	23	25	24	23	25	22	19	26	30	29
Liberal Democrat	5	5	1	2	35	2	3	14	5	4	8	3	4	6	4	5	4	6	4	4	7
Other	6	5	2	2	0	4	2	4	7	4	6	5	6	5	4	7	4	4	6	6	11
None	15	13	5	9	7	10	12	15	13	13	11	14	16	11	12	15	10	15	13	13	15
Don't know	16	16	5	9	17	9	12	20	11	21	21	23	13	11	15	17	15	16	20	15	13

Education and schools

Labour	33	33	3	86	10	4	75	29	33	33	34	32	34	32	31	35	34	25	31	42	39
Conservative	27	29	81	1	10	70	5	11	31	26	21	24	28	37	31	25	30	35	26	25	16
Liberal Democrat	9	8	3	2	56	4	2	26	9	7	11	8	6	9	9	6	9	10	7	6	7
Other	4	4	0	1	1	1	2	3	5	3	5	3	5	3	3	5	3	2	3	4	11
None	12	11	5	4	8	9	7	11	11	10	8	12	13	8	10	12	9	11	12	9	12
Don't know	15	16	8	6	15	12	9	19	12	20	22	23	14	11	16	17	15	17	20	14	14

Taxation

Conservative	29	28	76	3	15	65	6	12	33	24	22	24	28	35	31	25	35	32	27	26	13
Labour	28	28	3	75	7	4	67	25	28	29	30	24	31	28	27	30	28	20	28	34	41
Liberal Democrat	8	8	2	4	56	4	3	26	8	7	8	7	7	10	9	6	8	11	5	7	8
Other	5	5	1	1	0	2	2	4	6	3	6	4	5	3	3	6	4	3	4	4	12
None	15	14	9	9	7	13	9	15	14	14	11	16	16	12	14	15	11	16	15	13	13
Don't know	15	17	8	9	14	12	12	17	11	22	23	24	13	13	16	18	16	17	21	15	13

Fieldwork: 29th - 30th 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		2449	732	763	187	775	649	485	1190	1259	296	624	838	691	1396	1053	313	796	524	602	213	
Unweighted Sample		2449	705	715	188	751	601	530	1130	1319	267	736	823	623	1634	815	374	779	513	591	192	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unemployment																						
	Labour	31	30	4	76	14	5	69	28	30	29	29	25	33	29	29	31	30	22	28	38	37
	Conservative	26	27	75	3	13	64	6	13	30	25	24	26	25	32	31	23	35	31	26	24	14
	Liberal Democrat	6	5	1	1	44	1	0	20	6	5	5	5	3	7	5	5	3	7	5	4	5
	Other	5	5	1	1	1	3	2	4	6	3	5	4	5	4	3	6	4	3	5	5	11
	None	16	16	10	11	10	15	11	16	16	16	13	16	19	13	14	18	13	18	16	14	16
	Don't know	17	18	8	8	18	12	12	19	12	23	24	23	14	14	17	18	15	18	21	15	17
The economy in general																						
	Conservative	31	32	87	2	17	73	6	16	36	28	27	28	31	39	36	27	39	37	31	28	16
	Labour	27	26	0	75	6	1	67	23	27	25	27	22	29	26	25	28	26	19	26	33	32
	Liberal Democrat	5	5	1	1	45	1	1	17	5	4	6	4	4	5	5	5	4	7	3	4	5
	Other	5	4	1	1	0	2	2	4	5	3	4	3	5	4	3	5	3	4	3	4	11
	None	14	14	5	9	12	10	10	16	13	14	11	16	16	10	13	15	10	15	13	13	17
	Don't know	17	19	6	11	20	12	14	24	13	25	26	26	15	15	19	20	17	19	23	18	19
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	24	25	49	15	23	44	17	19	28	22	22	23	25	29	27	23	24	28	24	24	21
	Charismatic	24	25	46	12	26	41	13	23	26	23	32	23	25	22	27	21	27	29	26	20	16
	Decisive	20	21	46	6	24	39	9	16	21	25	20	18	23	23	17	25	24	19	19	12	
	Strong	20	20	47	8	20	40	9	15	22	18	24	23	17	21	21	19	27	24	18	17	10
	A natural leader	17	19	45	4	20	39	7	11	22	15	23	17	17	20	21	16	23	22	18	14	11
	Good in a crisis	17	18	43	3	23	39	5	11	20	16	20	16	15	21	20	15	22	20	18	15	11
	Honest	17	18	45	3	21	41	4	11	20	16	11	14	16	27	21	13	19	23	16	15	11
	In touch with the concerns of ordinary people	10	12	34	1	7	31	2	4	13	12	8	10	13	15	13	11	14	15	12	10	6
	None of these	41	39	5	65	27	12	61	41	39	39	33	37	42	39	35	43	37	32	39	43	53
	Don't know	7	8	2	3	9	5	4	8	5	10	13	8	7	6	7	9	4	9	7	9	8
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	22	8	51	14	8	45	23	22	21	23	17	24	22	23	19	25	16	23	22	31
	Sticks to what he believes in	19	16	8	36	16	7	33	18	18	15	15	13	17	20	17	16	15	14	18	18	22
	Honest	19	16	4	39	20	5	37	18	19	14	19	12	18	18	17	16	19	12	17	19	22
	Decisive	9	8	3	20	6	2	17	8	8	8	15	6	8	8	8	9	11	7	8	9	7
	Strong	8	7	3	18	5	3	16	7	9	6	10	7	8	6	7	8	9	6	8	8	7
	Good in a crisis	7	6	1	15	3	1	14	5	6	5	4	5	6	6	6	6	7	4	8	5	5
	A natural leader	6	6	2	13	3	3	11	5	6	6	8	5	5	6	5	7	7	5	6	6	6
	Charismatic	5	5	3	10	4	3	8	5	5	5	8	7	4	4	5	5	7	5	4	5	6
	None of these	45	46	65	19	49	64	25	43	50	42	34	43	49	51	46	46	48	49	46	45	39
	Don't know	17	17	13	10	16	15	12	17	10	24	23	22	16	12	16	20	13	19	18	18	15

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

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

	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	
Honest	15	14	23	4	48	20	5	23	16	12	11	14	11	18	17	10	17	16	12	12	9
In touch with the concerns of ordinary people	13	13	18	5	41	15	5	25	12	14	14	12	11	14	14	11	14	16	11	9	10
Charismatic	12	11	15	7	24	13	7	20	12	10	15	13	8	10	14	7	11	12	11	10	9
Sticks to what he believes in	8	7	11	3	29	10	4	11	8	7	4	5	7	12	8	6	7	9	7	6	8
A natural leader	4	5	6	3	24	5	3	11	6	4	6	5	5	5	7	3	4	6	6	5	3
Strong	4	4	6	3	17	5	2	10	4	4	3	5	3	6	4	5	4	5	4	4	3
Decisive	4	4	5	2	18	4	2	8	5	3	4	4	4	4	4	3	4	5	3	4	4
Good in a crisis	4	4	6	2	16	6	2	7	5	4	4	5	3	5	5	3	5	4	5	4	4
None of these	57	55	41	76	20	46	74	45	60	51	49	50	60	58	52	60	53	50	57	60	63
Don't know	12	14	13	8	6	14	9	8	9	19	18	17	15	9	12	17	12	16	15	13	12

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

August 25-26 August 29-30

	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	
Right	41	45	56	46	50	52	44	44	54	36	48	43	44	46	49	39	44	48	40	44	46
Wrong	36	37	29	38	34	32	37	38	34	39	30	34	37	41	35	40	39	35	39	36	37
Don't know	23	19	14	16	17	15	20	17	12	25	22	23	19	13	17	21	17	18	20	20	17

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

	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	
Very well	8	8	15	7	10	12	8	7	12	5	11	7	7	10	9	7	9	8	7	9	8
Fairly well	43	49	58	48	49	57	46	50	55	43	38	44	52	55	52	45	49	53	48	46	44
TOTAL WELL	51	57	73	55	59	69	54	57	67	48	49	51	59	65	61	52	58	61	55	55	52
Fairly badly	18	18	11	23	19	14	22	20	17	19	23	19	16	18	18	19	21	17	17	17	26
Very badly	7	5	3	6	4	3	6	6	5	6	4	6	6	5	4	7	6	4	6	7	5
TOTAL BADLY	25	23	14	29	23	17	28	26	22	25	27	25	22	23	22	26	27	21	23	24	31
Don't know	24	19	13	17	18	15	18	18	11	27	25	24	19	12	17	22	16	17	22	21	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	115	152
Male 25 to 39	312	313
Male 40 to 59	377	414
Male 60 +	326	311
Female 18 to 24	152	144
Female 25 to 39	424	311
Female 40 to 59	446	424
Female 60 +	297	380
Region		
North England	591	602
Midlands	378	402
East England	238	235
London	374	313
South England	541	561
Wales	135	122
Scotland	192	213
Social Grade		
AB	864	686
C1	770	710
C2	378	514
DE	437	539
Newspaper Type		
Express / Mail	461	367
Sun / Star	389	527
Mirror / Record	191	380
Guardian / Independent	214	73
FT / Times / Telegraph	206	208
Other Paper	284	282
No Paper	704	612
Political Party Identification		
Labour	724	796
Conservative	659	698
Liberal Democrat	286	294
Others	151	73
None/ DK	629	587

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