

# YouGov / The Sun Survey Results

Sample Size: 2783 GB Adults  
Fieldwork: 30th - 31st 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	
<b>Weighted Sample</b>	<b>2783</b>	799	923	209	868	732	628	1353	1430	337	710	952	785	1586	1197	356	904	596	685	242	
Unweighted Sample	2783	791	843	224	858	680	662	1329	1454	200	724	1021	838	1860	923	417	926	582	629	229	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>37</b>	100	0	0	89	2	11	37	36	31	35	35	41	41	31	42	44	35	30	23
Lab	<b>42</b>	0	100	0	3	94	40	40	45	44	44	47	35	37	50	39	33	48	54	36
Lib Dem	<b>10</b>	0	0	100	1	1	37	10	9	13	12	7	10	12	6	10	12	9	7	10
Other	<b>12</b>	0	0	0	7	3	13	13	9	12	9	11	14	11	13	9	11	8	9	32

## Other Parties Voting Intention

UKIP	<b>4</b>	0	0	0	5	1	2	5	3	2	2	5	6	4	5	3	7	2	4	3
SNP / PCY	<b>3</b>	0	0	0	0	1	3	4	2	3	4	2	3	3	2	0	0	1	0	27
Green	<b>2</b>	0	0	0	0	0	4	2	2	4	2	1	1	2	1	3	2	1	2	2
BNP	<b>1</b>	0	0	0	1	0	1	1	1	0	1	1	2	1	2	2	1	1	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	2	1	1	3	0	1	1	0	2	0	1	2	1	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	3	2	6	7	8	11	11	6	4	5	11	10	8	7	6	7
Don't know	<b>14</b>	0	0	0	10	7	20	9	18	16	16	13	13	13	15	14	13	17	14	10

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

	August 29-30	August 30-31	August 29-30		August 30-31		August 29-30		August 30-31		August 29-30		August 30-31		August 29-30		August 30-31		August 29-30		August 30-31	
Approve	30	<b>29</b>	76	3	45	62	5	25	33	25	23	30	27	33	35	22	32	34	26	26	25	
Disapprove	56	<b>55</b>	10	91	39	22	88	59	54	56	57	49	60	55	50	62	51	51	54	63	59	
Don't know	15	<b>16</b>	14	6	16	16	7	16	12	19	20	21	13	12	15	16	17	15	19	11	17	

	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	
<b>Which of these would make the best Prime Minister?</b>																					
David Cameron	34	36	94	4	26	80	6	21	40	33	30	35	34	43	42	29	38	43	35	31	28
Ed Miliband	24	21	0	56	6	2	55	18	21	21	24	20	24	17	19	24	19	17	23	27	19
Nick Clegg	5	6	1	3	44	1	2	16	6	6	7	7	5	5	7	4	7	6	5	4	7
Don't know	37	37	5	38	24	17	37	45	34	41	39	39	38	34	33	43	35	35	37	38	46
<b>If you had to choose, which of the following options would be best for Britain?</b>																					
A majority Labour government	32	31	0	80	4	2	79	24	30	32	26	29	35	30	27	36	24	23	32	42	37
A majority Conservative government	29	30	86	1	4	76	2	8	34	27	25	26	30	37	36	24	32	39	28	24	21
A coalition between Labour and the Liberal Democrats	12	12	0	14	35	1	11	27	10	13	18	13	10	10	13	10	15	12	12	9	11
A coalition between the Conservatives and Liberal Democrats	9	9	13	2	46	9	2	19	11	8	7	10	9	10	10	8	10	10	10	8	9
Don't know	18	17	1	3	11	12	6	21	14	21	24	23	15	13	14	22	18	16	18	17	22
<b>Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?</b>																					
Right	45	46	56	42	54	54	40	48	54	38	52	44	44	46	46	44	45	45	44	44	55
Wrong	37	35	28	40	31	31	39	32	33	37	23	30	39	39	35	34	34	35	35	36	29
Don't know	19	20	17	19	15	16	21	20	14	26	25	26	17	15	19	21	20	20	21	20	16
<b>Overall do you think the coalition's military action in Libya is going well or badly?</b>																					
Very well	8	9	15	7	7	14	7	8	13	5	6	7	9	11	9	8	10	8	10	9	9
Fairly well	49	50	60	46	66	58	44	57	56	44	48	46	51	54	53	47	50	54	48	47	53
<b>TOTAL WELL</b>	<b>57</b>	<b>59</b>	<b>75</b>	<b>53</b>	<b>73</b>	<b>72</b>	<b>51</b>	<b>65</b>	<b>69</b>	<b>49</b>	<b>54</b>	<b>53</b>	<b>60</b>	<b>65</b>	<b>62</b>	<b>55</b>	<b>60</b>	<b>62</b>	<b>58</b>	<b>56</b>	<b>62</b>
Fairly badly	18	17	11	23	13	13	22	17	15	19	20	17	19	13	17	17	18	16	17	18	16
Very badly	5	5	1	7	3	2	9	3	5	6	2	5	6	6	5	6	6	5	6	6	5
<b>TOTAL BADLY</b>	<b>23</b>	<b>22</b>	<b>12</b>	<b>30</b>	<b>16</b>	<b>15</b>	<b>31</b>	<b>20</b>	<b>20</b>	<b>25</b>	<b>22</b>	<b>22</b>	<b>25</b>	<b>19</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>21</b>	<b>23</b>	<b>24</b>	<b>21</b>
Don't know	19	18	14	17	11	14	18	15	11	25	24	24	16	15	16	21	16	17	20	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.
<b>Age and Gender</b>		
Male 18 to 24	<b>81</b>	<b>173</b>
Male 25 to 39	<b>289</b>	<b>356</b>
Male 40 to 59	<b>520</b>	<b>470</b>
Male 60 +	<b>439</b>	<b>353</b>
Female 18 to 24	<b>119</b>	<b>164</b>
Female 25 to 39	<b>435</b>	<b>353</b>
Female 40 to 59	<b>501</b>	<b>481</b>
Female 60 +	<b>399</b>	<b>431</b>
<b>Region</b>		
North England	<b>629</b>	<b>685</b>
Midlands	<b>402</b>	<b>456</b>
East England	<b>237</b>	<b>267</b>
London	<b>417</b>	<b>356</b>
South England	<b>689</b>	<b>637</b>
Wales	<b>180</b>	<b>139</b>
Scotland	<b>229</b>	<b>242</b>
<b>Social Grade</b>		
AB	<b>1079</b>	<b>779</b>
C1	<b>781</b>	<b>807</b>
C2	<b>405</b>	<b>584</b>
DE	<b>518</b>	<b>612</b>
<b>Newspaper Type</b>		
Express / Mail	<b>586</b>	<b>417</b>
Sun / Star	<b>322</b>	<b>598</b>
Mirror / Record	<b>175</b>	<b>431</b>
Guardian / Independent	<b>202</b>	<b>83</b>
FT / Times / Telegraph	<b>244</b>	<b>237</b>
Other Paper	<b>334</b>	<b>320</b>
No Paper	<b>920</b>	<b>696</b>
<b>Political Party Identification</b>		
Labour	<b>828</b>	<b>904</b>
Conservative	<b>770</b>	<b>793</b>
Liberal Democrat	<b>312</b>	<b>334</b>
Others	<b>214</b>	<b>83</b>
None/ DK	<b>659</b>	<b>668</b>

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