

YouGov / The Sun Survey Results

Sample Size: 1764 GB Adults
Fieldwork: 23rd - 24th October 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	1764	492	549	128	546	452	412	857	907	213	450	603	497	1005	759	226	573	377	434	153	
Unweighted Sample	1764	487	528	119	555	436	410	859	905	126	472	691	475	1192	572	262	588	334	401	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	83	3	11	33	39	28	33	31	48	40	31	36	45	40	28	16
Lab	40	0	100	0	5	92	34	42	38	49	47	45	26	38	43	43	30	40	54	39
Lib Dem	9	0	0	100	2	1	36	9	10	16	9	8	8	11	7	7	12	7	10	8
Other	14	0	0	0	10	4	19	15	13	7	10	16	18	10	19	14	13	13	8	37

Other Parties Voting Intention

UKIP	6	0	0	0	9	1	7	8	5	1	2	7	10	4	9	7	8	7	4	3
SNP / PCY	4	0	0	0	0	2	2	3	4	2	2	4	5	3	5	0	1	2	0	31
Green	2	0	0	0	0	1	7	2	3	2	4	2	2	2	3	4	3	2	2	0
BNP	1	0	0	0	1	0	1	1	1	1	1	1	1	1	2	2	1	1	1	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	0	1	1	0	1	0	1	0	0	0	2

Non Voters

Would Not Vote	7	0	0	0	3	3	5	5	9	12	11	7	2	6	9	4	7	7	9	6
Don't know	16	0	0	0	10	8	27	10	21	13	18	16	14	16	15	15	16	15	16	14

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

	Oct 20-21	Oct 23-24																			
Approve	31	27	73	5	35	57	6	19	32	23	28	23	24	36	33	20	32	33	26	22	19
Disapprove	56	56	12	89	42	27	87	61	57	56	52	55	62	53	53	61	52	47	59	64	69
Don't know	14	16	15	6	23	16	7	20	11	21	20	22	14	12	15	18	17	20	15	13	11

Fieldwork: 23rd - 24th October 2011

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Unweighted Sample	1764	487	528	119	555	436	410	859	905	126	472	691	475	1192	572	262	588	334	401	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Oct 9-10	Oct 23-24																		
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	36	35	5	85	17	7	79	32	41	30	39	38	39	27	34	37	38	30	34	39	42
Conservative	24	22	65	3	8	55	5	8	23	21	17	16	18	35	25	17	24	27	22	17	12
Liberal Democrat	7	6	3	1	54	4	0	18	7	5	7	5	6	7	7	5	7	8	5	6	5
Other	4	4	1	0	1	3	1	4	4	4	4	3	3	5	3	4	2	4	3	3	11
None	13	15	10	6	9	16	7	16	13	16	7	15	18	14	15	14	12	15	16	15	14
Don't know	16	18	17	5	11	16	8	22	12	24	26	24	16	13	15	22	17	16	20	20	16
Asylum and immigration																					
Conservative	36	32	71	18	23	60	17	23	33	31	24	30	31	39	37	26	36	37	29	29	27
Labour	15	15	1	42	6	3	40	11	18	13	13	18	17	13	15	16	13	14	16	16	21
Liberal Democrat	7	6	3	3	43	3	3	17	7	6	9	4	6	7	8	5	6	7	7	5	5
Other	9	10	8	5	4	8	6	8	13	7	14	8	9	9	7	13	9	8	11	10	13
None	17	20	10	19	12	19	20	20	20	21	16	19	22	22	19	22	21	19	22	21	22
Don't know	16	16	7	13	12	7	15	22	10	22	22	22	15	10	14	19	16	16	15	19	13
Law and order																					
Conservative	37	33	79	11	26	68	11	22	35	32	26	28	32	44	39	26	37	38	31	29	25
Labour	23	22	1	63	5	2	58	17	27	18	21	24	26	18	22	23	22	17	24	26	30
Liberal Democrat	5	5	2	2	42	3	2	15	6	5	10	3	5	6	6	5	5	8	4	4	3
Other	5	6	1	3	5	5	4	5	7	5	6	5	6	7	5	7	4	5	6	6	13
None	14	15	5	10	8	12	11	17	13	16	11	14	17	15	13	16	13	14	17	15	13
Don't know	15	18	11	11	14	10	14	23	13	23	27	27	15	11	15	23	18	18	18	19	16
Education and schools																					
Labour	31	30	3	79	10	5	74	24	34	26	32	31	32	26	28	33	32	25	29	33	39
Conservative	28	26	73	2	12	63	4	9	25	26	18	20	23	37	30	20	30	31	26	20	16
Liberal Democrat	9	9	4	3	56	4	2	24	11	7	11	9	8	8	10	6	8	10	7	8	8
Other	4	5	0	2	3	3	3	4	5	4	5	3	5	5	4	5	4	4	4	4	11
None	12	13	5	6	9	12	6	16	12	14	9	12	16	13	13	13	9	13	16	13	11
Don't know	16	18	13	8	10	13	11	22	13	23	24	25	16	11	15	21	17	17	18	20	14

Fieldwork: 23rd - 24th October 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		1764	492	549	128	546	452	412	857	907	213	450	603	497	1005	759	226	573	377	434	153	
Unweighted Sample		1764	487	528	119	555	436	410	859	905	126	472	691	475	1192	572	262	588	334	401	179	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Taxation																						
	Conservative	28	28	73	6	15	65	5	12	30	25	21	21	27	38	31	23	31	33	28	21	19
	Labour	28	27	2	71	11	4	66	23	30	24	29	31	26	23	27	27	25	22	28	31	34
	Liberal Democrat	8	7	3	4	51	3	4	21	8	6	8	6	8	8	9	5	12	8	5	8	6
	Other	4	5	1	1	3	3	2	4	5	4	5	4	5	5	4	5	5	4	4	4	12
	None	14	14	6	9	7	12	10	17	13	16	10	15	18	13	16	13	14	16	16	16	10
	Don't know	17	19	14	9	14	14	12	23	13	24	26	25	17	13	15	23	16	19	19	21	18
Unemployment																						
	Labour	31	31	5	78	18	8	71	27	37	26	33	32	32	28	30	32	29	27	34	34	35
	Conservative	24	21	61	2	7	52	3	7	22	20	18	16	19	29	25	16	26	26	21	13	16
	Liberal Democrat	7	6	2	2	53	3	2	17	7	5	10	5	6	6	7	5	8	6	4	6	7
	Other	4	5	1	1	3	3	2	5	5	4	4	4	5	5	4	5	5	4	4	4	8
	None	15	17	11	9	8	17	11	19	16	18	9	16	21	17	17	18	13	17	17	21	17
	Don't know	19	20	19	8	11	17	11	24	13	26	27	27	16	16	17	23	20	19	21	22	17
The economy in general																						
	Conservative	30	29	83	4	15	69	6	13	32	27	26	21	26	42	33	25	33	34	31	23	18
	Labour	26	25	2	71	3	3	64	19	29	21	27	26	27	20	24	27	23	20	27	28	34
	Liberal Democrat	6	5	0	2	54	1	3	15	6	5	9	4	5	5	6	4	6	6	4	5	7
	Other	4	5	1	1	3	3	2	6	5	4	3	4	5	6	4	5	4	5	4	4	8
	None	15	17	5	10	10	13	10	22	16	17	13	17	20	15	16	18	14	16	16	20	15
	Don't know	19	19	9	11	16	10	14	26	12	26	22	28	17	12	18	21	19	18	19	20	18
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	26	25	49	15	32	44	12	19	29	22	24	21	25	30	28	21	24	30	23	21	27
	Charismatic	25	22	39	14	25	37	14	20	21	23	19	21	23	23	26	17	28	24	20	20	19
	Decisive	20	19	43	8	23	36	7	15	20	19	28	18	16	20	23	15	22	25	18	16	10
	Strong	20	18	45	7	15	36	7	12	18	19	19	18	17	21	21	15	25	20	17	18	8
	A natural leader	20	18	40	7	18	33	8	13	19	17	20	18	15	20	20	14	21	21	17	14	12
	Honest	18	15	40	4	16	34	4	7	17	14	10	11	14	23	18	12	18	20	15	10	9
	Good in a crisis	15	15	37	5	17	31	3	8	16	13	12	14	14	18	17	12	17	17	14	12	10
	In touch with the concerns of ordinary people	9	7	19	2	7	15	1	4	7	7	8	6	5	10	8	6	4	9	9	6	3
	None of these	40	39	5	62	28	15	63	43	40	37	30	38	45	34	36	43	30	32	42	44	50
	Don't know	6	9	5	5	11	7	6	9	7	12	15	12	7	7	7	13	11	10	9	10	6

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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	21	21	7	46	11	9	44	17	21	20	24	19	22	18	21	20	21	19	21	22	21
Honest	18	18	6	46	10	7	41	15	24	13	25	17	20	14	19	17	20	15	19	20	21
Sticks to what he believes in	17	14	7	31	9	7	28	12	16	12	10	11	18	15	15	14	12	11	17	17	14
Decisive	7	8	2	20	3	3	17	6	9	8	9	10	9	5	7	9	8	7	9	9	9
Strong	7	7	2	17	6	3	15	4	8	6	8	7	9	4	6	8	5	5	9	7	9
A natural leader	4	5	1	12	4	1	10	4	6	4	7	5	6	2	5	5	4	4	6	4	8
Charismatic	5	5	1	10	3	2	9	2	6	3	8	6	4	3	4	5	4	4	5	3	10
Good in a crisis	4	4	0	12	1	0	11	3	6	3	10	5	4	2	5	4	6	4	4	3	6
None of these	49	49	71	20	56	69	25	53	50	49	32	45	51	59	51	47	46	53	50	46	50
Don't know	15	15	11	11	18	10	12	17	12	19	23	19	13	11	13	19	15	17	15	16	11

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

Honest	13	14	26	5	46	22	6	17	15	14	12	11	14	20	17	11	16	15	14	13	16
In touch with the concerns of ordinary people	13	12	20	6	40	17	4	17	12	13	18	8	12	13	13	11	11	14	14	10	9
Charismatic	13	10	14	7	28	14	7	14	10	11	10	12	9	10	12	8	14	12	9	9	8
Sticks to what he believes in	8	9	19	2	25	15	2	11	9	8	7	6	8	13	9	8	9	9	10	8	8
Decisive	6	5	6	3	20	6	2	8	4	5	7	5	4	5	5	4	5	6	4	5	5
A natural leader	6	5	5	2	19	6	2	7	5	5	4	6	4	5	5	4	5	6	4	4	6
Strong	6	5	9	1	14	8	1	5	6	3	6	4	3	6	5	4	6	4	5	5	3
Good in a crisis	4	3	5	1	19	4	1	6	4	3	3	3	4	3	4	2	4	4	3	3	1
None of these	56	56	38	75	15	45	74	47	60	51	47	54	62	53	55	56	51	51	59	59	60
Don't know	11	14	11	9	10	11	11	14	9	18	17	16	11	12	10	18	13	15	13	13	10

Oct 20-21 Oct 23-24

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

Right	45	48	63	47	57	59	45	45	58	39	51	44	47	52	51	45	49	51	47	46	47
Wrong	31	32	24	37	22	27	36	33	29	35	29	27	34	36	31	34	31	29	33	35	36
Don't know	23	20	14	17	21	14	19	22	13	26	20	29	19	12	18	21	20	20	20	19	17

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

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

Very well	19	23	35	21	23	32	19	19	33	14	22	21	21	28	26	20	27	23	21	24	21
Fairly well	43	43	45	46	44	44	46	43	43	43	39	44	44	43	45	41	42	45	45	40	44
TOTAL WELL	62	67	80	67	66	76	65	62	76	57	62	65	66	71	71	61	69	68	66	65	65
Fairly badly	11	11	6	13	10	7	11	15	8	14	16	8	11	11	11	11	8	12	11	10	15
Very badly	6	5	2	6	6	4	7	4	5	5	3	5	6	5	4	6	4	4	5	8	5
TOTAL BADLY	17	16	8	18	16	11	19	20	12	19	19	13	17	16	15	17	11	16	16	17	20
Don't know	21	17	12	14	17	14	16	18	11	23	20	22	17	12	14	22	20	16	18	18	15

Whether or not you approve of the way that Colonel Gaddafi was killed, do you think it is better for the future of Libya that he was killed or would it have been better if he had been kept alive and made to stand trial?

It is better that he was killed	46	60	39	44	56	40	41	47	45	36	42	49	49	46	45	40	51	46	47	33
It would have been better if he had been kept alive and made to stand trial	44	33	52	44	36	51	48	46	43	46	46	41	45	45	43	49	39	43	44	59
Don't know	10	7	9	12	8	9	11	8	12	17	12	9	5	9	11	11	10	11	9	8

Looking forward, how likely do you think it is that Libya will become a stable democracy in the next few years?

Very likely	4	3	6	6	3	5	3	5	3	6	3	4	3	4	4	6	3	3	4	5
Fairly likely	35	42	39	41	37	39	34	40	31	36	36	34	36	34	37	31	36	37	36	33
TOTAL LIKELY	39	45	45	47	40	44	37	45	34	42	39	38	40	38	40	37	39	40	40	39
Not very likely	40	40	38	37	42	37	42	38	41	30	38	42	43	42	37	39	43	38	39	40
Not likely at all	9	6	8	5	8	9	9	9	8	10	8	8	9	8	10	10	7	8	8	16
TOTAL NOT LIKELY	49	46	46	43	50	46	51	48	50	41	46	50	52	50	46	49	50	46	47	55
Don't know	12	9	9	10	10	10	12	8	17	17	16	12	8	12	13	14	12	14	14	6

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	52	109
Male 25 to 39	197	226
Male 40 to 59	340	298
Male 60 +	270	224
Female 18 to 24	74	104
Female 25 to 39	275	224
Female 40 to 59	351	305
Female 60 +	205	273
Region		
North England	401	434
Midlands	241	289
East England	169	169
London	262	226
South England	419	404
Wales	93	88
Scotland	179	153
Social Grade		
AB	634	494
C1	558	512
C2	233	370
DE	339	388
Newspaper Type		
Express / Mail	395	282
Sun / Star	233	415
Mirror / Record	112	176
Guardian / Independent	87	79
FT / Times / Telegraph	138	168
Other Paper	243	203
No Paper	556	441
Political Party Identification		
Labour	560	573
Conservative	498	503
Liberal Democrat	197	212
SNP/Plaid Cymru	42	30
Others	78	23
None/ DK	389	423

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