

YouGov / The Sun Survey Results

Sample Size: 2588 GB Adults
Fieldwork: 31st August - 1st September 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	2588	739	852	196	818	651	546	1258	1330	313	660	885	730	1475	1113	331	841	554	637	225	
Unweighted Sample	2588	751	779	191	831	607	571	1229	1359	207	692	988	701	1735	853	338	875	496	610	269	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	88	4	9	34	39	28	35	35	42	40	30	38	45	33	29	27
Lab	42	0	100	0	4	93	41	42	41	54	41	46	33	36	49	39	29	51	54	37
Lib Dem	10	0	0	100	1	1	38	9	10	10	13	8	8	12	6	10	13	5	9	7
Other	12	0	0	0	7	3	12	14	10	8	11	11	16	11	14	13	12	11	9	28

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	2	6	5	0	1	5	11	4	7	7	7	5	4	3
SNP / PCY	3	0	0	0	0	1	3	3	2	0	3	3	3	3	2	0	0	2	0	23
Green	3	0	0	0	1	1	6	3	3	6	4	2	2	3	2	4	4	2	2	2
BNP	1	0	0	0	1	1	0	2	1	0	2	1	1	1	2	1	1	2	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	1	1	0	1	1	0	0	1	0	1	1	0	0	0

Non Voters

Would Not Vote	7	0	0	0	3	1	5	6	8	11	11	6	4	6	10	7	7	9	8	4
Don't know	14	0	0	0	11	7	20	9	18	12	16	15	11	14	13	17	14	13	13	13

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

	August 30-31	August 31-Sept 1																			
Approve	29	30	78	5	37	63	6	23	34	26	30	29	28	32	34	24	35	35	25	26	24
Disapprove	55	57	9	90	46	24	88	65	58	56	49	54	62	59	53	63	54	50	63	62	61
Don't know	16	13	13	5	17	14	6	12	8	18	21	18	10	9	13	13	11	14	12	12	15

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

	August 17-18	August 31-Sept 1																			
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?																					
It seems rather old and tired																					
Applies most to Labour	32	33	64	4	58	58	5	34	34	32	26	28	32	40	37	26	37	38	27	29	31
Applies most to the Conservatives	29	29	2	56	28	6	52	40	32	26	32	33	31	22	29	29	25	26	28	35	33
Applies most to the Liberal Democrats	12	13	15	17	1	15	18	6	15	12	12	9	13	19	11	16	14	13	16	12	11
Applies to none of them	11	11	11	14	7	10	14	10	9	13	12	11	11	12	11	11	11	11	11	13	11
Don't know	16	14	8	9	6	10	11	9	10	18	19	20	13	7	11	17	14	13	18	12	13
Even if I don't always agree with it, at least its heart is in the right place																					
Applies most to Labour	30	31	4	74	8	6	71	29	35	28	36	28	34	28	28	35	33	25	33	36	32
Applies most to the Conservatives	23	24	65	2	12	56	4	9	24	24	15	18	22	35	27	19	24	30	20	19	22
Applies most to the Liberal Democrats	17	17	16	8	64	14	7	36	17	16	18	18	16	16	19	13	13	19	14	16	17
Applies to none of them	18	16	8	8	11	14	11	18	16	17	10	18	18	16	17	16	17	15	16	17	19
Don't know	12	12	7	8	5	10	8	8	9	16	19	18	11	5	9	17	13	11	15	12	11
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	23	22	59	3	20	49	7	13	24	21	20	23	20	26	26	18	26	28	18	18	20
Applies most to Labour	20	19	4	45	14	4	42	19	22	17	20	16	21	20	17	22	17	17	21	24	18
Applies most to the Liberal Democrats	8	8	8	4	28	7	4	12	7	8	10	6	6	9	8	6	4	9	7	8	8
Applies to none of them	33	36	20	37	30	27	36	43	36	35	27	36	38	37	37	34	37	33	37	35	42
Don't know	16	15	9	11	7	13	11	12	10	19	23	19	15	8	12	19	16	14	18	15	12
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	51	49	18	78	49	21	76	60	51	47	45	44	54	49	48	49	48	44	48	54	54
Applies most to Labour	20	21	45	5	26	40	6	16	23	19	20	20	18	24	24	17	21	26	19	17	16
Applies most to the Liberal Democrats	9	10	17	7	12	17	6	10	11	10	8	9	10	14	11	9	10	12	9	9	12
Applies to none of them	7	7	9	4	9	10	6	6	7	8	8	7	8	7	7	7	7	7	8	8	7
Don't know	13	13	11	6	5	12	7	9	9	17	20	20	11	6	10	17	16	12	16	11	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	August 30-31	August 31-Sept 1																			
Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?																					
Right	46	43	53	43	49	49	42	44	52	35	41	45	42	43	45	40	42	46	44	39	46
Wrong	35	36	28	40	34	32	40	36	36	37	25	29	39	45	34	40	35	36	36	40	34
Don't know	20	21	19	18	17	19	17	20	12	28	34	26	19	12	21	20	23	19	21	22	20
Overall do you think the coalition's military action in Libya is going well or badly?																					
Very well	9	8	14	5	11	11	6	7	11	5	8	8	7	9	8	8	9	8	7	9	7
Fairly well	50	50	57	51	59	55	51	53	58	42	40	46	52	55	54	44	50	52	53	45	50
TOTAL WELL	59	58	71	56	70	66	57	60	69	47	48	54	59	64	62	52	59	60	60	54	57
Fairly badly	17	18	12	21	18	14	22	18	15	21	17	17	18	20	16	21	16	18	16	20	23
Very badly	5	5	2	7	0	3	7	4	5	6	5	6	5	4	4	6	7	4	7	5	4
TOTAL BADLY	22	23	14	28	18	17	29	22	20	27	22	23	23	24	20	27	23	22	23	25	27
Don't know	18	19	15	16	12	17	15	17	10	27	29	23	18	12	17	21	18	19	18	21	16

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	77	160
Male 25 to 39	299	331
Male 40 to 59	488	437
Male 60 +	365	329
Female 18 to 24	130	153
Female 25 to 39	393	329
Female 40 to 59	500	448
Female 60 +	336	401
Region		
North England	610	637
Midlands	382	424
East England	217	248
London	338	331
South England	658	593
Wales	114	129
Scotland	269	225
Social Grade		
AB	954	725
C1	781	751
C2	394	543
DE	459	569
Newspaper Type		
Express / Mail	544	388
Sun / Star	306	556
Mirror / Record	185	401
Guardian / Independent	212	78
FT / Times / Telegraph	264	220
Other Paper	322	298
No Paper	755	647
Political Party Identification		
Labour	781	841
Conservative	735	738
Liberal Democrat	286	311
Others	200	78
None/ DK	586	621

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