

YouGov / The Sun Survey Results

Sample Size: 2075 GB Adults
Fieldwork: 10th - 11th 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	2075	557	692	147	646	566	455	1008	1067	251	529	710	585	1183	892	266	674	444	510	181
Unweighted Sample	2075	602	626	146	694	512	468	989	1086	172	535	779	589	1307	768	283	693	407	502	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	89	3	10	35	35	26	32	32	43	39	28	36	47	36	21	22
Lab	43	0	100	0	3	90	40	41	45	47	48	48	33	39	49	49	30	45	57	36
Lib Dem	9	0	0	100	1	1	36	8	10	17	8	7	9	10	8	7	12	8	8	9
Other	13	0	0	0	7	6	15	16	10	11	13	13	15	12	15	9	11	10	13	32

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	5	6	3	2	3	4	8	5	5	5	6	3	6	1
SNP / PCY	3	0	0	0	1	2	3	4	3	3	1	3	5	3	3	0	1	1	1	29
Green	2	0	0	0	0	1	6	2	2	5	4	2	0	2	2	2	2	3	2	0
BNP	2	0	0	0	1	1	1	3	2	0	3	3	2	2	3	2	2	2	3	3
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	1	1	1	0	1	1	1	0	0	1	0	1	1	1	0

Non Voters

Would Not Vote	8	0	0	0	3	2	4	6	9	12	11	7	4	7	9	9	9	8	8	3
Don't know	15	0	0	0	14	6	21	9	20	11	16	16	13	15	15	15	18	11	14	12

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

	August 9-10	August 10-11																			
Approve	29	28	77	3	50	61	5	24	32	25	28	27	25	34	32	23	29	34	28	22	25
Disapprove	57	57	10	93	31	25	87	62	57	57	50	55	62	55	53	62	58	49	54	66	64
Don't know	15	15	13	4	19	15	7	14	11	18	22	18	13	11	15	15	13	16	18	13	10

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

July 27-28 August 10-11

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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	29	29	84	3	11	72	5	10	32	26	26	22	26	40	33	24	31	37	31	20	22
Applies most to Labour	30	29	2	76	5	3	70	26	32	26	31	31	31	24	28	30	30	19	33	38	29
Applies most to the Liberal Democrats	10	9	2	3	67	2	2	30	8	9	12	8	8	8	10	7	11	10	7	7	11
Applies to none of them	19	19	6	11	10	14	14	20	19	20	11	18	22	21	19	21	19	20	17	19	26
Don't know	11	14	7	7	7	9	8	15	10	18	20	21	13	8	11	19	10	16	13	16	13

It is led by people of real ability

Applies most to the Conservatives	24	23	69	2	17	56	3	11	25	20	18	20	21	28	25	20	24	30	21	15	19
Applies most to Labour	18	18	1	50	5	2	45	15	19	17	22	18	20	13	16	21	19	10	22	24	18
Applies most to the Liberal Democrats	4	3	0	1	30	1	1	11	4	2	7	3	2	3	3	3	5	3	3	3	3
Applies to none of them	38	40	20	37	32	30	40	48	40	40	32	37	42	44	42	38	38	40	39	41	46
Don't know	15	16	10	10	16	12	11	16	12	20	21	22	15	12	14	19	14	18	15	17	15

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	51	45	82	29	43	71	29	41	48	41	45	42	44	48	48	41	45	50	46	37	44
Applies most to Labour	12	13	1	36	3	2	34	10	13	13	13	11	16	11	11	15	12	9	17	17	11
Applies most to the Liberal Democrats	5	4	1	2	28	1	4	9	5	3	5	4	2	4	4	3	1	4	4	5	3
Applies to none of them	20	25	11	22	17	19	23	28	25	25	17	24	26	29	27	23	31	23	22	27	29
Don't know	13	14	5	11	9	7	11	12	9	18	20	20	12	8	11	18	11	15	12	15	13

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Liberal Democrats	30	31	33	43	8	30	41	26	33	28	37	31	30	28	32	28	33	29	28	31	39
Applies most to Labour	24	23	48	5	55	40	8	28	26	21	23	21	22	27	25	21	25	28	26	16	18
Applies most to the Conservatives	23	22	5	40	12	11	37	23	22	22	16	18	24	27	21	23	17	19	24	28	22
Applies to none of them	8	7	4	4	8	7	5	8	7	8	4	8	9	7	7	7	10	7	6	8	4
Don't know	14	17	10	7	17	13	10	15	11	22	20	22	15	12	14	20	14	18	16	16	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	August 9-10	August 10-11																			
Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?																					
Right	32	33	38	33	44	34	35	36	41	25	40	32	32	31	34	31	35	33	32	28	42
Wrong	44	43	40	45	37	44	41	46	42	45	35	32	46	54	43	44	38	43	45	47	40
Don't know	24	24	21	22	18	22	24	18	17	30	25	35	22	15	23	25	27	24	23	25	18
Overall do you think the coalition's military action in Libya is going well or badly?																					
Very well	1	1	1	1	0	1	0	1	1	0	1	1	0	0	1	1	0	1	0	1	1
Fairly well	25	25	36	22	34	33	22	24	31	19	30	24	25	24	26	24	29	25	24	25	25
TOTAL WELL	26	26	37	23	34	34	22	25	32	19	31	25	25	24	27	25	29	26	24	26	26
Fairly badly	36	37	35	38	35	36	39	38	39	35	26	29	38	47	39	35	35	39	36	34	44
Very badly	14	13	7	20	7	9	18	13	14	13	18	8	14	16	13	14	12	12	14	16	14
TOTAL BADLY	50	50	42	58	42	45	57	51	53	48	44	37	52	63	52	49	47	51	50	50	58
Don't know	24	24	21	19	23	22	21	24	14	33	25	37	23	13	22	26	23	24	26	26	15

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	76	129
Male 25 to 39	237	266
Male 40 to 59	380	351
Male 60 +	296	264
Female 18 to 24	96	122
Female 25 to 39	298	264
Female 40 to 59	399	359
Female 60 +	293	322
Region		
North England	502	510
Midlands	312	340
East England	194	199
London	283	266
South England	499	475
Wales	95	104
Scotland	190	181
Social Grade		
AB	656	581
C1	651	602
C2	352	436
DE	416	457
Newspaper Type		
Express / Mail	366	311
Sun / Star	333	446
Mirror / Record	165	322
Guardian / Independent	18	62
FT / Times / Telegraph	230	176
Other Paper	278	239
No Paper	685	519
Political Party Identification		
Labour	622	674
Conservative	631	591
Liberal Democrat	247	249
Others	29	62
None/ DK	546	498

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