

YouGov / The Sun Survey Results

Sample Size: 2731 GB Adults

Fieldwork: 14th - 15th 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	2731	815	866	195	874	703	594	1327	1404	330	696	934	770	1557	1174	350	888	584	672	238	
Unweighted Sample	2731	780	778	200	845	652	625	1276	1455	206	685	1051	789	1807	924	381	882	578	600	290	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	38	100	0	0	88	3	16	41	35	36	39	36	41	44	30	43	48	38	31	18
Lab	41	0	100	0	4	91	36	37	44	40	43	43	35	35	48	39	33	41	50	42
Lib Dem	9	0	0	100	1	1	36	8	10	15	10	9	6	11	7	10	10	9	8	7
Other	12	0	0	0	7	5	12	13	11	9	8	12	17	11	14	7	10	12	10	33

Other Parties Voting Intention

UKIP	5	0	0	0	6	2	2	6	5	2	2	5	10	4	8	4	6	6	5	2
SNP / PCY	3	0	0	0	0	2	3	3	3	0	3	3	4	3	3	0	0	2	0	29
Green	2	0	0	0	0	0	5	2	2	6	2	2	1	3	1	2	2	2	3	1
BNP	1	0	0	0	0	0	0	2	1	1	1	1	2	1	2	0	1	2	2	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	0	1	0	0	1	1	0

Non Voters

Would Not Vote	7	0	0	0	3	2	4	5	9	12	7	7	4	5	9	7	7	9	6	3
Don't know	15	0	0	0	11	9	23	11	18	18	17	15	12	15	15	18	15	16	11	17

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

		Sept 13-14	Sept 14-15																		
Approve	29	31	79	4	39	66	5	24	36	25	31	33	28	32	34	26	34	36	32	27	16
Disapprove	56	55	11	89	44	22	87	61	54	56	48	50	59	58	53	59	51	48	55	64	67
Don't know	15	14	11	6	17	12	8	15	9	18	21	17	13	10	13	15	15	17	13	10	17

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Unweighted Sample	2731	780	778	200	845	652	625	1276	1455	206	685	1051	789	1807	924	381	882	578	600	290	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

		Aug 31 - Sept 1	Sept 14-15	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
Applies most to the Conservatives	29	28	2	54	31	4	50	33	29	26	23	31	29	25	26	30	26	22	25	35	37	
Applies most to Labour	33	35	66	8	52	61	10	34	41	30	35	33	33	41	40	30	40	39	38	28	29	
Applies most to the Liberal Democrats	13	12	15	16	1	15	15	6	10	13	11	7	12	16	11	13	10	12	12	13	13	
Applies to none of them	11	10	10	11	8	10	12	12	10	11	11	8	11	11	11	9	10	11	11	11	6	
Don't know	14	15	7	11	8	10	12	15	10	20	19	21	14	8	12	18	14	17	14	13	15	

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	24	24	64	3	9	55	4	13	27	21	23	21	21	30	27	19	24	29	25	19	15
Applies most to Labour	31	32	3	76	16	5	71	27	33	31	25	32	34	32	30	34	30	23	33	42	35
Applies most to the Liberal Democrats	17	16	15	8	60	15	7	33	18	14	24	16	16	13	17	15	17	20	14	13	19
Applies to none of them	16	17	12	8	10	16	12	17	15	20	13	14	21	19	17	18	18	17	17	16	22
Don't know	12	11	7	6	5	9	7	10	7	14	15	18	9	5	9	13	12	12	11	10	9

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	22	25	61	6	23	51	7	18	31	20	27	28	23	25	28	22	27	28	26	21	18
Applies most to Labour	19	17	4	42	6	4	40	14	19	15	14	15	17	20	15	20	18	15	16	20	17
Applies most to the Liberal Democrats	8	8	8	6	28	8	3	12	8	7	14	7	7	7	8	7	9	7	7	10	5
Applies to none of them	36	36	22	35	33	28	37	43	33	39	26	32	40	39	38	34	34	35	37	35	45
Don't know	15	14	6	12	11	8	14	12	8	19	20	18	13	8	11	17	12	15	14	13	14

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	49	51	19	81	57	25	79	61	50	52	45	50	56	50	51	52	51	43	53	56	67
Applies most to Labour	21	19	44	3	20	40	4	14	23	16	16	20	18	22	22	16	21	22	20	17	13
Applies most to the Liberal Democrats	10	9	17	6	5	16	5	6	11	8	10	9	8	11	10	9	9	11	9	9	5
Applies to none of them	7	7	10	4	11	8	3	8	8	7	11	6	7	8	7	8	7	9	6	8	5
Don't know	13	12	9	6	8	11	8	12	8	16	19	16	11	9	11	15	12	15	13	10	11

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

	Sept 13-14	Sept 14-15																			
Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?																					
Right	41	42	56	39	47	52	37	42	52	33	51	41	42	41	44	40	43	43	45	41	38
Wrong	37	35	28	39	30	31	38	35	33	38	20	31	37	43	35	36	36	34	34	37	37
Don't know	22	22	16	22	23	17	25	23	15	29	29	28	21	15	21	24	20	22	21	23	25
Overall do you think the coalition's military action in Libya is going well or badly?																					
Very well	7	6	12	3	13	9	4	8	10	3	9	8	5	5	7	6	9	6	7	6	6
Fairly well	48	49	60	46	52	58	45	49	57	42	44	43	51	56	50	49	43	54	51	46	46
TOTAL WELL	55	55	72	49	65	67	49	57	67	45	53	51	56	61	57	55	52	60	58	52	52
Fairly badly	21	18	12	23	15	14	26	15	14	22	19	18	16	21	18	19	19	16	18	19	21
Very badly	5	6	4	6	2	5	5	5	6	6	5	6	7	5	7	5	9	5	5	7	5
TOTAL BADLY	26	24	16	29	17	19	31	20	20	28	24	24	23	26	25	24	28	21	23	26	26
Don't know	19	20	13	21	17	13	21	22	12	28	23	25	21	13	19	22	20	19	19	22	22

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	83	169
Male 25 to 39	275	350
Male 40 to 59	511	462
Male 60 +	407	347
Female 18 to 24	123	161
Female 25 to 39	410	347
Female 40 to 59	540	472
Female 60 +	382	423
Region		
North England	600	672
Midlands	445	448
East England	254	262
London	381	350
South England	628	625
Wales	133	137
Scotland	290	238
Social Grade		
AB	954	765
C1	853	792
C2	414	574
DE	510	601
Newspaper Type		
Express / Mail	603	410
Sun / Star	288	587
Mirror / Record	182	423
Guardian / Independent	237	82
FT / Times / Telegraph	259	232
Other Paper	367	314
No Paper	795	683
Political Party Identification		
Labour	805	888
Conservative	740	778
Liberal Democrat	302	328
Others	199	82
None/ DK	685	655

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<http://today.yougov.co.uk>