

## YouGov / The Sun Survey Results

Sample Size: 2699 GB Adults  
Fieldwork: 27th - 28th July 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>2699</b>	<b>757</b>	<b>896</b>	<b>225</b>	<b>864</b>	<b>719</b>	<b>566</b>	<b>1312</b>	<b>1387</b>	<b>327</b>	<b>688</b>	<b>923</b>	<b>761</b>	<b>1538</b>	<b>1161</b>	<b>345</b>	<b>877</b>	<b>578</b>	<b>664</b>	<b>235</b>
Unweighted Sample	2699	754	847	222	850	676	602	1299	1400	250	680	1051	718	1760	939	438	859	528	640	234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	36	100	0	0	87	2	10	36	36	28	34	33	43	39	31	35	45	33	31	27
Lab	42	0	100	0	4	95	36	43	42	50	43	46	35	39	47	40	33	46	54	39
Lib Dem	11	0	0	100	3	1	43	10	12	14	13	8	10	13	8	15	13	10	7	4
Other	11	0	0	0	7	2	10	12	11	8	10	12	12	9	14	10	9	11	8	30

### Other Parties Voting Intention

UKIP	5	0	0	0	5	0	3	5	4	2	2	5	7	4	6	5	5	5	4	2
SNP / PCY	3	0	0	0	0	2	2	3	3	2	3	4	2	2	4	0	0	2	1	26
Green	2	0	0	0	1	0	5	2	3	4	2	2	2	2	2	3	3	2	1	2
BNP	1	0	0	0	0	0	0	1	1	0	1	1	1	1	1	1	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	0	0	1	0	1	1	0	1	0	0	1	0	0	0

### Non Voters

Would Not Vote	8	0	0	0	6	1	4	6	11	14	11	6	6	6	11	7	8	8	10	6
Don't know	13	0	0	0	9	9	22	10	16	13	16	14	10	13	14	15	14	14	12	11

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

	July 26-27	July 27-28																			
Approve	28	30	78	4	39	61	4	23	34	25	28	30	27	33	34	24	33	35	29	24	24
Disapprove	55	55	9	90	46	24	88	61	54	56	54	51	59	55	52	60	51	49	58	61	62
Don't know	17	15	13	6	14	15	7	16	11	18	19	19	13	12	14	16	16	16	13	14	14

Fieldwork: 27th - 28th July 2011

	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>Weighted Sample</b>	<b>2699</b>	<b>757</b>	<b>896</b>	<b>225</b>	<b>864</b>	<b>719</b>	<b>566</b>	<b>1312</b>	<b>1387</b>	<b>327</b>	<b>688</b>	<b>923</b>	<b>761</b>	<b>1538</b>	<b>1161</b>	<b>345</b>	<b>877</b>	<b>578</b>	<b>664</b>	<b>235</b>
Unweighted Sample	2699	754	847	222	850	676	602	1299	1400	250	680	1051	718	1760	939	438	859	528	640	234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 13-14	July 27-28
<b>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?</b>		
<b>The kind of society it wants is broadly the kind of society I want</b>		
Applies most to Labour	28	<b>30</b>
Applies most to the Conservatives	30	<b>29</b>
Applies most to the Liberal Democrats	10	<b>10</b>
Applies to none of them	19	<b>19</b>
Don't know	12	<b>11</b>
<b>It is led by people of real ability</b>		
Applies most to the Conservatives	25	<b>24</b>
Applies most to Labour	17	<b>18</b>
Applies most to the Liberal Democrats	4	<b>4</b>
Applies to none of them	38	<b>38</b>
Don't know	17	<b>15</b>
<b>Its leaders are prepared to take tough and unpopular decisions</b>		
Applies most to the Conservatives	50	<b>51</b>
Applies most to Labour	12	<b>12</b>
Applies most to the Liberal Democrats	4	<b>5</b>
Applies to none of them	21	<b>20</b>
Don't know	13	<b>13</b>
<b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>		
Applies most to the Liberal Democrats	30	<b>30</b>
Applies most to Labour	24	<b>24</b>
Applies most to the Conservatives	24	<b>23</b>
Applies to none of them	8	<b>8</b>
Don't know	14	<b>14</b>

2	78	4	4	72	23	32	28	32	29	32	27	29	31	29	24	31	36	35
83	5	9	70	6	11	32	26	23	27	27	37	33	24	28	34	29	26	24
4	3	70	3	2	36	10	11	14	12	9	10	12	8	12	13	10	7	8
6	9	12	15	12	21	18	20	15	16	22	20	17	22	19	18	18	20	22
5	5	4	8	8	9	8	15	16	16	10	6	9	14	12	10	12	12	11
70	3	13	56	3	13	27	21	25	21	22	28	27	20	24	28	25	19	21
1	50	7	3	48	12	19	18	22	19	18	17	18	19	17	12	21	25	20
0	2	34	1	2	15	5	4	5	4	3	5	5	3	4	5	5	3	3
19	34	33	29	35	46	37	38	29	35	42	40	36	41	38	40	34	38	39
10	10	13	12	13	15	12	19	19	21	14	10	15	16	16	15	16	15	17
88	37	36	78	36	42	52	50	48	45	54	53	54	46	49	54	50	51	43
1	31	8	2	30	9	13	12	13	13	11	13	12	13	13	9	13	14	16
1	3	32	1	2	15	6	4	5	6	3	5	6	3	5	5	5	4	3
7	19	16	14	20	22	20	20	17	18	21	22	18	23	19	20	19	19	22
3	11	8	5	13	13	10	15	17	18	11	8	10	15	15	12	12	11	15
31	41	13	29	39	27	32	28	36	30	32	24	32	27	28	29	29	30	34
50	6	43	43	6	26	26	22	19	24	23	28	27	21	25	28	23	22	21
6	40	20	12	40	22	23	23	18	18	25	28	22	26	21	20	26	27	25
4	5	9	6	6	8	8	8	7	10	7	8	7	9	7	9	8	6	8
8	7	15	9	10	17	10	19	19	18	12	12	13	17	19	13	14	15	12

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	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>2699</b>	757	896	225	864	719	566	1312	1387	327	688	923	761	1538	1161	345	877	578	664	235
Unweighted Sample	2699	754	847	222	850	676	602	1299	1400	250	680	1051	718	1760	939	438	859	528	640	234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		July 21-22	July 27-28	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>Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?</b>																						
	Right	35	<b>36</b>	44	36	50	41	34	40	45	29	46	38	34	34	40	31	37	36	37	34	42
	Wrong	41	<b>41</b>	36	43	35	40	45	39	41	42	25	36	45	49	39	45	38	43	41	43	37
	Don't know	24	<b>22</b>	20	21	15	19	21	21	15	29	30	26	21	17	21	24	26	20	22	23	21
<b>Overall do you think the coalition's military action in Libya is going well or badly?</b>																						
	Very well	1	<b>1</b>	1	1	0	1	0	1	2	0	2	2	1	0	1	1	1	1	2	1	1
	Fairly well	24	<b>28</b>	41	24	36	38	21	26	34	22	29	27	27	29	29	25	27	30	26	26	32
	<b>TOTAL WELL</b>	<b>25</b>	<b>29</b>	<b>42</b>	<b>25</b>	<b>36</b>	<b>39</b>	<b>21</b>	<b>27</b>	<b>36</b>	<b>22</b>	<b>31</b>	<b>29</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>26</b>	<b>28</b>	<b>31</b>	<b>28</b>	<b>27</b>	<b>33</b>
	Fairly badly	36	<b>37</b>	31	40	44	34	41	39	38	36	35	31	40	40	38	36	40	37	37	37	33
	Very badly	11	<b>12</b>	6	18	4	9	17	11	14	10	7	11	12	15	11	13	12	10	13	13	13
	<b>TOTAL BADLY</b>	<b>47</b>	<b>49</b>	<b>37</b>	<b>58</b>	<b>48</b>	<b>43</b>	<b>58</b>	<b>50</b>	<b>52</b>	<b>46</b>	<b>42</b>	<b>42</b>	<b>52</b>	<b>55</b>	<b>49</b>	<b>49</b>	<b>52</b>	<b>47</b>	<b>50</b>	<b>50</b>	<b>46</b>
	Don't know	27	<b>23</b>	19	18	17	19	19	23	13	32	27	30	21	15	21	25	20	22	24	24	21

## 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	103	167
Male 25 to 39	301	345
Male 40 to 59	518	456
Male 60 +	377	343
Female 18 to 24	147	159
Female 25 to 39	379	343
Female 40 to 59	533	467
Female 60 +	341	418
<b>Region</b>		
North England	640	664
Midlands	394	443
East England	253	259
London	438	345
South England	606	618
Wales	134	135
Scotland	234	235
<b>Social Grade</b>		
AB	954	756
C1	806	783
C2	439	567
DE	500	594
<b>Newspaper Type</b>		
Express / Mail	592	405
Sun / Star	371	580
Mirror / Record	176	418
Guardian / Independent	164	81
FT / Times / Telegraph	204	229
Other Paper	343	310
No Paper	849	675
<b>Political Party Identification</b>		
Labour	851	877
Conservative	743	769
Liberal Democrat	306	324
Others	180	81
None/ DK	619	648

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