

# YouGov / The Sun Survey Results

Sample Size: 1581 GB Adults  
Fieldwork: 26th - 27th 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	
<b>Weighted Sample</b>	<b>1581</b>	410	500	106	489	402	340	768	813	191	403	541	446	901	680	202	514	338	389	138	
Unweighted Sample	1581	385	447	120	471	351	385	716	865	73	435	648	425	1023	558	203	523	345	394	116	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	35	100	0	0	81	6	11	34	35	24	32	36	38	39	29	35	44	29	34	19
Lab	42	0	100	0	8	89	42	41	44	39	43	43	41	37	49	46	32	49	49	37
Lib Dem	9	0	0	100	1	1	34	7	11	13	11	7	8	11	7	9	12	7	8	5
Other	14	0	0	0	10	5	13	18	10	23	14	14	13	14	15	10	12	16	10	39

## Other Parties Voting Intention

UKIP	6	0	0	0	10	2	2	7	5	0	3	6	10	5	8	5	6	7	7	0
SNP / PCY	3	0	0	0	0	1	2	4	2	0	5	4	2	4	2	0	0	3	0	26
Green	3	0	0	0	0	1	7	4	2	13	4	2	0	3	3	2	3	2	1	12
BNP	1	0	0	0	0	0	0	2	0	7	1	1	1	1	2	1	2	2	0	0
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	2	0	1	3	1	1	0	1	1	1	1	0	0	0

## Non Voters

Would Not Vote	10	0	0	0	5	6	4	9	11	16	15	10	2	8	12	7	11	14	7	10
Don't know	15	0	0	0	14	7	23	11	19	20	15	13	14	16	14	15	18	15	13	9

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

	Oct 25-26	Oct 26-27																			
Approve	30	28	80	2	41	56	6	23	31	25	21	29	27	30	32	21	28	32	23	28	21
Disapprove	57	56	6	92	39	24	85	65	57	56	54	53	58	59	53	61	51	51	63	57	66
Don't know	14	16	13	6	19	20	9	12	12	20	25	18	15	12	15	18	21	17	14	15	12

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

Oct 12-13      Oct 26-27

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 the Conservatives	28	29	3	59	22	7	55	35	30	29	38	30	29	26	28	31	32	23	30	35	35
Applies most to Labour	34	33	63	7	50	54	11	33	36	30	23	30	34	40	36	29	30	36	34	29	35
Applies most to the Liberal Democrats	10	10	13	13	1	13	12	6	11	10	0	8	10	16	9	12	9	11	9	11	8
Applies to none of them	13	11	11	11	12	11	10	13	11	11	11	12	11	11	12	11	14	14	10	9	9
Don't know	15	16	11	10	15	15	12	13	12	20	28	20	16	7	15	18	15	16	16	17	13

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

Applies most to the Conservatives	23	22	61	3	10	49	7	9	21	22	14	19	21	28	22	21	25	28	18	17	16
Applies most to Labour	30	29	4	71	7	8	64	30	30	28	17	24	34	33	27	32	33	21	34	32	32
Applies most to the Liberal Democrats	16	17	15	10	68	13	7	39	17	17	17	23	14	15	21	12	11	20	18	17	13
Applies to none of them	18	20	12	11	3	18	14	15	22	17	26	16	21	18	19	20	19	17	20	19	33
Don't know	12	13	9	5	12	12	8	8	10	16	25	18	10	6	12	14	11	15	10	15	6

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

Applies most to the Conservatives	23	21	51	5	24	40	9	17	23	20	18	25	18	23	22	20	21	25	20	20	11
Applies most to Labour	18	17	2	45	8	5	40	17	18	16	14	13	20	19	14	22	16	13	20	22	12
Applies most to the Liberal Democrats	7	7	10	6	17	7	3	15	7	7	6	8	7	8	9	5	9	8	7	5	11
Applies to none of them	37	39	27	35	37	34	37	41	40	38	39	32	44	40	41	37	40	37	37	38	56
Don't know	15	15	10	9	14	14	11	9	12	18	24	22	12	10	14	17	14	17	16	15	10

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

Applies most to the Conservatives	49	47	15	79	50	20	71	65	46	48	43	45	52	45	46	49	48	42	47	49	61
Applies most to Labour	21	20	45	5	24	39	7	12	21	19	9	22	16	28	22	17	21	24	21	16	11
Applies most to the Liberal Democrats	9	10	19	7	8	17	8	7	14	8	6	9	11	13	11	10	12	11	10	10	11
Applies to none of them	7	8	9	4	5	10	5	7	7	8	13	7	9	5	8	8	7	8	6	10	4
Don't know	13	15	12	6	13	14	8	8	13	17	29	18	13	9	14	17	13	16	16	16	13

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

	Oct 23-24	Oct 26-27																			
<b>Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?</b>																					
Right	48	<b>49</b>	64	46	56	55	48	51	56	41	49	47	46	53	51	45	45	50	50	48	48
Wrong	32	<b>31</b>	20	33	31	25	33	32	30	31	23	26	34	34	29	33	30	30	31	31	32
Don't know	20	<b>21</b>	16	21	14	20	19	17	14	27	28	27	20	14	20	22	25	20	19	21	20
<b>Overall do you think the coalition's military action in Libya is going well or badly?</b>																					
Very well	23	<b>22</b>	34	15	26	29	17	24	31	14	30	16	22	23	23	20	19	23	22	22	21
Fairly well	43	<b>43</b>	47	49	50	43	47	46	41	46	30	46	41	49	47	39	42	46	40	43	43
<b>TOTAL WELL</b>	<b>67</b>	<b>65</b>	<b>81</b>	<b>63</b>	<b>76</b>	<b>72</b>	<b>64</b>	<b>71</b>	<b>72</b>	<b>59</b>	<b>60</b>	<b>62</b>	<b>64</b>	<b>72</b>	<b>70</b>	<b>59</b>	<b>61</b>	<b>69</b>	<b>63</b>	<b>65</b>	<b>64</b>
Fairly badly	11	<b>12</b>	5	14	7	9	13	11	12	12	16	9	13	11	11	13	9	10	12	14	16
Very badly	5	<b>5</b>	2	6	2	3	6	3	5	5	5	5	4	5	4	6	7	3	4	5	6
<b>TOTAL BADLY</b>	<b>16</b>	<b>16</b>	<b>7</b>	<b>20</b>	<b>9</b>	<b>12</b>	<b>19</b>	<b>14</b>	<b>16</b>	<b>16</b>	<b>21</b>	<b>14</b>	<b>17</b>	<b>15</b>	<b>15</b>	<b>19</b>	<b>16</b>	<b>14</b>	<b>16</b>	<b>19</b>	<b>22</b>
Don't know	17	<b>18</b>	12	16	16	16	17	15	12	24	19	24	19	13	15	22	23	17	21	16	14

## 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	26	98
Male 25 to 39	170	202
Male 40 to 59	303	267
Male 60 +	217	201
Female 18 to 24	47	93
Female 25 to 39	265	201
Female 40 to 59	345	274
Female 60 +	208	245
<b>Region</b>		
North England	394	389
Midlands	275	259
East England	164	152
London	203	202
South England	359	362
Wales	70	79
Scotland	116	138
<b>Social Grade</b>		
AB	552	443
C1	471	458
C2	240	332
DE	318	348
<b>Newspaper Type</b>		
Express / Mail	332	253
Sun / Star	189	372
Mirror / Record	106	158
Guardian / Independent	125	71
FT / Times / Telegraph	118	150
Other Paper	202	182
No Paper	509	395
<b>Political Party Identification</b>		
Labour	444	514
Conservative	407	451
Liberal Democrat	196	190
SNP/Plaid Cymru	40	27
Others	83	21
None/ DK	411	379

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