

YouGov / The Sun Survey Results

Sample Size: 1784 GB Adults
Fieldwork: 4th - 5th December 2012

	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	1784	447	617	132	539	442	408	870	914	219	452	610	503	1017	767	228	580	382	439	155
Unweighted Sample	1784	433	592	118	545	431	430	891	893	143	403	688	550	1181	603	266	611	362	421	124
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	77	2	12	32	32	20	39	28	35	35	28	34	41	31	26	16
Lab	44	0	100	0	4	92	40	44	45	57	46	47	35	41	48	44	33	49	53	46
Lib Dem	9	0	0	100	2	1	33	10	9	9	9	10	9	12	6	15	12	8	5	10
Other	14	0	0	0	17	4	14	15	14	14	6	15	21	12	18	7	14	12	16	28

Other Parties Voting Intention

UKIP	10	0	0	0	17	3	6	10	9	4	3	9	17	8	12	6	11	8	12	9
SNP / PCY	2	0	0	0	0	1	2	2	2	4	0	3	1	2	2	0	0	1	0	19
Green	2	0	0	0	0	0	5	2	1	3	2	2	1	2	2	1	2	1	3	0
BNP	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	1	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	0	1	1	0	3	0	0	1	1	0	0	0	0	1	0

Non Voters

Would Not Vote	7	0	0	0	3	2	5	7	7	15	10	6	2	7	7	8	7	7	8	5
Don't know	15	0	0	0	13	6	19	10	19	21	15	13	14	15	15	17	17	13	12	18

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

		Dec 3-4	Dec 4-5																		
Approve	26	27	75	5	43	54	7	21	29	24	20	31	24	28	30	22	29	32	25	21	22
Disapprove	58	59	9	89	46	30	86	65	61	57	53	51	65	60	56	62	56	54	59	65	63
Don't know	16	15	16	6	12	16	7	15	11	19	27	18	11	12	14	17	15	15	16	13	15

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

Nov 20-21

Dec 4-5

Local councils in many parts of Britain are cutting some of their services. Thinking about the area where you live, which of these statements comes closest to your view?

Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	41	41	15	62	48	21	62	48	45	37	37	39	44	42	41	41	42	38	44	43	41
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	30	30	50	19	30	48	19	26	30	31	15	29	33	35	31	29	27	32	30	30	30
Neither - I am not aware of significant cuts to services in my area	20	18	27	12	16	24	11	18	17	20	35	18	13	18	19	18	20	23	14	16	19
Don't know	10	10	8	7	6	7	8	8	8	12	14	14	10	6	8	13	11	7	12	12	10

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	59	111
	Male 25 to 39	193	228
	Male 40 to 59	342	301
	Male 60 +	296	227
	Female 18 to 24	83	105
	Female 25 to 39	211	227
	Female 40 to 59	346	309
	Female 60 +	254	277
Region			
	North England	421	439
	Midlands	266	293
	East England	196	171
	London	266	228
	South England	415	409
	Wales	96	89
	Scotland	124	155
Social Grade			
	AB	687	500
	C1	494	517
	C2	247	375
	DE	356	392
Newspaper Type			
	Express / Mail	325	285
	Sun / Star	192	419
	Mirror / Record	103	178
	Guardian / Independent	116	80
	FT / Times / Telegraph	144	169
	Other Paper	234	205
	No Paper	670	446
Political Party Identification			
	Labour	577	580
	Conservative	505	508
	Liberal Democrat	166	214
	SNP/Plaid Cymru	29	30
	Others	104	23
	None/ DK	403	428

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