

YouGov / The Sun Survey Results

Sample Size: 1718 GB Adults
Fieldwork: 1st - 2nd November 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	1718	489	538	109	535	445	384	835	883	208	438	588	484	979	739	220	558	368	423	149
Unweighted Sample	1718	501	499	112	541	419	398	832	886	92	471	697	458	1162	556	225	601	348	384	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	86	4	11	39	36	27	34	36	45	41	32	38	48	37	30	20
Lab	41	0	100	0	4	92	41	39	43	54	46	45	28	37	47	40	29	42	57	38
Lib Dem	8	0	0	100	1	1	33	8	9	8	10	5	11	10	6	13	10	8	5	5
Other	13	0	0	0	10	3	15	15	12	11	10	15	15	12	15	9	13	14	7	37

Other Parties Voting Intention

UKIP	6	0	0	0	7	2	3	6	6	2	2	8	8	5	8	4	8	8	5	2
SNP / PCY	3	0	0	0	0	1	3	5	2	1	4	4	4	3	4	0	0	1	0	35
Green	2	0	0	0	0	0	8	2	2	4	3	2	1	3	2	2	5	2	1	0
BNP	0	0	0	0	0	0	0	1	0	0	0	0	1	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	1	0	1	1	1	3	0	1	1	1	0	3	0	2	0	0

Non Voters

Would Not Vote	8	0	0	0	1	3	5	7	10	12	15	5	5	6	12	7	7	12	9	5
Don't know	15	0	0	0	9	12	25	11	20	17	16	15	15	16	15	18	18	13	13	15

Oct 31-
Nov 1

Oct 1-2

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

Approve	29	28	75	3	36	63	6	17	32	24	16	26	26	37	33	21	26	35	26	22	22
Disapprove	56	58	13	94	42	23	89	67	56	61	68	57	61	52	54	64	54	51	61	64	71
Don't know	15	14	12	3	21	14	4	16	12	15	16	16	13	11	13	15	20	14	13	13	7

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

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
- My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services
- Neither - I am not aware of significant cuts to services in my area
- Don't know

Oct 18-19

Oct 1-2

42	39	18	63	45	21	59	45	38	39	37	37	42	36	39	38	34	36	37	43	44
30	31	46	17	33	46	16	26	33	29	23	28	32	35	33	28	34	29	35	28	30
18	21	32	12	16	29	13	18	20	21	21	22	18	22	20	21	25	25	18	15	17
10	10	4	8	6	5	12	11	9	11	19	13	8	6	8	12	7	10	9	14	9

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	40	107
Male 25 to 39	187	220
Male 40 to 59	355	290
Male 60 +	250	218
Female 18 to 24	52	101
Female 25 to 39	284	218
Female 40 to 59	342	297
Female 60 +	208	266
Region		
North England	384	423
Midlands	251	282
East England	172	165
London	225	220
South England	429	393
Wales	97	86
Scotland	160	149
Social Grade		
AB	620	481
C1	542	498
C2	233	361
DE	323	378
Newspaper Type		
Express / Mail	375	275
Sun / Star	199	404
Mirror / Record	129	172
Guardian / Independent	80	77
FT / Times / Telegraph	141	163
Other Paper	234	198
No Paper	560	430
Political Party Identification		
Labour	524	558
Conservative	488	490
Liberal Democrat	200	206
SNP/Plaid Cymru	41	29
Others	66	22
None/ DK	399	412

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