

YouGov / The Sun Survey Results

Sample Size: 1772 GB Adults
Fieldwork: 3rd - 4th January 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	1772	515	570	131	541	461	388	861	911	214	452	606	500	1010	762	227	576	379	436	154
Unweighted Sample	1772	524	527	140	556	419	415	874	898	89	469	718	496	1167	605	279	592	341	415	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	38	100	0	0	87	4	13	37	38	43	33	34	43	40	34	38	47	38	29	25
Lab	42	0	100	0	4	92	39	42	42	36	45	49	32	38	46	44	29	48	54	31
Lib Dem	10	0	0	100	2	1	37	9	10	10	12	7	10	12	6	8	13	9	7	6
Other	11	0	0	0	7	3	11	12	11	12	11	10	14	9	14	10	10	6	10	37

Other Parties Voting Intention

UKIP	5	0	0	0	6	1	2	5	4	3	2	4	7	4	5	3	7	3	5	1
SNP / PCY	3	0	0	0	0	1	2	3	4	4	4	3	3	2	6	1	0	1	1	34
Green	2	0	0	0	1	1	6	2	2	4	2	2	2	3	1	2	2	1	3	3
BNP	1	0	0	0	1	0	0	1	0	0	0	0	1	1	1	2	1	0	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	0	1	0	1	0	1	2	1	0	0	0

Non Voters

Would Not Vote	7	0	0	0	2	2	4	6	9	9	11	8	4	6	9	6	7	8	9	6
Don't know	15	0	0	0	12	8	20	10	20	19	16	16	12	15	15	17	16	14	14	14

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

	Jan 2-3 2012	Jan 3-4 2012	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	32	32	80	3	46	67	8	25	37	28	25	29	29	41	36	28	35	38	33	26	23
Disapprove	50	53	6	93	34	18	88	58	53	53	49	52	60	48	48	60	51	43	53	62	66
Don't know	18	15	14	4	19	14	5	17	10	19	25	19	11	11	17	12	14	18	15	12	12

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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

Dec 13-14 2011 Jan 3-4 2012

40	39	17	65	37	20	64	44	40	39	28	39	44	38	41	37	37	33	41	47	39
31	30	49	17	23	48	16	26	33	28	14	28	31	39	30	30	27	33	30	25	39
18	20	27	11	32	26	11	19	20	20	37	21	16	17	21	19	23	22	20	18	12
10	11	7	7	7	7	9	11	7	14	21	13	9	6	8	14	13	11	10	10	11

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	42	110
Male 25 to 39	198	227
Male 40 to 59	359	299
Male 60 +	275	225
Female 18 to 24	47	105
Female 25 to 39	271	225
Female 40 to 59	359	307
Female 60 +	221	275
Region		
North England	415	436
Midlands	256	291
East England	168	170
London	279	227
South England	424	406
Wales	85	89
Scotland	145	154
Social Grade		
AB	664	496
C1	503	514
C2	253	372
DE	352	390
Newspaper Type		
Express / Mail	359	284
Sun / Star	210	416
Mirror / Record	105	177
Guardian / Independent	92	80
FT / Times / Telegraph	135	168
Other Paper	244	204
No Paper	627	443
Political Party Identification		
Labour	530	576
Conservative	520	505
Liberal Democrat	207	213
SNP/Plaid Cymru	39	30
Others	75	23
None/ DK	401	425

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