

YouGov / The Sun Survey Results

Sample Size: 2644 GB Adults
Fieldwork: 4th - 5th 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
Weighted Sample	2644	779	860	183	806	711	570	1285	1359	320	675	902	746	1508	1136	339	858	566	651	230
Unweighted Sample	2644	770	760	190	815	642	596	1265	1379	193	603	1056	792	1739	905	365	878	519	634	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	91	3	12	37	37	37	35	37	40	41	32	45	49	37	26	22
Lab	41	0	100	0	3	91	37	40	43	38	44	44	38	35	50	40	30	45	55	35
Lib Dem	9	0	0	100	0	1	39	8	9	10	11	8	8	11	5	7	11	8	9	7
Other	13	0	0	0	5	4	12	14	11	15	10	12	14	12	13	9	10	11	10	37

Other Parties Voting Intention

UKIP	5	0	0	0	4	2	2	6	4	4	3	5	7	5	6	4	6	5	6	2
SNP / PCY	3	0	0	0	0	1	3	3	2	6	2	2	3	3	3	1	0	0	0	29
Green	2	0	0	0	0	0	6	2	3	5	3	2	2	3	2	3	3	2	2	2
BNP	1	0	0	0	1	0	1	2	1	0	1	2	1	1	2	0	1	2	1	2
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	1	1	1	1	1	1	1	0	1	0	1	1	2

Non Voters

Would Not Vote	7	0	0	0	2	1	7	6	8	8	10	7	4	6	9	6	8	8	7	3
Don't know	14	0	0	0	10	8	23	10	18	16	13	16	12	13	16	16	16	13	12	14

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

		Oct 3-4	Oct 4-5																		
Approve	31	31	77	3	45	65	5	26	34	27	32	27	28	36	36	23	34	38	30	22	25
Disapprove	55	55	10	91	34	20	89	59	55	56	45	54	60	57	50	63	52	47	56	64	68
Don't know	13	14	14	6	21	15	7	15	11	17	23	19	12	8	14	14	14	15	15	14	7

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

Sept 20-21
Oct 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	40	38	16	66	27	16	63	43	39	37	29	37	42	39	37	39	37	31	41	46	38
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	31	30	47	15	41	47	16	28	32	28	25	28	31	33	32	28	29	30	29	30	36
Neither - I am not aware of significant cuts to services in my area	20	22	31	13	24	30	14	20	21	23	25	21	19	24	22	21	23	27	21	18	15
Don't know	9	10	7	6	8	7	7	9	8	11	21	14	7	4	8	12	11	12	9	7	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	81	164
Male 25 to 39	251	339
Male 40 to 59	509	447
Male 60 +	426	336
Female 18 to 24	112	156
Female 25 to 39	352	336
Female 40 to 59	550	458
Female 60 +	366	410
Region		
North England	635	651
Midlands	394	434
East England	270	254
London	365	339
South England	610	606
Wales	125	132
Scotland	248	230
Social Grade		
AB	948	741
C1	793	768
C2	370	556
DE	536	582
Newspaper Type		
Express / Mail	526	397
Sun / Star	278	569
Mirror / Record	187	410
Guardian / Independent	208	79
FT / Times / Telegraph	274	225
Other Paper	325	304
No Paper	849	662
Political Party Identification		
Labour	772	860
Conservative	735	754
Liberal Democrat	283	318
Others	211	79
None/ DK	646	635

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