

YouGov / The Sun Survey Results

Sample Size: 1711 GB Adults
Fieldwork: 14th - 15th August 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	1711	460	573	129	543	438	409	832	879	207	436	585	483	975	736	219	556	366	421	149
Unweighted Sample	1711	443	575	108	551	435	405	811	900	78	466	710	457	1097	614	204	609	324	426	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	82	4	13	37	32	34	37	31	37	39	29	36	48	34	24	16
Lab	43	0	100	0	5	91	43	39	47	39	44	50	35	38	50	42	30	46	57	42
Lib Dem	10	0	0	100	0	2	32	10	9	17	11	8	8	11	7	10	12	7	7	12
Other	13	0	0	0	12	2	12	14	12	10	8	12	20	13	14	12	10	13	12	29

Other Parties Voting Intention

UKIP	6	0	0	0	10	1	3	7	6	4	3	5	12	7	6	6	6	8	6	1
SNP / PCY	3	0	0	0	0	1	2	3	3	1	2	3	5	2	4	0	0	1	0	27
Green	2	0	0	0	1	1	5	3	2	4	3	3	1	3	2	3	2	2	3	1
BNP	1	0	0	0	1	0	1	1	1	0	1	1	1	0	2	2	0	1	1	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	1	0	1	1	1	0	0	1	0	2	0

Non Voters

Would Not Vote	6	0	0	0	3	2	5	4	7	5	10	5	3	5	6	4	6	6	8	4
Don't know	16	0	0	0	16	10	22	11	21	15	15	16	17	15	18	15	19	16	14	14

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

	Aug 13-14	Aug 14-15																			
Approve	27	26	68	5	43	51	8	18	31	21	22	29	25	25	28	23	30	34	22	20	15
Disapprove	58	59	15	91	34	34	86	65	59	60	55	52	62	64	55	64	53	50	63	67	72
Don't know	15	15	16	5	22	15	6	17	10	19	22	18	12	12	16	13	16	16	15	12	13

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

July 31 - Aug 1
Aug 14-15

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	38	42	19	66	38	29	63	46	45	40	39	41	46	41	40	45	44	37	43	49	42
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	30	28	45	16	31	40	16	22	29	28	16	28	26	36	30	25	31	29	29	24	30
Neither - I am not aware of significant cuts to services in my area	21	19	28	11	22	24	12	20	19	19	25	19	19	16	20	17	16	23	16	17	18
Don't know	11	11	8	7	9	7	10	12	7	14	20	12	9	7	9	12	9	11	12	10	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	26	106
Male 25 to 39	187	219
Male 40 to 59	364	289
Male 60 +	234	217
Female 18 to 24	52	101
Female 25 to 39	279	217
Female 40 to 59	346	296
Female 60 +	223	265
Region		
North England	426	421
Midlands	239	281
East England	178	164
London	204	219
South England	431	392
Wales	85	86
Scotland	148	149
Social Grade		
AB	582	479
C1	515	496
C2	285	359
DE	329	376
Newspaper Type		
Express / Mail	364	274
Sun / Star	199	402
Mirror / Record	124	171
Guardian / Independent	91	77
FT / Times / Telegraph	119	163
Other Paper	207	197
No Paper	607	428
Political Party Identification		
Labour	556	556
Conservative	483	488
Liberal Democrat	172	205
SNP/Plaid Cymru	36	29
Others	75	22
None/ DK	389	411

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