

YouGov / The Sun Survey Results

Sample Size: 1807 GB Adults
Fieldwork: 27th - 28th March 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	1807	464	600	131	576	488	395	879	928	218	461	621	507	1023	771	233	590	385	442	157
Unweighted Sample	1807	451	562	136	570	449	418	879	928	99	450	748	510	1176	618	263	568	340	475	161
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	82	5	10	34	34	25	33	34	38	38	28	31	42	39	27	17
Lab	44	0	100	0	5	91	42	42	46	61	45	43	37	40	50	51	33	42	58	39
Lib Dem	10	0	0	100	2	1	36	9	10	5	13	10	8	11	7	11	12	10	7	5
Other	12	0	0	0	11	3	12	14	11	9	9	13	16	11	14	7	13	10	8	39

Other Parties Voting Intention

UKIP	6	0	0	0	10	0	4	7	5	3	2	6	12	6	7	4	9	4	6	7
SNP / PCY	3	0	0	0	0	1	3	3	3	1	3	4	3	2	3	1	0	1	0	29
Green	2	0	0	0	1	0	4	3	2	5	2	3	0	2	2	2	3	2	1	2
BNP	1	0	0	0	0	1	1	1	0	0	1	0	1	0	1	0	0	2	0	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2
Other	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	0

Non Voters

Would Not Vote	8	0	0	0	4	1	6	8	7	7	9	8	5	6	10	5	9	7	9	4
Don't know	17	0	0	0	17	9	19	11	22	18	19	17	15	16	18	14	17	20	16	17

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

	March 26-27	March 27-28																			
Approve	25	25	76	3	38	53	7	19	30	21	17	26	25	29	31	18	26	29	27	21	19
Disapprove	60	61	12	92	38	33	86	67	62	60	69	56	63	60	56	68	62	56	56	68	71
Don't know	15	13	12	5	24	15	8	14	8	19	13	17	12	11	13	14	12	15	17	11	10

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?

	March 13-14	March 27-28																			
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	39	39	14	63	36	18	58	48	42	36	36	36	42	38	35	43	44	31	37	48	37
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	32	28	47	14	34	46	16	21	31	26	19	26	30	33	31	25	24	31	30	25	29
Neither - I am not aware of significant cuts to services in my area	20	22	33	13	22	29	16	22	20	25	23	24	19	24	25	19	23	27	20	18	24
Don't know	9	11	6	9	8	7	10	9	7	14	22	14	9	5	9	13	8	11	13	9	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	45	112
Male 25 to 39	174	231
Male 40 to 59	381	307
Male 60 +	279	229
Female 18 to 24	54	106
Female 25 to 39	276	231
Female 40 to 59	367	313
Female 60 +	231	278
Region		
North England	475	442
Midlands	256	295
East England	141	173
London	263	233
South England	427	417
Wales	84	90
Scotland	161	157
Social Grade		
AB	645	502
C1	531	520
C2	259	377
DE	359	395
Newspaper Type		
Express / Mail	355	292
Sun / Star	199	423
Mirror / Record	101	180
Guardian / Independent	116	82
FT / Times / Telegraph	118	170
Other Paper	236	207
No Paper	682	453
Political Party Identification		
Labour	564	589
Conservative	519	515
Liberal Democrat	213	215
SNP/Plaid Cymru	30	31
Others	86	24
None/ DK	395	432