

YouGov / The Sun Survey Results

Sample Size: 2666 GB Adults
Fieldwork: 15th - 16th March 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	2666	737	910	202	782	694	601	1296	1370	322	680	911	752	1519	1147	341	866	571	656	232	
Unweighted Sample	2666	724	868	212	777	655	626	1272	1394	198	696	976	795	1741	925	435	860	543	594	234	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	35	100	0	0	87	2	11	33	37	36	32	32	41	39	30	40	41	38	27	21
Lab	43	0	100	0	4	94	38	43	44	39	49	47	36	39	50	44	35	43	56	43
Lib Dem	10	0	0	100	1	1	39	10	9	16	9	8	9	12	7	9	13	7	8	8
Other	12	0	0	0	8	4	12	14	9	8	9	12	14	11	13	7	11	12	9	27

Other Parties Voting Intention

UKIP	5	0	0	0	6	0	4	6	4	3	2	5	8	4	6	4	5	6	5	2
SNP / PCY	2	0	0	0	0	1	2	3	1	0	2	3	2	2	2	0	0	1	0	20
Green	2	0	0	0	0	1	3	2	2	3	3	1	1	2	2	1	3	2	1	2
BNP	2	0	0	0	1	1	1	2	1	1	1	2	3	2	2	0	2	3	2	1
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	1	1	1	1	0	0	1	0	0	1	1	0	0	1	2

Non Voters

Would Not Vote	7	0	0	0	2	1	5	5	8	9	10	5	4	6	7	6	7	7	7	3
Don't know	15	0	0	0	12	9	22	11	19	21	17	13	13	13	17	13	14	15	16	16

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

	14-15 Mar	15-16 Mar	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Approve	29	30	79	3	44	64	5	25	33	27	30	28	29	33	35	24	31	34	33	25	21
Disapprove	57	56	8	91	36	22	86	61	56	56	47	55	59	56	52	61	54	52	51	62	67
Don't know	14	14	12	7	20	14	9	14	11	17	23	17	12	11	14	15	15	14	16	13	12

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

1-2 Mar

15-16 Mar

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	43	41	19	65	35	19	63	48	44	38	37	45	43	37	42	41	40	37	40	47	46
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	34	33	54	18	40	52	19	30	32	34	19	29	35	41	34	33	34	34	33	32	30
Neither - I am not aware of significant cuts to services in my area	14	16	19	10	20	20	11	16	15	17	23	16	14	16	17	14	16	19	15	13	15
Don't know	9	10	9	6	5	9	7	7	9	11	21	11	8	6	7	13	9	10	11	8	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	77	165
Male 25 to 39	317	341
Male 40 to 59	476	450
Male 60 +	401	338
Female 18 to 24	121	157
Female 25 to 39	379	338
Female 40 to 59	500	461
Female 60 +	394	413
Region		
North England	594	656
Midlands	415	438
East England	235	256
London	435	341
South England	625	610
Wales	128	133
Scotland	234	232
Social Grade		
AB	956	746
C1	785	773
C2	416	561
DE	509	586
Newspaper Type		
Express / Mail	537	400
Sun / Star	402	573
Mirror / Record	206	413
Guardian / Independent	191	80
FT / Times / Telegraph	201	227
Other Paper	293	307
No Paper	836	666
Political Party Identification		
Labour	847	867
Conservative	742	760
Liberal Democrat	299	320
Others	166	80
None/ DK	612	640

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