

YouGov / The Sun Survey Results

Sample Size: 2733 GB Adults
Fieldwork: 26th - 27th July 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	2733	772	913	180	869	732	535	1328	1405	331	697	935	771	1558	1175	350	888	585	672	238
Unweighted Sample	2733	792	855	197	885	683	574	1318	1415	221	723	1052	737	1807	926	458	922	493	616	244
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	85	4	11	35	37	28	35	33	43	41	28	37	45	38	29	16
Lab	43	0	100	0	6	92	36	41	44	50	45	45	35	37	51	45	34	41	54	43
Lib Dem	8	0	0	100	1	1	38	9	8	8	10	7	9	11	5	8	10	9	7	7
Other	13	0	0	0	8	3	16	15	11	14	10	15	13	11	15	10	11	12	11	33

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	5	7	4	1	3	5	8	5	6	5	6	6	5	2
SNP / PCY	2	0	0	0	1	1	2	3	2	4	1	3	2	2	3	0	0	0	1	23
Green	2	0	0	0	1	0	6	2	2	7	2	2	2	2	2	2	2	1	2	6
BNP	2	0	0	0	1	0	2	2	2	1	2	4	1	1	4	1	2	3	2	0
Respect	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	0	1	1	1	1	1	1	0	1	1	1	1	1	1	1

Non Voters

Would Not Vote	8	0	0	0	3	2	5	6	9	14	11	5	5	6	10	6	8	10	7	6
Don't know	14	0	0	0	10	9	19	9	18	16	15	14	11	12	16	14	15	14	13	12

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

		July 25-26	July 26-27																		
Approve	29	28	77	3	43	62	7	21	33	24	25	27	26	34	36	19	30	34	26	26	19
Disapprove	57	55	9	90	40	22	85	63	55	54	49	50	60	56	50	62	53	48	54	61	67
Don't know	14	17	13	7	17	16	8	16	12	21	26	22	14	11	15	20	17	18	19	13	15

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	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
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Unweighted Sample	2733	792	855	197	885	683	574	1318	1415	221	723	1052	737	1807	926	458	922	493	616	244
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 12-13
July 26-27

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

	July 12-13	July 26-27	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
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	41	41	16	68	39	19	65	47	43	39	34	38	47	38	44	42	36	39	47	44	
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	31	32	54	16	32	52	18	27	33	32	26	29	33	38	35	29	28	34	33	31	34
Neither - I am not aware of significant cuts to services in my area	18	18	25	10	22	22	12	17	18	18	21	22	14	19	19	17	20	23	17	13	17
Don't know	10	9	5	6	7	7	5	8	6	11	20	11	6	5	8	10	10	7	11	9	5

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	85	173
Male 25 to 39	283	356
Male 40 to 59	554	470
Male 60 +	379	353
Female 18 to 24	130	164
Female 25 to 39	439	353
Female 40 to 59	544	481
Female 60 +	369	431
Region		
North England	658	685
Midlands	407	456
East England	287	267
London	413	356
South England	658	637
Wales	122	139
Scotland	238	242
Social Grade		
AB	1023	779
C1	808	807
C2	399	584
DE	553	612
Newspaper Type		
Express / Mail	551	417
Sun / Star	320	598
Mirror / Record	213	431
Guardian / Independent	174	83
FT / Times / Telegraph	229	237
Other Paper	354	320
No Paper	942	696
Political Party Identification		
Labour	805	904
Conservative	757	793
Liberal Democrat	311	334
Others	176	83
None/ DK	734	668

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