

YouGov / The Sun Survey Results

Sample Size: 1763 GB Adults
Fieldwork: 28th - 29th 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	1763	432	591	121	563	437	386	857	906	213	450	603	497	1005	758	226	573	377	434	153	
Unweighted Sample	1763	440	531	116	577	389	413	854	909	84	458	691	530	1182	581	264	636	306	400	157	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	79	3	11	32	32	24	31	29	40	36	26	33	39	32	25	20
Lab	44	0	100	0	8	90	44	43	44	53	50	46	32	41	47	43	37	40	57	40
Lib Dem	9	0	0	100	1	1	31	9	9	14	9	8	7	10	8	10	10	10	7	6
Other	16	0	0	0	12	6	14	16	15	10	10	17	21	13	19	14	14	17	11	34

Other Parties Voting Intention

UKIP	6	0	0	0	9	2	3	8	5	0	2	5	14	6	7	5	7	8	7	2
SNP / PCY	4	0	0	0	1	0	4	4	4	3	3	5	3	3	4	1	0	4	0	30
Green	3	0	0	0	0	1	6	2	4	2	4	3	2	3	3	2	3	3	2	2
BNP	1	0	0	0	1	0	0	1	1	0	0	2	1	1	2	0	2	1	1	0
Respect	1	0	0	0	0	2	0	1	0	4	0	0	0	0	1	4	0	0	0	0
Other	1	0	0	0	1	0	1	1	1	0	1	1	1	0	2	1	1	2	0	0

Non Voters

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

Aug 27-28
Aug 28-29

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

Approve	23	21	62	1	34	45	4	17	24	19	17	22	20	24	26	15	23	25	22	18	15
Disapprove	61	64	22	94	44	39	92	69	66	63	64	60	67	65	61	69	61	57	65	70	76
Don't know	16	14	16	5	22	16	4	14	10	18	19	18	13	11	13	16	16	18	13	11	9

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

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

Neither - I am not aware of significant cuts to services in my area

Don't know

Aug 14-15 Aug 28-29

42	39	21	57	41	25	53	48	43	35	29	40	45	36	38	40	37	39	34	43	44
28	28	43	18	31	41	18	24	26	30	17	24	26	39	28	28	26	29	32	25	25
19	21	30	13	19	25	15	17	20	21	21	20	22	19	24	17	24	23	19	17	24
11	12	6	12	9	9	14	11	11	14	33	16	8	6	10	15	13	9	15	16	7

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	29	109
Male 25 to 39	177	226
Male 40 to 59	349	298
Male 60 +	299	224
Female 18 to 24	55	104
Female 25 to 39	281	224
Female 40 to 59	342	305
Female 60 +	231	273
Region		
North England	400	434
Midlands	233	289
East England	169	169
London	264	226
South England	467	404
Wales	73	88
Scotland	157	153
Social Grade		
AB	688	494
C1	494	511
C2	260	370
DE	321	388
Newspaper Type		
Express / Mail	352	282
Sun / Star	163	414
Mirror / Record	101	176
Guardian / Independent	96	79
FT / Times / Telegraph	129	167
Other Paper	239	203
No Paper	683	441
Political Party Identification		
Labour	506	573
Conservative	525	502
Liberal Democrat	184	212
SNP/Plaid Cymru	37	30
Others	87	23
None/ DK	424	423

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