

YouGov / The Sun Survey Results

Sample Size: 1684 GB Adults

Fieldwork: 15th - 16th November 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	1684	453	517	124	554	416	370	818	866	204	429	576	475	960	724	216	547	360	414	147	
Unweighted Sample	1684	451	452	141	553	374	405	821	863	64	464	678	478	1087	597	206	600	337	385	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	82	2	11	34	39	19	36	34	44	39	32	47	43	36	28	21
Lab	41	0	100	0	7	91	36	41	42	60	43	43	31	38	46	36	34	40	56	37
Lib Dem	10	0	0	100	1	2	41	11	9	16	10	7	11	12	7	10	12	10	8	9
Other	13	0	0	0	10	6	12	14	11	5	11	15	14	11	15	7	11	14	9	33

Other Parties Voting Intention

UKIP	6	0	0	0	9	1	4	7	5	2	3	6	10	5	8	4	8	6	5	4
SNP / PCY	3	0	0	0	0	2	2	3	3	1	4	4	2	3	3	0	0	2	0	27
Green	2	0	0	0	0	0	5	1	2	2	1	2	1	2	1	2	2	2	2	1
BNP	1	0	0	0	1	1	0	1	1	0	2	1	1	1	2	1	1	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	1	1	1	0	0	1	1	0	1	1	0	0	1	1	1

Non Voters

Would Not Vote	9	0	0	0	1	2	8	9	8	20	11	7	4	8	10	5	10	5	12	9
Don't know	17	0	0	0	15	11	25	13	21	14	20	16	17	16	19	25	18	15	15	15

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

	Nov 14-15	Nov 15-16																			
Approve	28	27	72	3	33	55	7	19	30	24	15	29	25	32	31	22	33	30	28	20	23
Disapprove	56	56	12	91	38	28	85	63	57	55	55	51	60	56	52	61	51	51	56	64	55
Don't know	15	17	16	5	30	17	9	17	14	21	30	19	15	12	17	17	16	19	16	16	22

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

Nov 1-2
Nov 15-16

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

39	38	17	62	32	21	61	44	39	36	36	37	42	35	39	37	35	34	40	46	30
31	31	46	19	35	45	19	29	32	31	19	27	31	41	32	31	27	33	29	29	45
21	20	29	12	21	24	12	20	19	20	22	23	18	18	21	18	29	23	19	13	13
10	11	7	6	13	10	8	7	9	13	23	13	9	7	9	14	9	10	12	12	13

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	27	104
Male 25 to 39	205	216
Male 40 to 59	340	285
Male 60 +	249	214
Female 18 to 24	37	99
Female 25 to 39	259	214
Female 40 to 59	338	291
Female 60 +	229	261
Region		
North England	385	414
Midlands	267	276
East England	164	162
London	206	216
South England	436	386
Wales	70	84
Scotland	156	147
Social Grade		
AB	599	472
C1	488	488
C2	270	354
DE	327	370
Newspaper Type		
Express / Mail	378	269
Sun / Star	209	396
Mirror / Record	100	168
Guardian / Independent	84	76
FT / Times / Telegraph	112	160
Other Paper	206	194
No Paper	595	421
Political Party Identification		
Labour	475	547
Conservative	474	480
Liberal Democrat	227	202
SNP/Plaid Cymru	42	29
Others	68	22
None/ DK	398	404

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