

YouGov / The Sun Survey Results

Sample Size: 1699 GB Adults

Fieldwork: 17th - 18th January 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	1699	516	509	96	521	430	377	826	873	206	433	581	479	968	731	217	552	364	418	148
Unweighted Sample	1699	493	467	114	502	397	430	809	890	60	475	681	483	1142	557	228	584	361	395	131
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	89	4	17	38	42	40	35	37	47	43	36	40	52	38	33	24
Lab	39	0	100	0	3	91	40	39	39	54	48	40	27	38	42	42	28	42	49	43
Lib Dem	7	0	0	100	1	0	30	8	7	2	9	7	8	8	7	9	8	7	7	3
Other	13	0	0	0	7	5	13	15	12	4	8	16	17	12	15	9	12	12	12	30

Other Parties Voting Intention

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

Non Voters

Would Not Vote	8	0	0	0	2	4	5	9	7	20	10	6	3	6	10	12	10	8	6	2
Don't know	16	0	0	0	11	10	21	11	20	19	17	14	14	15	16	13	15	18	16	16

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

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

	Jan 16-17	Jan 17-18																			
Approve	32	31	79	5	44	67	8	22	33	30	17	30	29	42	37	25	35	38	31	24	23
Disapprove	54	53	7	86	38	19	80	62	55	50	52	52	57	49	49	57	51	42	55	61	61
Don't know	14	16	13	9	18	14	12	16	13	19	31	18	15	9	14	18	14	20	13	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?

	Jan 3-4	Jan 17-18																			
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	39	36	16	62	41	19	57	45	37	35	26	40	40	33	36	36	41	32	37	40	31
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	30	33	54	18	36	50	18	28	35	31	18	29	36	40	32	34	29	35	30	36	33
Neither - I am not aware of significant cuts to services in my area	20	20	26	13	19	25	16	17	18	21	28	20	17	20	23	16	22	22	20	14	23
Don't know	11	11	4	7	5	6	8	10	9	12	28	12	8	7	9	14	9	11	13	10	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	24	105
Male 25 to 39	204	217
Male 40 to 59	347	287
Male 60 +	234	216
Female 18 to 24	36	100
Female 25 to 39	271	216
Female 40 to 59	334	294
Female 60 +	249	263
Region		
North England	395	418
Midlands	275	279
East England	167	163
London	228	217
South England	417	389
Wales	86	85
Scotland	131	148
Social Grade		
AB	640	476
C1	502	493
C2	232	357
DE	325	374
Newspaper Type		
Express / Mail	349	272
Sun / Star	185	399
Mirror / Record	95	170
Guardian / Independent	98	76
FT / Times / Telegraph	110	161
Other Paper	218	195
No Paper	644	425
Political Party Identification		
Labour	513	552
Conservative	457	484
Liberal Democrat	212	204
SNP/Plaid Cymru	28	29
Others	80	22
None/ DK	409	408

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