

# YouGov / The Sun Survey Results

Sample Size: 1744 GB Adults  
Fieldwork: 31st July - 1st 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	
<b>Weighted Sample</b>	<b>1744</b>	<b>432</b>	<b>569</b>	<b>126</b>	<b>529</b>	<b>407</b>	<b>395</b>	<b>848</b>	<b>896</b>	<b>211</b>	<b>445</b>	<b>596</b>	<b>492</b>	<b>994</b>	<b>750</b>	<b>223</b>	<b>567</b>	<b>373</b>	<b>429</b>	<b>152</b>
<b>Unweighted Sample</b>	<b>1744</b>	<b>439</b>	<b>522</b>	<b>130</b>	<b>558</b>	<b>389</b>	<b>416</b>	<b>852</b>	<b>892</b>	<b>71</b>	<b>459</b>	<b>738</b>	<b>476</b>	<b>1158</b>	<b>586</b>	<b>248</b>	<b>590</b>	<b>347</b>	<b>409</b>	<b>150</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>32</b>	100	0	0	77	2	13	34	31	36	32	29	35	38	24	34	41	34	27	13
Lab	<b>43</b>	0	100	0	6	90	40	40	46	47	44	46	36	37	51	45	30	44	56	44
Lib Dem	<b>10</b>	0	0	100	0	2	34	9	10	9	14	8	7	12	7	8	13	9	8	7
Other	<b>15</b>	0	0	0	17	6	13	17	13	9	9	16	21	13	18	13	16	13	10	36

## Other Parties Voting Intention

UKIP	<b>8</b>	0	0	0	15	2	4	9	7	1	3	8	16	7	11	10	11	8	6	3
SNP / PCY	<b>3</b>	0	0	0	0	3	1	4	3	3	4	3	2	3	4	0	0	1	0	29
Green	<b>2</b>	0	0	0	0	0	7	2	3	5	2	3	1	3	1	1	4	3	1	2
BNP	<b>1</b>	0	0	0	1	1	0	2	0	0	0	2	1	0	2	1	1	1	1	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	0	0	0	1	1	0	1	1	0	1	0	2

## Non Voters

Would Not Vote	<b>9</b>	0	0	0	4	1	7	10	8	17	15	6	5	7	11	7	11	11	8	5
Don't know	<b>15</b>	0	0	0	15	7	18	9	20	8	16	17	13	14	15	18	15	14	13	14

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

	July 30-31	July 31 - Aug 1																			
Approve	26	<b>23</b>	70	1	34	45	4	19	27	20	27	24	22	22	28	17	22	31	22	19	13
Disapprove	59	<b>61</b>	18	89	38	39	86	65	62	61	52	54	65	67	56	68	62	55	57	68	74
Don't know	15	<b>16</b>	13	9	28	16	11	16	12	19	21	22	13	11	16	15	16	14	21	13	13

## 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?

	July 17-18	July 31 - Aug 1																			
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	41	<b>38</b>	19	59	42	22	60	46	42	34	25	37	44	38	39	37	30	35	35	47	45
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	27	<b>30</b>	47	17	28	48	16	26	30	30	17	28	30	36	31	28	27	29	34	28	28
Neither - I am not aware of significant cuts to services in my area	21	<b>21</b>	29	14	21	24	15	17	20	23	44	18	16	21	21	21	32	25	18	15	18
Don't know	11	<b>11</b>	5	10	9	7	9	11	8	13	15	17	9	5	8	14	11	10	13	10	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.
<b>Age and Gender</b>		
Male 18 to 24	35	108
Male 25 to 39	195	223
Male 40 to 59	352	295
Male 60 +	270	221
Female 18 to 24	36	103
Female 25 to 39	264	221
Female 40 to 59	386	302
Female 60 +	206	270
<b>Region</b>		
North England	409	429
Midlands	267	286
East England	166	167
London	248	223
South England	424	399
Wales	80	87
Scotland	150	152
<b>Social Grade</b>		
AB	640	488
C1	518	506
C2	238	366
DE	348	384
<b>Newspaper Type</b>		
Express / Mail	350	279
Sun / Star	177	410
Mirror / Record	100	174
Guardian / Independent	101	78
FT / Times / Telegraph	128	166
Other Paper	230	201
No Paper	658	436
<b>Political Party Identification</b>		
Labour	518	567
Conservative	525	497
Liberal Democrat	197	209
SNP/Plaid Cymru	38	30
Others	94	23
None/ DK	372	419

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