

YouGov / The Sun Survey Results

Sample Size: 1912 GB Adults
Fieldwork: 9th - 10th October 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	1912	511	621	120	583	470	426	929	983	231	488	654	539	1090	822	245	621	409	470	166	
Unweighted Sample	1912	491	638	106	574	480	462	944	968	155	445	792	520	1265	647	280	617	400	453	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	81	3	14	32	36	27	37	30	38	37	29	34	38	39	31	15
Lab	41	0	100	0	4	92	34	42	41	53	39	44	36	38	45	44	32	40	51	45
Lib Dem	8	0	0	100	1	0	33	6	10	9	9	9	5	9	7	10	10	9	5	7
Other	17	0	0	0	14	5	18	20	14	11	14	17	21	16	19	12	20	12	13	34

Other Parties Voting Intention

UKIP	10	0	0	0	12	2	8	11	8	4	6	9	15	9	11	7	15	9	8	5
SNP / PCY	3	0	0	0	1	1	2	5	2	2	6	3	2	3	3	2	0	2	0	26
Green	2	0	0	0	1	1	7	2	3	4	1	2	2	3	2	2	3	1	2	2
BNP	1	0	0	0	0	1	0	1	1	0	0	2	1	0	2	0	1	0	2	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	0	0	1	1	0	2	0	0	1	1	0	0	1	1	1	0

Non Voters

Would Not Vote	7	0	0	0	2	1	4	7	8	19	9	5	3	6	9	6	8	8	7	3
Don't know	14	0	0	0	12	7	20	11	17	15	16	14	12	14	14	16	17	13	11	10

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

		Oct 8-9	Oct 9-10																			
Approve	26	27	27	78	2	34	59	4	21	28	27	17	29	26	32	30	24	33	29	28	24	18
Disapprove	60	59	59	10	90	45	29	87	66	61	57	58	54	60	61	54	64	50	58	58	61	71
Don't know	14	14	14	12	8	21	13	9	13	12	16	25	17	14	7	16	12	17	13	14	15	10

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?

		Sep 25-26	Oct 9-10																			
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	40	39	39	17	63	35	17	63	43	42	36	37	38	42	36	39	38	32	38	38	41	48
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	28	29	29	47	17	25	43	17	24	29	28	17	26	27	38	30	27	27	26	33	32	25
Neither - I am not aware of significant cuts to services in my area	22	21	21	27	10	34	29	10	22	19	23	28	22	21	19	21	22	27	24	19	20	16
Don't know	10	11	11	9	10	6	10	10	11	10	12	19	14	10	7	10	13	14	13	11	7	11

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	66	119
Male 25 to 39	203	245
Male 40 to 59	368	323
Male 60 +	307	243
Female 18 to 24	89	113
Female 25 to 39	242	243
Female 40 to 59	424	331
Female 60 +	213	296
Region		
North England	453	470
Midlands	285	314
East England	159	184
London	280	245
South England	458	438
Wales	115	96
Scotland	162	166
Social Grade		
AB	702	535
C1	563	554
C2	293	402
DE	354	421
Newspaper Type		
Express / Mail	405	306
Sun / Star	133	449
Mirror / Record	77	191
Guardian / Independent	129	86
FT / Times / Telegraph	135	182
Other Paper	280	220
No Paper	753	478
Political Party Identification		
Labour	633	621
Conservative	528	545
Liberal Democrat	197	229
SNP/Plaid Cymru	35	33
Others	90	25
None/ DK	429	459

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