

## YouGov / The Sun Survey Results

Sample Size: 1818 GB Adults  
Fieldwork: 23rd - 24th October 2012

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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>1818</b>	<b>457</b>	<b>595</b>	<b>126</b>	<b>561</b>	<b>450</b>	<b>408</b>	<b>884</b>	<b>934</b>	<b>220</b>	<b>464</b>	<b>622</b>	<b>513</b>	<b>1036</b>	<b>782</b>	<b>233</b>	<b>591</b>	<b>389</b>	<b>447</b>	<b>158</b>	
Unweighted Sample	1818	453	555	112	561	426	413	883	935	120	446	691	561	1212	606	263	617	309	439	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	33	100	0	0	79	2	11	31	34	30	34	29	37	36	27	34	40	37	25	14
Lab	43	0	100	0	3	92	41	39	46	43	45	47	36	40	47	45	32	43	54	48
Lib Dem	9	0	0	100	2	2	32	10	8	11	12	9	6	10	7	8	12	6	8	7
Other	16	0	0	0	16	4	16	20	11	16	9	15	22	14	18	13	16	13	13	31

### Other Parties Voting Intention

UKIP	8	0	0	0	13	1	6	9	6	6	2	6	14	7	9	6	12	6	6	1
SNP / PCY	3	0	0	0	1	2	1	5	2	3	3	3	5	4	3	0	1	2	1	27
Green	2	0	0	0	1	1	6	3	2	5	2	2	2	2	3	4	2	2	2	2
BNP	1	0	0	0	2	0	1	2	1	0	1	2	1	0	3	1	1	2	2	0
Respect	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	1	1	1	1	1	1	1	0	1	1	1	0	1	2	0

### Non Voters

Would Not Vote	8	0	0	0	6	2	2	8	8	9	12	7	5	7	9	8	6	9	11	5
Don't know	15	0	0	0	14	7	22	11	19	16	18	15	12	13	17	22	14	15	13	13

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

	Oct 22-23	Oct 23-24																			
Approve	24	25	72	5	35	48	7	19	28	22	24	27	23	26	31	17	23	29	26	21	19
Disapprove	59	61	14	90	42	38	86	66	60	62	54	56	66	63	57	67	58	56	63	66	68
Don't know	17	14	14	6	23	14	7	15	12	16	22	17	12	11	12	16	19	15	12	12	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?

	Oct 9-10	Oct 23-24																			
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	39	40	19	61	31	22	63	45	40	40	39	39	43	38	39	41	44	34	42	43	41
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	29	31	49	19	43	49	17	29	33	28	20	28	33	35	33	28	21	33	35	29	33
Neither - I am not aware of significant cuts to services in my area	21	18	27	10	20	22	11	14	17	18	17	19	16	19	19	16	18	23	15	15	11
Don't know	11	12	5	10	6	7	9	12	10	14	24	14	9	8	9	15	18	10	8	13	15

## 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	50	113
	Male 25 to 39	204	233
	Male 40 to 59	327	307
	Male 60 +	302	231
	Female 18 to 24	70	107
	Female 25 to 39	242	231
	Female 40 to 59	364	315
	Female 60 +	259	282
<b>Region</b>			
	North England	439	447
	Midlands	214	298
	East England	186	175
	London	263	233
	South England	431	416
	Wales	95	91
	Scotland	190	158
<b>Social Grade</b>			
	AB	659	509
	C1	553	527
	C2	250	382
	DE	356	400
<b>Newspaper Type</b>			
	Express / Mail	355	291
	Sun / Star	188	427
	Mirror / Record	97	182
	Guardian / Independent	145	82
	FT / Times / Telegraph	131	173
	Other Paper	241	209
	No Paper	661	455
<b>Political Party Identification</b>			
	Labour	554	591
	Conservative	519	518
	Liberal Democrat	178	218
	SNP/Plaid Cymru	50	31
	Others	75	24
	None/ DK	442	436

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