

YouGov / The Sun Survey Results

Sample Size: 1760 GB Adults
Fieldwork: 25th - 26th September 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	1760	437	560	127	545	461	388	855	905	213	449	602	496	1003	757	225	572	377	433	153	
Unweighted Sample	1760	445	518	103	561	423	389	892	868	114	425	697	524	1195	565	225	630	356	398	151	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	32	100	0	0	77	3	12	32	33	32	31	32	33	38	24	35	39	34	26	17
Lab	41	0	100	0	4	92	33	41	41	37	48	42	37	36	49	41	29	41	58	40
Lib Dem	9	0	0	100	1	2	37	8	11	17	8	8	9	10	8	8	12	12	6	4
Other	17	0	0	0	18	3	18	19	16	15	12	18	22	16	20	16	20	13	10	40

Other Parties Voting Intention

UKIP	9	0	0	0	15	1	6	10	8	5	3	8	16	7	12	12	13	7	5	8
SNP / PCY	4	0	0	0	2	0	3	3	5	3	3	5	4	3	4	0	1	3	0	28
Green	3	0	0	0	0	1	6	3	2	2	5	3	1	3	2	3	4	2	2	1
BNP	1	0	0	0	0	0	0	1	0	1	1	1	1	1	1	0	1	0	1	2
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	2	2	0	4	0	1	0	1	0	0	0	1	2	1

Non Voters

Would Not Vote	7	0	0	0	2	2	5	7	7	16	10	5	2	6	8	6	8	6	8	3
Don't know	16	0	0	0	15	6	23	13	19	20	19	14	13	16	16	16	18	16	13	13

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

	Sep 24-25	Sep 25-26																			
Approve	23	24	65	3	41	48	7	20	24	23	18	23	24	27	27	19	27	26	26	19	16
Disapprove	63	61	17	93	41	34	89	65	62	60	55	60	61	64	57	67	51	56	59	70	73
Don't know	15	15	18	4	17	18	4	15	14	16	27	18	14	10	16	14	22	17	15	11	11

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 11-12	Sep 25-26																			
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	38	40	14	67	41	21	67	45	43	37	17	46	43	41	38	42	35	32	45	50	35
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	31	28	47	13	31	47	15	23	28	28	25	20	30	35	28	28	28	28	29	26	35
Neither - I am not aware of significant cuts to services in my area	23	22	32	14	23	27	13	21	20	25	38	20	18	22	23	20	31	28	20	14	17
Don't know	8	10	6	6	5	5	5	12	9	10	21	14	8	3	10	9	6	12	7	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	53	109
Male 25 to 39	198	225
Male 40 to 59	348	297
Male 60 +	293	224
Female 18 to 24	61	104
Female 25 to 39	227	224
Female 40 to 59	349	304
Female 60 +	231	273
Region		
North England	398	433
Midlands	269	289
East England	196	169
London	225	225
South England	434	403
Wales	87	88
Scotland	151	153
Social Grade		
AB	686	493
C1	509	510
C2	226	370
DE	339	387
Newspaper Type		
Express / Mail	345	282
Sun / Star	163	414
Mirror / Record	87	176
Guardian / Independent	130	79
FT / Times / Telegraph	135	167
Other Paper	242	202
No Paper	658	440
Political Party Identification		
Labour	522	572
Conservative	518	502
Liberal Democrat	161	211
SNP/Plaid Cymru	48	30
Others	94	23
None/ DK	417	422

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