

YouGov / The Sun Survey Results

Sample Size: 1691 GB Adults
Fieldwork: 20th - 21st November 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	
Weighted Sample	1691	441	547	117	511	414	394	822	869	205	431	578	477	964	727	216	550	362	416	147	
Unweighted Sample	1691	441	492	106	546	374	400	864	827	93	387	683	528	1131	560	239	569	321	414	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	80	2	11	33	34	34	30	33	36	38	27	32	44	33	27	16
Lab	41	0	100	0	5	89	42	38	44	39	46	43	36	37	48	46	30	42	51	46
Lib Dem	9	0	0	100	1	1	31	9	9	10	10	7	10	10	7	11	11	7	9	5
Other	17	0	0	0	14	8	15	19	14	18	14	17	18	15	19	11	16	18	13	33

Other Parties Voting Intention

UKIP	10	0	0	0	12	6	6	12	7	7	5	10	14	8	12	5	11	13	8	7
SNP / PCY	3	0	0	0	0	1	1	3	2	3	4	3	2	3	3	1	0	1	0	23
Green	3	0	0	0	0	1	7	3	3	7	4	3	1	3	2	3	4	3	2	1
BNP	1	0	0	0	0	0	0	1	1	0	0	1	1	1	1	0	0	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	1	0	0	1	0	1	1	0	1	1	0	2	1	0	0	2

Non Voters

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

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

	Nov 19-20	Nov 20-21																			
Approve	26	27	74	5	40	55	7	21	30	24	26	29	25	28	33	18	29	33	26	23	14
Disapprove	60	58	10	89	34	29	85	65	58	57	55	51	60	62	52	66	54	50	60	61	76
Don't know	15	16	16	6	26	16	8	14	12	19	19	20	15	10	15	16	17	17	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?

	Nov 6-7	Nov 20-21																			
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	40	41	16	67	35	21	68	50	42	40	30	40	46	42	39	44	41	35	41	48	43
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	31	30	52	13	38	48	14	25	30	29	23	25	30	36	33	25	22	31	34	27	28
Neither - I am not aware of significant cuts to services in my area	19	20	26	12	24	23	11	18	20	19	32	21	17	16	19	20	24	24	14	15	20
Don't know	10	10	5	8	4	8	6	8	8	12	15	14	8	6	9	11	13	9	10	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.
Age and Gender		
Male 18 to 24	37	105
Male 25 to 39	173	216
Male 40 to 59	348	286
Male 60 +	306	215
Female 18 to 24	56	100
Female 25 to 39	214	215
Female 40 to 59	335	293
Female 60 +	222	262
Region		
North England	414	416
Midlands	228	277
East England	186	162
London	239	216
South England	383	387
Wales	93	85
Scotland	148	147
Social Grade		
AB	634	473
C1	497	490
C2	224	355
DE	336	372
Newspaper Type		
Express / Mail	297	271
Sun / Star	170	397
Mirror / Record	103	169
Guardian / Independent	123	76
FT / Times / Telegraph	137	161
Other Paper	213	194
No Paper	648	423
Political Party Identification		
Labour	481	550
Conservative	485	482
Liberal Democrat	164	203
SNP/Plaid Cymru	41	29
Others	100	22
None/ DK	420	406

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