

## YouGov / The Sun Survey Results

Sample Size: 1873 GB Adults  
Fieldwork: 6th - 7th November 2012

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Other	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>1873</b>	<b>509</b>	<b>670</b>	<b>125</b>	<b>595</b>	<b>451</b>	<b>419</b>	<b>910</b>	<b>963</b>	<b>227</b>	<b>478</b>	<b>641</b>	<b>528</b>	<b>1068</b>	<b>805</b>	<b>240</b>	<b>609</b>	<b>401</b>	<b>461</b>	<b>163</b>	
Unweighted Sample	1873	496	665	114	572	459	433	924	949	146	489	719	519	1221	652	304	613	373	462	121	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>34</b>	100	0	0	78	3	12	33	35	29	35	33	37	37	30	35	44	37	22	23
Lab	<b>45</b>	0	100	0	7	92	48	43	47	50	48	47	38	42	49	43	35	45	59	46
Lib Dem	<b>8</b>	0	0	100	2	1	29	9	8	10	9	7	8	10	6	8	10	5	9	9
Other	<b>13</b>	0	0	0	12	4	11	14	11	11	8	13	17	11	15	14	11	13	10	21

### Other Parties Voting Intention

UKIP	<b>6</b>	0	0	0	10	1	4	7	5	2	1	6	12	5	8	7	6	7	6	2
Green	<b>3</b>	0	0	0	1	0	6	3	3	5	5	3	1	3	3	5	4	3	3	0
SNP / PCY	<b>2</b>	0	0	0	0	2	1	2	2	2	1	3	3	1	3	0	0	1	1	18
BNP	<b>1</b>	0	0	0	1	0	0	1	0	1	1	1	1	1	1	1	1	1	0	1
Respect	<b>0</b>	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	3	3	4	6	7	6	12	7	2	5	9	5	6	7	8	5
Don't know	<b>14</b>	0	0	0	14	7	20	9	18	16	13	13	14	13	14	16	14	14	13	9

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

	Nov 5-6	Nov 6-7																			
Approve	28	<b>26</b>	72	3	38	52	6	19	27	25	23	25	27	28	29	23	29	31	28	21	15
Disapprove	57	<b>60</b>	14	92	42	33	87	65	62	58	62	53	63	61	57	64	54	54	59	66	71
Don't know	16	<b>14</b>	14	5	20	15	7	16	11	17	16	22	10	11	15	13	16	15	12	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?

	Oct 23-24	Nov 6-7																			
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	40	<b>40</b>	17	65	32	21	66	48	43	39	32	37	45	42	40	41	40	37	41	45	41
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	31	<b>31</b>	51	17	35	49	18	25	32	31	28	28	32	35	32	31	31	30	34	30	36
Neither - I am not aware of significant cuts to services in my area	18	<b>19</b>	24	11	28	24	10	18	17	20	23	22	15	19	20	17	23	21	17	15	14
Don't know	12	<b>10</b>	8	7	5	6	7	9	8	11	17	14	8	4	9	11	7	12	8	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	66	116
	Male 25 to 39	226	240
	Male 40 to 59	366	317
	Male 60 +	266	238
	Female 18 to 24	80	111
	Female 25 to 39	263	238
	Female 40 to 59	353	324
	Female 60 +	253	290
<b>Region</b>			
	North England	462	461
	Midlands	286	307
	East England	181	180
	London	304	240
	South England	432	429
	Wales	87	94
	Scotland	121	163
<b>Social Grade</b>			
	AB	663	524
	C1	558	543
	C2	286	393
	DE	366	412
<b>Newspaper Type</b>			
	Express / Mail	321	300
	Sun / Star	248	440
	Mirror / Record	137	187
	Guardian / Independent	147	84
	FT / Times / Telegraph	124	178
	Other Paper	222	215
	No Paper	674	468
<b>Political Party Identification</b>			
	Labour	612	609
	Conservative	530	534
	Liberal Democrat	187	225
	SNP/Plaid Cymru	31	32
	Others	84	24
	None/ DK	429	450

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