

YouGov / The Sun Survey Results

Sample Size: 1761 GB Adults
Fieldwork: 3rd - 4th July 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	1761	446	599	104	518	438	390	856	905	213	449	602	497	1004	757	225	572	377	433	153
Unweighted Sample	1761	440	559	108	544	403	400	872	889	94	453	689	525	1158	603	274	594	336	392	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	82	5	10	32	34	34	24	30	43	35	29	30	39	36	29	15
Lab	44	0	100	0	4	91	42	44	43	54	55	44	32	42	46	52	36	41	51	47
Lib Dem	8	0	0	100	1	0	32	8	8	4	11	8	6	9	6	5	10	9	6	3
Other	16	0	0	0	12	4	17	16	15	9	10	18	20	13	19	12	14	14	14	35

Other Parties Voting Intention

UKIP	7	0	0	0	11	2	3	7	7	0	1	8	15	5	10	7	8	7	8	2
SNP / PCY	3	0	0	0	0	1	1	3	2	2	2	4	2	3	3	0	0	2	0	28
Green	3	0	0	0	1	0	10	4	3	3	5	4	2	4	2	2	4	3	3	4
BNP	1	0	0	0	1	1	1	1	2	0	1	2	1	0	3	1	1	1	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	1	1	0	1	3	0	0	0	1	1	2	0	0	1	0

Non Voters

Would Not Vote	8	0	0	0	4	2	8	8	8	13	11	7	5	6	10	3	12	8	7	5
Don't know	15	0	0	0	11	8	20	10	19	14	17	14	13	14	15	12	15	11	18	18

July 2-3 July 3-4

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

Approve	26	22	65	5	29	50	6	16	24	20	22	20	21	26	25	18	23	25	23	19	16
Disapprove	59	61	18	87	40	32	85	66	61	60	56	55	66	61	59	63	56	56	59	68	66
Don't know	15	17	17	8	31	18	9	18	15	19	23	26	13	13	16	20	21	18	18	13	19

June 19-20 July 3-4

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?

Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	39	41	17	59	38	21	64	46	45	37	31	40	47	38	40	42	42	38	40	45	40
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	28	29	49	19	33	48	16	22	29	29	18	28	29	35	30	28	26	27	31	33	29
Neither - I am not aware of significant cuts to services in my area	21	20	27	14	19	24	14	18	18	22	28	19	17	21	22	18	21	25	21	14	19
Don't know	12	10	6	9	10	7	6	14	8	12	23	13	7	5	9	12	12	11	8	9	12

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	55	107
Male 25 to 39	193	221
Male 40 to 59	320	292
Male 60 +	248	219
Female 18 to 24	71	102
Female 25 to 39	243	219
Female 40 to 59	354	299
Female 60 +	243	268
Region		
North England	423	425
Midlands	244	283
East England	154	166
London	245	221
South England	425	395
Wales	73	86
Scotland	163	150
Social Grade		
AB	641	484
C1	514	501
C2	243	363
DE	329	380
Newspaper Type		
Express / Mail	368	276
Sun / Star	197	406
Mirror / Record	100	173
Guardian / Independent	95	78
FT / Times / Telegraph	127	164
Other Paper	231	199
No Paper	609	432
Political Party Identification		
Labour	517	561
Conservative	504	492
Liberal Democrat	196	207
SNP/Plaid Cymru	40	29
Others	66	22
None/ DK	404	414

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