

YouGov / The Sun Survey Results

Sample Size: 1738 GB Adults
Fieldwork: 13th - 14th March 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	1738	507	534	114	543	447	399	845	893	210	443	594	490	991	747	222	565	372	428	151
Unweighted Sample	1738	516	501	118	557	425	421	844	894	129	467	683	459	1177	561	259	572	336	428	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	38	100	0	0	88	6	15	39	38	32	38	35	45	42	34	39	50	36	30	23
Lab	41	0	100	0	4	88	37	38	43	47	40	46	33	38	45	40	31	45	50	43
Lib Dem	9	0	0	100	1	2	33	8	10	8	12	6	10	10	7	10	10	9	7	5
Other	12	0	0	0	7	5	15	15	9	13	11	13	12	11	14	11	9	10	13	29

Other Parties Voting Intention

UKIP	5	0	0	0	5	2	7	7	4	2	2	6	8	4	7	4	4	6	8	4
Green	3	0	0	0	1	1	6	4	2	5	4	2	2	3	2	4	3	1	3	2
SNP / PCY	2	0	0	0	0	1	1	2	2	4	3	3	0	2	2	1	0	1	1	19
BNP	1	0	0	0	1	1	0	1	1	0	1	1	0	0	2	0	1	1	1	0
Respect	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	2
Other	1	0	0	0	1	1	0	1	0	3	0	1	1	1	1	2	1	0	1	1

Non Voters

Would Not Vote	7	0	0	0	4	1	6	7	7	9	13	6	2	5	9	7	7	10	5	4
Don't know	17	0	0	0	13	13	24	13	21	17	17	19	16	16	19	17	15	18	19	21

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	March 12-13	March 13-14	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
Approve	29	29	76	5	38	61	7	21	32	27	24	30	27	34	32	26	31	36	29	23	24
Disapprove	57	54	11	88	44	24	82	63	55	54	49	51	58	54	52	58	53	43	57	64	62
Don't know	15	16	13	8	18	15	11	16	13	19	26	19	15	12	16	17	15	21	14	14	14

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?

	Feb 28-29	March 13-14	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
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	37	39	19	64	44	21	62	45	42	37	33	36	43	41	39	40	39	39	35	48	30
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	31	32	47	21	34	48	20	26	33	31	26	28	33	36	32	31	31	30	30	35	33
Neither - I am not aware of significant cuts to services in my area	22	20	29	10	15	23	12	20	20	20	26	24	16	18	21	18	21	22	21	13	26
Don't know	10	9	5	5	7	8	6	8	6	12	16	12	8	4	8	11	8	9	13	5	11

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	62	108
Male 25 to 39	211	222
Male 40 to 59	316	294
Male 60 +	255	221
Female 18 to 24	67	103
Female 25 to 39	256	221
Female 40 to 59	367	301
Female 60 +	204	269
Region		
North England	428	428
Midlands	245	285
East England	178	167
London	259	222
South England	394	398
Wales	91	87
Scotland	143	151
Social Grade		
AB	649	487
C1	528	504
C2	252	365
DE	309	382
Newspaper Type		
Express / Mail	349	278
Sun / Star	193	408
Mirror / Record	116	174
Guardian / Independent	107	78
FT / Times / Telegraph	138	165
Other Paper	233	200
No Paper	602	435
Political Party Identification		
Labour	520	565
Conservative	515	495
Liberal Democrat	206	209
SNP/Plaid Cymru	29	30
Others	69	23
None/ DK	399	417

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