

YouGov / The Sun Survey Results

Sample Size: 2029 GB Adults
Fieldwork: 16th - 17th September 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	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	2029	534	591	135	215	592	496	408	984	1045	241	513	694	580	1157	872	260	659	434	499	177
Unweighted Sample	2029	494	636	130	206	554	559	405	994	1035	209	423	850	547	1374	655	275	553	369	477	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	74	4	14	34	31	27	33	31	36	34	31	37	41	31	24	21
Lab	36	0	100	0	0	6	82	32	34	39	38	41	37	30	36	35	39	28	37	46	31
Lib Dem	8	0	0	100	0	2	1	33	9	7	7	9	7	10	10	5	8	9	8	7	7
Other	23	0	0	0	100	18	13	20	23	23	27	17	25	24	19	29	15	21	24	22	41

Other Parties Voting Intention

UKIP	13	0	0	0	100	15	5	11	12	14	6	6	16	18	9	18	7	14	15	17	4
Green	5	0	0	0	0	1	4	8	5	5	11	6	4	4	5	5	5	5	5	5	7
SNP / PCY	3	0	0	0	0	1	2	1	4	3	7	3	4	2	3	4	1	0	2	0	28
BNP	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2	0	0	0	0
Other	1	0	0	0	0	1	0	0	1	1	2	1	1	0	1	1	0	2	1	0	1

Non Voters

Would Not Vote	5	0	0	0	0	1	2	3	5	6	12	8	5	1	5	6	7	5	5	7	2
Don't know	14	0	0	0	0	9	11	18	8	19	17	17	12	12	12	16	13	13	17	14	10

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

	Sept 15-16	Sept 16-17																				
Approve	32	31	79	8	52	12	63	9	29	38	25	25	35	29	34	38	23	31	36	29	27	32
Disapprove	52	55	10	86	34	83	24	83	60	52	57	51	50	59	56	51	60	51	50	56	61	58
Don't know	15	14	11	6	14	5	13	8	11	10	17	23	16	11	10	12	16	18	13	16	11	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?

	Sept 2-3	Sept 16-17																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	41	42	18	65	43	35	21	64	48	44	40	34	43	44	41	45	37	35	38	43	50	42
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	26	29	48	17	29	38	45	18	26	30	28	21	25	32	33	27	32	28	30	31	26	31
Neither - I am not aware of significant cuts to services in my area	22	19	31	10	20	16	27	10	17	19	20	23	21	18	19	21	18	25	24	13	15	21
Don't know	11	10	3	8	8	12	7	8	9	7	12	22	10	7	8	7	13	12	8	14	9	6

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	103	122
Male 25 to 39	185	256
Male 40 to 59	422	343
Male 60 +	284	264
Female 18 to 24	106	120
Female 25 to 39	238	258
Female 40 to 59	428	351
Female 60 +	263	317
Region		
North England	477	499
Midlands	258	333
East	159	195
London	275	260
South England	394	465
Wales	111	101
Scotland	355	177
Social Grade		
AB	812	568
C1	562	588
C2	317	426
DE	338	446
Newspaper Type		
Express / Mail	420	288
Sun / Star	221	408
Mirror / Record	159	179
Guardian / Independent	153	89
FT / Times / Telegraph	145	162
Other Paper	339	233
No Paper	592	670
Political Party Identification		
Labour	702	641
Conservative	515	564
Liberal Democrat	187	193
SNP/Plaid Cymru	88	39
Others	152	99
None/ DK	385	493

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk