

YouGov / The Sun Survey Results

Sample Size: 2103 GB Adults
Fieldwork: 2nd - 3rd 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	2103	553	594	111	234	611	507	421	1020	1083	250	532	719	601	1199	904	269	683	450	517	183	
Unweighted Sample	2103	513	625	110	209	566	547	429	1000	1103	274	437	861	531	1414	689	327	594	396	439	347	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	5	16	34	32	27	35	31	37	39	25	39	40	32	28	19
Lab	36	0	100	0	0	4	82	33	34	37	39	38	38	31	33	40	39	29	36	45	33
Lib Dem	7	0	0	100	0	1	1	26	7	7	6	9	6	6	8	5	4	8	8	4	8
Other	24	0	0	0	100	21	12	24	25	24	28	17	25	27	20	30	17	23	24	23	40

Other Parties Voting Intention

UKIP	14	0	0	0	100	19	6	10	16	12	11	6	16	19	10	20	10	16	16	17	2
Green	5	0	0	0	0	1	3	10	4	7	12	7	3	3	6	4	6	6	4	6	3
SNP / PCY	4	0	0	0	0	0	2	3	4	4	4	3	5	3	4	4	0	0	2	0	33
BNP	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	0	0	1	1	0	1	1	1	0	1	0	2

Non Voters

Would Not Vote	7	0	0	0	0	2	2	2	6	8	14	12	5	3	6	9	5	8	6	9	5
Don't know	14	0	0	0	0	10	12	17	9	19	18	15	14	10	13	14	16	16	10	14	11

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

	Sept 1-2	Sept 2-3																				
Approve	30	31	83	4	49	12	61	9	29	36	26	23	32	31	32	36	23	32	35	32	27	22
Disapprove	54	54	8	86	36	77	27	78	60	55	54	48	48	57	58	51	58	53	49	52	57	70
Don't know	16	15	10	10	15	11	11	13	12	9	21	29	20	12	10	12	19	15	16	17	16	8

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?

	Aug 19-20	Sept 2-3																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	40	41	20	64	45	37	24	62	48	44	39	31	35	46	45	42	41	39	40	38	45	45
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	26	26	44	14	25	38	45	15	22	27	25	19	20	29	31	29	23	26	26	29	26	23
Neither - I am not aware of significant cuts to services in my area	21	22	30	16	28	14	25	15	23	22	22	29	27	18	18	21	23	23	23	24	16	23
Don't know	13	11	6	6	2	11	7	8	7	8	14	22	18	7	6	9	13	12	11	9	13	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	119	126
Male 25 to 39	183	265
Male 40 to 59	440	355
Male 60 +	258	273
Female 18 to 24	155	124
Female 25 to 39	254	267
Female 40 to 59	421	364
Female 60 +	273	328
Region		
North England	439	517
Midlands	274	345
East	171	202
London	327	269
South England	423	482
Wales	122	105
Scotland	347	183
Social Grade		
AB	825	589
C1	589	610
C2	305	442
DE	384	463
Newspaper Type		
Express / Mail	400	299
Sun / Star	261	423
Mirror / Record	160	185
Guardian / Independent	171	93
FT / Times / Telegraph	126	168
Other Paper	355	242
No Paper	630	694
Political Party Identification		
Labour	722	665
Conservative	548	585
Liberal Democrat	186	200
SNP/Plaid Cymru	82	40
Others	131	103
None/ DK	434	511

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