

YouGov / The Sun Survey Results

Sample Size: 2068 GB Adults

Fieldwork: 30th September - 1st October 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	2068	523	624	121	243	596	487	435	1003	1065	246	523	707	591	1179	889	265	672	443	509	180	
Unweighted Sample	2068	516	632	113	243	583	506	442	981	1087	202	451	834	581	1391	677	330	603	414	476	245	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	76	6	10	32	31	29	28	29	38	34	28	37	38	32	24	21
Lab	38	0	100	0	0	4	81	37	38	38	46	42	41	27	36	39	40	30	37	50	30
Lib Dem	7	0	0	100	0	1	1	28	8	7	5	9	9	6	8	6	5	10	6	5	8
Other	24	0	0	0	100	20	12	24	23	25	21	21	22	29	21	27	19	22	25	21	40

Other Parties Voting Intention

UKIP	15	0	0	0	100	18	7	11	14	15	5	9	15	22	10	21	11	16	20	14	5
Green	5	0	0	0	0	1	2	11	4	6	13	7	3	3	7	2	7	5	4	6	2
SNP / PCY	3	0	0	0	0	0	3	2	4	3	2	5	3	3	4	3	1	0	1	0	33
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	1	0	1

Non Voters

Would Not Vote	6	0	0	0	0	1	1	1	5	6	12	7	6	2	4	8	9	5	5	6	3
Don't know	14	0	0	0	0	12	11	18	10	17	17	14	13	13	14	14	15	14	17	12	10

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

	Sept 29-30	Sept 30 - 1 Oct																				
Approve	31	32	85	7	43	18	66	9	26	36	28	27	30	30	37	35	27	33	34	34	27	30
Disapprove	54	54	6	87	41	72	22	82	60	53	56	44	53	58	54	51	58	52	49	50	63	59
Don't know	15	14	9	6	16	10	12	9	13	12	16	28	17	12	9	14	15	15	17	16	10	10

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

	Sept 16-17	Sept 30 - 1 Oct																				
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	42	43	19	67	44	40	24	64	54	45	41	32	43	46	45	44	42	37	44	42	49	35
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	29	26	47	13	27	38	43	16	21	26	26	15	20	28	34	27	25	22	27	28	24	29
Neither - I am not aware of significant cuts to services in my area	19	21	29	13	23	16	28	12	17	20	22	27	27	18	16	20	22	31	20	18	16	25
Don't know	10	10	6	7	6	6	5	8	8	9	12	26	10	9	5	9	12	10	9	11	10	10

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	82	124
Male 25 to 39	209	261
Male 40 to 59	398	349
Male 60 +	292	269
Female 18 to 24	120	122
Female 25 to 39	242	263
Female 40 to 59	436	358
Female 60 +	289	323
Region		
North England	476	509
Midlands	287	339
East	159	199
London	330	265
South England	444	474
Wales	127	103
Scotland	245	180
Social Grade		
AB	791	579
C1	600	600
C2	291	434
DE	386	455
Newspaper Type		
Express / Mail	427	294
Sun / Star	233	416
Mirror / Record	151	182
Guardian / Independent	189	91
FT / Times / Telegraph	152	165
Other Paper	311	238
No Paper	605	682
Political Party Identification		
Labour	689	653
Conservative	555	575
Liberal Democrat	169	196
SNP/Plaid Cymru	54	39
Others	136	101
None/ DK	465	503

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