

YouGov / The Sun Survey Results

Sample Size: 2070 GB Adults
Fieldwork: 19th - 20th August 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	2070	552	614	151	175	635	541	408	1004	1066	246	524	708	592	1180	890	265	673	443	509	180	
Unweighted Sample	2070	495	664	143	206	575	570	413	1019	1051	231	420	844	575	1390	680	345	609	407	467	242	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	4	16	32	36	35	27	34	38	36	31	32	40	37	31	15
Lab	38	0	100	0	0	5	85	30	36	39	32	46	39	32	35	41	39	29	41	46	39
Lib Dem	9	0	0	100	0	1	1	35	11	8	15	10	8	8	11	6	11	10	8	10	7
Other	19	0	0	0	100	17	10	19	21	17	17	17	19	22	17	22	19	21	14	13	39

Other Parties Voting Intention

UKIP	11	0	0	0	100	14	5	9	12	9	5	7	11	15	9	13	11	15	8	10	4
Green	4	0	0	0	0	2	3	8	3	5	7	6	3	2	4	4	5	4	4	2	4
SNP / PCY	3	0	0	0	0	1	2	2	4	3	4	3	3	3	4	3	0	0	2	0	28
BNP	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0	0	0	2
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	0	0	1	1	1	0	1	1	1	1	2	1	0	1	1

Non Voters

Would Not Vote	7	0	0	0	0	2	2	4	6	9	18	11	6	3	6	9	8	6	8	10	2
Don't know	14	0	0	0	0	11	9	19	9	19	16	17	13	11	13	15	12	14	14	14	15

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

	Aug 18-19	Aug 19-20																				
Approve	33	32	85	5	41	15	62	8	29	35	28	28	29	32	35	35	27	29	36	35	28	20
Disapprove	53	52	6	87	43	73	23	83	57	53	51	38	50	55	56	50	55	50	46	50	58	67
Don't know	15	16	10	7	17	12	15	10	14	11	21	34	21	13	9	15	18	21	18	15	14	13

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 5-6	Aug 19-20																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	42	40	16	66	43	41	21	66	49	45	36	21	38	46	43	40	41	35	39	40	45	43
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	29	26	48	16	24	28	41	15	23	28	25	24	23	26	30	26	26	22	28	28	25	26
Neither - I am not aware of significant cuts to services in my area	20	21	29	11	25	19	28	11	15	18	24	34	20	18	20	21	21	28	21	20	19	20
Don't know	10	13	7	8	7	12	10	8	13	9	16	21	19	10	6	13	12	15	13	12	11	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	104	124
Male 25 to 39	190	261
Male 40 to 59	425	350
Male 60 +	300	269
Female 18 to 24	127	122
Female 25 to 39	230	263
Female 40 to 59	419	358
Female 60 +	275	323
Region		
North England	467	509
Midlands	287	339
East	178	199
London	345	265
South England	431	474
Wales	120	104
Scotland	242	180
Social Grade		
AB	818	580
C1	572	600
C2	268	435
DE	412	455
Newspaper Type		
Express / Mail	401	331
Sun / Star	245	486
Mirror / Record	176	207
Guardian / Independent	172	93
FT / Times / Telegraph	139	197
Other Paper	343	238
No Paper	594	518
Political Party Identification		
Labour	718	662
Conservative	523	580
Liberal Democrat	194	228
SNP/Plaid Cymru	61	35
Others	135	48
None/ DK	439	518

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