

## YouGov / The Sun Survey Results

Sample Size: 1972 GB Adults  
Fieldwork: 11th - 12th November 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	
<b>Weighted Sample</b>	<b>1972</b>	497	532	115	236	576	488	386	956	1016	235	499	674	564	1124	848	252	641	422	485	172	
Unweighted Sample	1972	460	577	111	255	548	540	386	971	1001	176	411	808	577	1313	659	253	596	405	508	210	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	73	5	16	32	33	33	30	29	38	35	29	32	38	33	28	19
Lab	<b>35</b>	0	100	0	0	4	78	29	32	37	32	41	34	30	33	37	37	24	39	45	30
Lib Dem	<b>7</b>	0	0	100	0	2	1	28	8	7	6	9	8	6	9	6	12	9	7	4	5
Other	<b>26</b>	0	0	0	100	21	16	27	28	23	28	20	29	26	24	29	18	28	21	23	45

### Other Parties Voting Intention

UKIP	<b>15</b>	0	0	0	100	19	8	13	18	13	4	8	20	20	12	20	9	20	14	16	8
Green	<b>6</b>	0	0	0	0	1	4	11	6	6	14	8	4	2	7	4	7	7	4	6	2
SNP / PCY	<b>4</b>	0	0	0	0	1	3	2	4	4	8	3	4	3	4	4	1	0	2	0	35
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Other	<b>0</b>	0	0	0	0	0	0	0	0	0	2	0	0	0	1	0	1	1	1	0	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	2	2	6	8	8	16	10	6	4	7	8	10	7	9	8	2
Don't know	<b>14</b>	0	0	0	0	11	9	17	9	19	17	17	12	14	12	17	15	15	15	12	16

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

	Nov 10-11	Nov 11-12																				
Approve	29	<b>30</b>	83	5	41	19	64	7	24	33	28	27	30	29	34	33	28	29	36	29	26	25
Disapprove	55	<b>55</b>	6	88	38	74	24	84	60	56	54	44	51	61	56	53	57	51	48	58	62	61
Don't know	17	<b>15</b>	10	7	21	7	12	9	16	11	18	28	19	11	10	14	15	20	16	13	12	15

### 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?

	Oct 28-29	Nov 11-12																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	42	<b>41</b>	19	62	42	43	23	61	51	44	38	30	36	48	43	41	41	40	35	44	47	44
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	26	<b>27</b>	47	16	25	35	44	16	25	28	27	21	24	27	33	28	27	22	28	30	27	30
Neither - I am not aware of significant cuts to services in my area	20	<b>22</b>	29	15	28	17	26	14	18	19	24	30	27	18	19	22	22	26	26	19	18	18
Don't know	11	<b>9</b>	6	7	5	5	7	9	6	8	11	19	13	7	5	9	10	13	12	7	8	8

## 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.
<b>Age and Gender</b>		
Male 18 to 24	75	118
Male 25 to 39	180	248
Male 40 to 59	401	333
Male 60 +	315	256
Female 18 to 24	101	116
Female 25 to 39	231	250
Female 40 to 59	407	341
Female 60 +	262	308
<b>Region</b>		
North England	508	485
Midlands	304	323
East	179	189
London	253	252
South England	417	452
Wales	101	99
Scotland	210	172
<b>Social Grade</b>		
AB	773	552
C1	540	572
C2	254	414
DE	405	434
<b>Newspaper Type</b>		
Express / Mail	366	280
Sun / Star	244	396
Mirror / Record	154	174
Guardian / Independent	162	87
FT / Times / Telegraph	143	158
Other Paper	312	227
No Paper	591	651
<b>Political Party Identification</b>		
Labour	700	623
Conservative	509	548
Liberal Democrat	158	187
SNP/Plaid Cymru	44	37
Others	156	97
None/ DK	405	479

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)