

# YouGov / The Sun Survey Results

Sample Size: 1944 GB Adults  
Fieldwork: 5th - 6th August 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	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>1944</b>	<b>524</b>	<b>569</b>	<b>132</b>	<b>182</b>	<b>580</b>	<b>497</b>	<b>386</b>	<b>943</b>	<b>1001</b>	<b>231</b>	<b>492</b>	<b>665</b>	<b>556</b>	<b>1108</b>	<b>836</b>	<b>249</b>	<b>632</b>	<b>416</b>	<b>478</b>	<b>169</b>
<b>Unweighted Sample</b>	<b>1944</b>	<b>464</b>	<b>621</b>	<b>103</b>	<b>221</b>	<b>540</b>	<b>544</b>	<b>382</b>	<b>918</b>	<b>1026</b>	<b>172</b>	<b>364</b>	<b>854</b>	<b>554</b>	<b>1234</b>	<b>710</b>	<b>278</b>	<b>598</b>	<b>399</b>	<b>441</b>	<b>228</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	<b>34</b>	100	0	0	0	77	5	15	35	33	40	30	30	39	40	25	33	46	31	25	26
Lab	<b>37</b>	0	100	0	0	3	83	34	35	39	34	42	39	32	33	43	38	24	37	53	35
Lib Dem	<b>9</b>	0	0	100	0	2	2	29	9	8	12	10	7	8	10	6	12	11	9	6	5
Other	<b>21</b>	0	0	0	100	18	9	22	21	20	14	18	24	22	17	26	17	19	23	17	35

## Other Parties Voting Intention

UKIP	<b>12</b>	0	0	0	100	16	5	12	13	11	3	7	14	16	10	14	10	13	15	12	3
Green	<b>4</b>	0	0	0	0	1	2	8	3	6	6	6	5	3	4	5	6	5	4	4	3
SNP / PCY	<b>3</b>	0	0	0	0	0	1	2	4	2	5	3	4	2	2	4	0	0	2	0	28
Other	<b>1</b>	0	0	0	0	0	1	0	1	1	0	1	1	1	1	1	1	0	1	0	2
BNP	<b>0</b>	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0

## Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	3	1	2	6	7	14	9	5	2	6	7	4	6	9	6	6
Don't know	<b>14</b>	0	0	0	0	11	10	20	10	19	14	16	17	10	13	16	17	17	14	12	6

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

	Aug 4-5	Aug 5-6																				
Approve	32	<b>32</b>	83	6	43	12	66	9	28	36	28	27	31	29	38	39	23	34	39	28	25	30
Disapprove	53	<b>52</b>	9	86	33	71	23	84	59	51	54	41	49	59	53	46	61	45	46	57	58	60
Don't know	15	<b>16</b>	7	8	24	17	11	7	13	13	18	31	21	12	9	15	16	20	15	15	17	11

## 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?

	July 22-23	Aug 5-6																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	41	<b>42</b>	16	72	39	40	21	70	51	42	42	29	39	46	45	41	43	36	40	42	49	36
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without	29	<b>29</b>	48	13	28	41	45	16	25	30	27	28	25	26	35	29	28	28	28	32	26	31
Neither - I am not aware of significant cuts to services in my area	18	<b>20</b>	32	10	19	13	29	8	15	20	19	24	24	18	17	22	17	26	21	16	18	22
Don't know	11	<b>10</b>	4	6	13	6	5	6	9	8	11	20	12	10	3	8	12	11	11	10	6	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.
<b>Age and Gender</b>		
Male 18 to 24	83	119
Male 25 to 39	190	249
Male 40 to 59	378	334
Male 60 +	298	257
Female 18 to 24	112	117
Female 25 to 39	212	251
Female 40 to 59	420	342
Female 60 +	284	308
<b>Region</b>		
North England	485	486
Midlands	280	324
East	176	190
London	279	253
South England	422	453
Wales	136	99
Scotland	199	172
<b>Social Grade</b>		
AB	717	554
C1	575	573
C2	281	415
DE	404	435
<b>Newspaper Type</b>		
Express / Mail	384	316
Sun / Star	277	465
Mirror / Record	159	198
Guardian / Independent	161	89
FT / Times / Telegraph	140	188
Other Paper	258	227
No Paper	598	494
<b>Political Party Identification</b>		
Labour	691	633
Conservative	488	554
Liberal Democrat	179	217
SNP/Plaid Cymru	50	34
Others	138	45
None/ DK	431	494

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)