

## YouGov / The Sun Survey Results

Sample Size: 2067 GB Adults  
Fieldwork: 25th - 26th 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>2067</b>	544	541	104	273	618	506	403	1002	1065	246	523	707	591	1178	889	265	672	442	508	180	
Unweighted Sample	2067	505	581	105	253	572	532	419	1023	1044	207	463	806	591	1396	671	298	628	394	467	280	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>33</b>	100	0	0	0	74	7	13	32	33	26	33	28	39	36	28	33	39	34	28	18
Lab	<b>32</b>	0	100	0	0	4	76	29	32	33	28	33	37	28	30	36	42	24	32	40	28
Lib Dem	<b>6</b>	0	0	100	0	0	1	25	7	6	8	7	6	6	8	4	7	9	4	4	4
Other	<b>29</b>	0	0	0	100	22	16	32	29	29	39	27	30	27	27	32	18	28	30	28	49

### Other Parties Voting Intention

UKIP	<b>16</b>	0	0	0	100	19	7	15	18	15	11	10	18	21	13	21	10	17	20	20	4
Green	<b>7</b>	0	0	0	0	2	4	13	7	7	20	10	5	2	9	4	5	9	6	7	4
SNP / PCY	<b>4</b>	0	0	0	0	0	3	3	4	5	5	5	5	2	4	5	0	1	2	0	39
BNP	<b>0</b>	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	2	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	1	1	1	1	3	1	1	1	1	1	0	1	1	1	2

### Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	2	3	2	5	7	16	8	3	3	5	7	9	3	7	8	4
Don't know	<b>13</b>	0	0	0	0	10	9	19	9	17	16	14	12	12	11	15	10	14	15	12	13

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

	Nov 24-25	Nov 25-26																				
Approve	32	<b>30</b>	84	5	38	13	62	11	22	34	27	25	31	27	36	34	25	32	34	28	28	25
Disapprove	54	<b>56</b>	7	88	42	75	27	80	64	58	54	50	50	64	54	52	61	56	51	56	58	65
Don't know	13	<b>14</b>	9	7	20	12	11	9	14	8	19	25	20	9	10	14	14	12	15	15	14	10

### 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?

	Nov 11-12	Nov 25-26																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	41	<b>44</b>	20	70	36	44	26	65	53	47	41	32	39	50	46	43	44	43	40	43	51	42
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	27	<b>29</b>	51	14	23	36	48	17	23	31	27	21	28	29	33	29	28	27	26	33	28	31
Neither - I am not aware of significant cuts to services in my area	22	<b>18</b>	24	10	30	12	19	12	16	16	20	25	21	15	17	19	18	21	23	15	13	17
Don't know	9	<b>9</b>	5	6	10	8	6	6	8	7	12	23	12	7	5	9	10	9	11	9	8	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.
<b>Age and Gender</b>		
Male 18 to 24	99	124
Male 25 to 39	192	260
Male 40 to 59	403	349
Male 60 +	329	269
Female 18 to 24	108	122
Female 25 to 39	271	263
Female 40 to 59	403	358
Female 60 +	262	322
<b>Region</b>		
North England	467	508
Midlands	287	339
East	192	198
London	298	265
South England	436	473
Wales	107	103
Scotland	280	180
<b>Social Grade</b>		
AB	852	579
C1	544	599
C2	281	434
DE	390	455
<b>Newspaper Type</b>		
Express / Mail	384	294
Sun / Star	206	415
Mirror / Record	157	182
Guardian / Independent	193	91
FT / Times / Telegraph	142	165
Other Paper	327	238
No Paper	658	682
<b>Political Party Identification</b>		
Labour	687	653
Conservative	526	575
Liberal Democrat	191	196
SNP/Plaid Cymru	78	39
Others	161	101
None/ DK	424	502

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)