

YouGov / The Sun Survey Results

Sample Size: 1897 GB Adults
Fieldwork: 22nd - 23rd July 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	1897	507	558	126	175	565	478	409	920	977	226	480	649	543	1081	816	243	617	406	467	165	
Unweighted Sample	1897	489	576	112	203	536	511	405	935	962	182	381	810	524	1289	608	238	608	389	430	232	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	34	100	0	0	0	77	5	16	33	35	28	28	33	42	39	27	35	42	34	30	16
Lab	38	0	100	0	0	4	83	29	38	37	45	41	40	30	33	44	38	26	42	46	42
Lib Dem	8	0	0	100	0	1	1	32	8	9	8	13	7	7	9	7	9	12	6	7	7
Other	20	0	0	0	100	18	11	23	21	19	18	18	20	21	19	22	18	20	19	17	34

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	7	10	12	11	4	9	13	16	10	15	9	14	13	12	5
Green	4	0	0	0	0	2	2	11	4	5	8	7	4	3	5	3	8	5	3	3	5
SNP / PCY	3	0	0	0	0	0	2	1	3	3	6	2	2	2	3	3	0	0	1	1	23
BNP	1	0	0	0	0	1	0	1	1	1	0	1	1	1	1	1	0	0	1	1	1
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	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0

Non Voters

Would Not Vote	7	0	0	0	0	3	2	3	6	8	15	12	4	2	5	9	6	9	6	6	5
Don't know	15	0	0	0	0	13	8	19	11	19	18	18	14	12	13	17	17	16	14	13	14

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

	July 21-22	July 22-23																				
Approve	33	30	82	6	41	16	62	8	26	33	28	20	27	30	38	37	22	31	36	28	28	22
Disapprove	54	54	8	87	49	66	22	84	57	54	53	47	51	59	52	51	57	49	45	54	61	68
Don't know	13	16	10	7	11	18	16	8	16	13	19	33	23	11	10	13	21	19	18	19	11	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?

	July 8-9	July 22-23																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	41	41	16	70	40	37	20	63	49	44	38	32	37	48	40	40	42	40	34	41	52	38
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	27	29	51	16	29	40	45	19	24	29	30	19	23	31	37	31	28	26	28	38	27	22
Neither - I am not aware of significant cuts to services in my area	21	18	26	10	26	17	24	13	18	18	19	27	18	15	19	20	17	22	25	12	12	26
Don't know	12	11	7	4	5	5	11	5	9	10	13	22	21	7	3	9	14	13	14	9	9	13

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	79	114
Male 25 to 39	165	239
Male 40 to 59	412	321
Male 60 +	279	247
Female 18 to 24	103	112
Female 25 to 39	216	241
Female 40 to 59	398	328
Female 60 +	245	296
Region		
North England	430	467
Midlands	282	311
East	184	182
London	238	243
South England	424	434
Wales	107	95
Scotland	232	165
Social Grade		
AB	759	531
C1	530	550
C2	250	398
DE	358	417
Newspaper Type		
Express / Mail	375	303
Sun / Star	219	446
Mirror / Record	145	190
Guardian / Independent	157	85
FT / Times / Telegraph	136	180
Other Paper	304	218
No Paper	561	474
Political Party Identification		
Labour	636	607
Conservative	488	531
Liberal Democrat	171	209
SNP/Plaid Cymru	54	32
Others	131	44
None/ DK	417	474

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