

YouGov / The Sun Survey Results

Sample Size: 2133 GB Adults
Fieldwork: 14th - 15th October 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	2133	522	554	126	317	634	498	433	1035	1098	254	540	729	610	1216	917	273	693	456	525	186	
Unweighted Sample	2133	475	608	132	304	591	560	443	1031	1102	211	447	935	540	1456	677	328	657	403	507	238	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	67	5	12	31	31	31	33	25	35	36	24	34	35	37	24	17
Lab	33	0	100	0	0	4	77	33	33	32	34	35	38	25	31	36	35	25	32	45	28
Lib Dem	7	0	0	100	0	2	1	30	8	7	9	9	7	6	9	5	9	9	5	7	7
Other	29	0	0	0	100	28	17	25	28	30	27	23	29	33	24	35	22	31	26	25	49

Other Parties Voting Intention

UKIP	19	0	0	0	100	24	10	12	19	19	11	11	20	26	15	25	14	25	18	19	8
Green	5	0	0	0	0	1	3	10	5	5	11	7	4	3	6	5	6	6	5	5	3
SNP / PCY	4	0	0	0	0	1	3	2	3	5	4	5	4	3	3	5	1	0	2	0	38
BNP	0	0	0	0	0	0	0	1	1	0	0	0	1	1	0	1	0	0	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	0	0	1	1	0	1	0	1	0	1	0	0	1	0

Non Voters

Would Not Vote	7	0	0	0	0	1	2	6	7	8	11	12	5	4	5	10	6	7	7	9	5
Don't know	14	0	0	0	0	9	8	21	9	17	16	16	14	11	13	14	14	14	12	16	11

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

	Oct 13-14	Oct 14-15																				
Approve	31	31	82	5	36	20	64	8	21	33	28	28	32	28	35	36	23	29	34	34	26	24
Disapprove	56	57	10	89	51	70	27	85	65	58	56	53	52	62	57	53	63	54	53	54	63	65
Don't know	12	12	8	6	13	9	9	6	13	9	16	20	17	10	8	11	14	17	13	11	10	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

	Sept 30 - 1 Oct	Oct 14-15																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	43	41	20	67	49	38	23	65	48	45	38	39	34	48	41	42	40	41	36	43	48	38
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	26	27	44	14	22	37	44	15	22	27	26	16	26	24	34	27	25	20	29	29	25	25
Neither - I am not aware of significant cuts to services in my area	21	20	30	10	18	20	25	10	18	20	20	24	23	18	18	20	20	21	23	18	15	23
Don't know	10	12	6	10	12	5	7	11	13	9	16	21	17	10	7	10	15	17	12	10	12	14

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	97	128
Male 25 to 39	190	269
Male 40 to 59	469	360
Male 60 +	275	277
Female 18 to 24	114	126
Female 25 to 39	257	271
Female 40 to 59	466	369
Female 60 +	265	333
Region		
North England	507	525
Midlands	282	350
East	190	205
London	328	273
South England	467	488
Wales	121	107
Scotland	238	186
Social Grade		
AB	845	597
C1	611	619
C2	320	448
DE	357	469
Newspaper Type		
Express / Mail	409	303
Sun / Star	239	429
Mirror / Record	153	188
Guardian / Independent	170	94
FT / Times / Telegraph	171	171
Other Paper	321	245
No Paper	670	704
Political Party Identification		
Labour	747	674
Conservative	530	593
Liberal Democrat	199	203
SNP/Plaid Cymru	62	41
Others	156	105
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