

# YouGov / The Sun Survey Results

Sample Size: 2034 GB Adults  
Fieldwork: 8th - 9th July 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>2034</b>	508	579	162	190	598	496	455	986	1048	242	515	696	582	1159	875	260	661	435	500	177
<b>Unweighted Sample</b>	2034	466	629	130	216	538	542	443	987	1047	221	418	866	529	1350	684	305	659	395	455	220
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	32	100	0	0	0	72	4	12	31	33	34	28	29	38	37	24	35	37	35	26	20
Lab	36	0	100	0	0	7	81	31	35	38	34	39	42	29	33	41	37	27	41	48	30
Lib Dem	10	0	0	100	0	2	3	36	12	9	5	17	8	9	12	7	13	12	6	11	10
Other	21	0	0	0	100	19	12	21	23	20	27	17	21	23	17	27	15	25	18	16	40

## Other Parties Voting Intention

UKIP	12	0	0	0	100	16	6	11	13	11	7	5	13	17	9	16	8	16	12	11	5
Green	5	0	0	0	0	2	3	7	6	5	15	7	3	2	5	6	5	7	4	4	6
SNP / PCY	3	0	0	0	0	1	2	2	3	3	5	3	3	2	3	3	0	1	1	0	28
BNP	1	0	0	0	0	1	1	0	1	0	0	1	1	0	0	1	0	1	0	0	1
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	0	0	1	1	0	0	1	1	0	1	1	1	1	0	0

## Non Voters

Would Not Vote	8	0	0	0	0	3	2	2	6	9	16	11	6	3	6	11	7	7	9	10	4
Don't know	14	0	0	0	0	10	10	20	10	17	16	15	14	13	13	15	16	14	13	14	12

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

	July 7-8	July 8-9																				
Approve	30	31	83	5	45	11	61	8	23	36	26	28	28	28	36	37	22	35	35	33	23	24
Disapprove	55	52	6	86	33	81	22	80	61	52	52	45	46	59	53	47	59	48	48	53	56	62
Don't know	15	17	11	9	22	8	17	12	15	12	22	27	25	13	10	16	19	17	17	15	20	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?

	June 24-25	July 8-9																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	43	41	20	67	30	37	24	64	44	44	38	33	36	48	39	40	41	33	40	43	43	39
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	28	27	46	12	37	37	41	15	26	27	26	14	22	28	35	27	27	22	26	29	27	30
Neither - I am not aware of significant cuts to services in my area	19	21	28	14	25	19	25	13	20	20	22	30	25	15	20	24	17	31	22	15	18	25
Don't know	10	12	6	7	8	8	10	9	10	9	15	23	17	9	6	9	15	13	11	14	12	7

## 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	96	122
Male 25 to 39	189	256
Male 40 to 59	438	344
Male 60 +	264	264
Female 18 to 24	125	120
Female 25 to 39	229	258
Female 40 to 59	428	352
Female 60 +	265	317
<b>Region</b>		
North England	455	500
Midlands	274	334
East	184	195
London	305	260
South England	475	466
Wales	121	102
Scotland	220	177
<b>Social Grade</b>		
AB	757	570
C1	593	590
C2	302	427
DE	382	447
<b>Newspaper Type</b>		
Express / Mail	384	325
Sun / Star	234	478
Mirror / Record	157	203
Guardian / Independent	144	92
FT / Times / Telegraph	150	193
Other Paper	320	234
No Paper	645	509
<b>Political Party Identification</b>		
Labour	724	651
Conservative	501	570
Liberal Democrat	174	224
SNP/Plaid Cymru	71	35
Others	136	47
None/ DK	428	509

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)