

# YouGov / The Sun Survey Results

Sample Size: 1972 GB Adults  
Fieldwork: 28th - 29th 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
<b>Weighted Sample</b>	<b>1972</b>	488	528	100	258	555	468	406	956	1016	235	499	674	564	1124	848	252	641	422	485	172
Unweighted Sample	1972	446	571	91	258	521	516	425	967	1005	181	406	774	611	1279	693	227	547	433	512	253
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

Con	<b>31</b>	100	0	0	0	74	5	15	29	34	30	26	30	39	37	23	34	40	31	25	18
Lab	<b>34</b>	0	100	0	0	4	78	32	34	34	33	40	35	28	31	38	39	24	37	44	31
Lib Dem	<b>6</b>	0	0	100	0	1	2	22	7	6	8	9	5	6	7	6	6	8	5	5	7
Other	<b>28</b>	0	0	0	100	22	15	32	30	26	29	25	31	27	25	33	21	29	27	27	44

## Other Parties Voting Intention

UKIP	<b>17</b>	0	0	0	100	20	7	15	19	14	10	10	21	20	13	22	12	21	16	18	4
Green	<b>7</b>	0	0	0	0	1	5	14	6	7	14	10	6	3	8	6	9	7	7	7	3
SNP / PCY	<b>4</b>	0	0	0	0	1	2	2	3	4	3	4	4	4	4	4	0	0	2	0	36
Other	<b>1</b>	0	0	0	0	0	0	1	1	1	0	2	0	0	1	1	0	1	1	1	0
BNP	<b>0</b>	0	0	0	0	0	0	0	1	0	2	0	1	0	0	1	0	0	1	1	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

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	0	1	4	3	6	7	12	11	5	4	6	8	10	7	6	8	3
Don't know	<b>14</b>	0	0	0	0	10	10	19	10	18	22	11	15	13	12	16	20	12	16	12	16

Oct 27-28    Oct 28-29

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

Approve	31	<b>29</b>	85	4	48	13	63	8	22	32	26	23	28	28	34	36	20	22	35	31	24	24
Disapprove	54	<b>57</b>	5	90	40	80	23	84	66	58	56	48	57	60	56	51	65	60	48	58	63	64
Don't know	15	<b>14</b>	10	5	12	7	14	8	11	9	19	28	15	12	10	13	15	19	16	11	13	12

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

Oct 14-15  
Oct 28-29

**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?**

Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	41	<b>42</b>	18	68	45	36	22	64	54	46	39	29	45	44	44	42	43	33	41	49	45	36
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	27	<b>26</b>	44	16	30	37	41	17	19	26	27	17	25	27	31	27	25	23	26	22	29	35
Neither - I am not aware of significant cuts to services in my area	20	<b>20</b>	31	10	18	23	27	10	19	19	21	30	17	20	18	22	17	27	23	18	15	18
Don't know	12	<b>11</b>	8	6	7	4	9	8	9	9	14	24	14	9	6	9	15	16	10	11	11	12

## 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	79	118
Male 25 to 39	170	248
Male 40 to 59	399	333
Male 60 +	319	256
Female 18 to 24	102	116
Female 25 to 39	236	250
Female 40 to 59	375	341
Female 60 +	292	308
<b>Region</b>		
North England	512	485
Midlands	304	323
East	165	189
London	227	252
South England	382	452
Wales	129	99
Scotland	253	172
<b>Social Grade</b>		
AB	718	552
C1	561	572
C2	277	414
DE	416	434
<b>Newspaper Type</b>		
Express / Mail	369	280
Sun / Star	207	396
Mirror / Record	130	174
Guardian / Independent	196	87
FT / Times / Telegraph	161	158
Other Paper	326	227
No Paper	583	651
<b>Political Party Identification</b>		
Labour	692	623
Conservative	487	548
Liberal Democrat	158	187
SNP/Plaid Cymru	59	37
Others	141	97
None/ DK	435	479

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)