

# YouGov / The Sun Survey Results

Sample Size: 1707 GB Adults  
Fieldwork: 6th - 7th January 2015

|                          | 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>1707</b>    | 445 | 457     | 97   | 214       | 492 | 424     | 339    | 828    | 879   | 203   | 432   | 584 | 488          | 973  | 734    | 218           | 555              | 365   | 420      | 149 |
| <b>Unweighted Sample</b> | <b>1707</b>    | 443 | 451     | 84   | 240       | 510 | 414     | 337    | 870    | 837   | 166   | 326   | 680 | 535          | 1169 | 538    | 223           | 553              | 371   | 421      | 139 |
|                          | %              | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %   |

## Headline Voting Intention

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

|         |           |     |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>32</b> | 100 | 0   | 0   | 0   | 74 | 6  | 10 | 31 | 33 | 31 | 31 | 32 | 33 | 37 | 25 | 28 | 42 | 31 | 29 | 16 |
| Lab     | <b>33</b> | 0   | 100 | 0   | 0   | 3  | 77 | 32 | 30 | 36 | 34 | 39 | 30 | 32 | 31 | 35 | 38 | 22 | 33 | 46 | 28 |
| Lib Dem | <b>7</b>  | 0   | 0   | 100 | 0   | 1  | 1  | 28 | 7  | 7  | 5  | 9  | 5  | 8  | 8  | 6  | 12 | 9  | 4  | 4  | 9  |
| UKIP    | <b>15</b> | 0   | 0   | 0   | 100 | 19 | 9  | 9  | 19 | 12 | 9  | 6  | 21 | 19 | 12 | 21 | 13 | 19 | 15 | 14 | 11 |
| Other   | <b>13</b> | 0   | 0   | 0   | 0   | 3  | 7  | 21 | 14 | 12 | 21 | 16 | 12 | 8  | 12 | 13 | 9  | 9  | 17 | 7  | 36 |

## Other Parties Voting Intention

|          |          |   |   |   |   |   |   |    |   |   |    |   |   |   |   |   |   |   |    |   |    |
|----------|----------|---|---|---|---|---|---|----|---|---|----|---|---|---|---|---|---|---|----|---|----|
| Green    | <b>7</b> | 0 | 0 | 0 | 0 | 1 | 4 | 18 | 7 | 7 | 17 | 9 | 6 | 3 | 8 | 6 | 8 | 7 | 12 | 5 | 2  |
| SNP/ PCY | <b>4</b> | 0 | 0 | 0 | 0 | 0 | 3 | 2  | 4 | 3 | 1  | 4 | 4 | 4 | 3 | 5 | 0 | 1 | 2  | 0 | 34 |
| BNP      | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0  | 0 | 0 | 0  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  | 0 | 0  |
| Respect  | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0  | 0 | 0 | 1  | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0  | 1 | 0  |
| Other    | <b>1</b> | 0 | 0 | 0 | 0 | 1 | 0 | 0  | 2 | 1 | 2  | 2 | 1 | 0 | 1 | 2 | 1 | 1 | 3  | 1 | 0  |

## Non Voters

|                |           |   |   |   |   |    |    |    |   |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|-----------|---|---|---|---|----|----|----|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | <b>5</b>  | 0 | 0 | 0 | 0 | 2  | 3  | 2  | 4 | 7  | 14 | 8  | 4  | 2  | 5  | 6  | 5  | 8  | 6  | 3  | 1  |
| Don't know     | <b>13</b> | 0 | 0 | 0 | 0 | 10 | 10 | 20 | 9 | 17 | 12 | 15 | 12 | 13 | 13 | 14 | 19 | 14 | 11 | 13 | 10 |

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

|            | Jan 5-6 | Jan 6-7   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve    | 32      | <b>33</b> | 87 | 6  | 36 | 18 | 66 | 11 | 23 | 36 | 31 | 30 | 34 | 33 | 35 | 38 | 27 | 30 | 40 | 31 | 30 | 28 |
| Disapprove | 53      | <b>53</b> | 6  | 86 | 37 | 70 | 22 | 82 | 59 | 53 | 52 | 43 | 50 | 55 | 56 | 49 | 58 | 52 | 44 | 53 | 61 | 60 |
| Don't know | 15      | <b>14</b> | 7  | 7  | 27 | 12 | 13 | 7  | 18 | 11 | 17 | 27 | 16 | 12 | 9  | 14 | 15 | 17 | 16 | 16 | 9  | 12 |

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|                                | 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><br>1707 | 445            | 457 | 97      | 214  | 492       | 424 | 339     | 828    | 879    | 203   | 432   | 584   | 488 | 973          | 734  | 218    | 555           | 365              | 420   | 149      |   |
| Unweighted Sample              | 443            | 451 | 84      | 240  | 510       | 414 | 337     | 870    | 837    | 166   | 326   | 680   | 535 | 1169         | 538  | 223    | 553           | 371              | 421   | 139      |   |
|                                | %              | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

**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?**

|  | Dec 9-10 | Jan 6-7   | 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 |
| Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live                   | 46       | <b>46</b> | 21             | 72  | 45      | 46   | 24        | 70  | 55      | 50     | 42     | 37    | 44    | 47    | 48  | 46           | 45   | 42     | 41            | 46               | 52    | 48       |
| My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services | 24       | <b>26</b> | 43             | 13  | 28      | 35   | 44        | 12  | 16      | 26     | 25     | 20    | 20    | 29    | 29  | 25           | 26   | 22     | 23            | 29               | 27    | 28       |
| Neither - I am not aware of significant cuts to services in my area  | 20       | <b>20</b> | 29             | 12  | 17      | 14   | 23        | 13  | 18      | 17     | 22     | 26    | 23    | 16    | 18  | 21           | 18   | 26     | 26            | 14               | 15    | 15       |
| Don't know   | 10       | <b>9</b>  | 8              | 4   | 10      | 5    | 9         | 5   | 11      | 7      | 11     | 16    | 13    | 8     | 4   | 7            | 12   | 9      | 11            | 12               | 6     | 9        |

## 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                         | 76             | 102          |
| Male 25 to 39                         | 135            | 215          |
| Male 40 to 59                         | 327            | 288          |
| Male 60 +                             | 332            | 222          |
| Female 18 to 24                       | 90             | 101          |
| Female 25 to 39                       | 191            | 217          |
| Female 40 to 59                       | 353            | 295          |
| Female 60 +                           | 203            | 266          |
| <b>Region</b>                         |                |              |
| North England                         | 421            | 420          |
| Midlands                              | 271            | 280          |
| East                                  | 158            | 164          |
| London                                | 223            | 218          |
| South England                         | 395            | 391          |
| Wales                                 | 100            | 85           |
| Scotland                              | 139            | 149          |
| <b>Social Grade</b>                   |                |              |
| AB                                    | 673            | 478          |
| C1                                    | 496            | 495          |
| C2                                    | 232            | 358          |
| DE                                    | 306            | 376          |
| <b>Newspaper Type</b>                 |                |              |
| Express / Mail                        | 286            | 242          |
| Sun / Star                            | 220            | 343          |
| Mirror / Record                       | 123            | 150          |
| Guardian / Independent                | 160            | 75           |
| FT / Times / Telegraph                | 175            | 137          |
| Other Paper                           | 247            | 196          |
| No Paper                              | 496            | 563          |
| <b>Political Party Identification</b> |                |              |
| Labour                                | 512            | 539          |
| Conservative                          | 464            | 475          |
| Liberal Democrat                      | 124            | 162          |
| SNP/Plaid Cymru                       | 35             | 32           |
| Others                                | 142            | 84           |
| None/ DK                              | 430            | 415          |

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)