

YouGov / The Sun Survey Results

Sample Size: 1983 GB Adults
Fieldwork: 9th - 10th December 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	1983	531	536	103	242	588	468	405	962	1021	236	502	678	567	1130	853	254	644	424	488	173	
Unweighted Sample	1983	485	592	99	232	559	530	427	984	999	126	437	841	579	1351	632	280	619	352	476	256	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	33	100	0	0	0	78	5	12	32	34	25	33	31	39	39	25	34	39	36	26	19
Lab	33	0	100	0	0	4	79	32	33	34	30	37	38	26	30	38	36	28	34	44	24
Lib Dem	6	0	0	100	0	1	1	25	6	6	7	6	7	6	7	5	4	8	4	7	8
Other	27	0	0	0	100	17	15	32	28	25	38	23	24	29	23	32	26	24	26	23	50

Other Parties Voting Intention

UKIP	15	0	0	0	100	14	8	15	16	14	9	11	14	22	12	20	15	16	16	16	6
Green	7	0	0	0	0	1	3	14	8	6	21	8	4	2	7	6	9	7	7	7	3
SNP / PCY	4	0	0	0	0	0	3	2	5	4	7	4	4	4	4	5	1	0	2	0	40
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	1	1	0	0	1	1	0	1	1	1	1	0	1	2	0	1

Non Voters

Would Not Vote	6	0	0	0	0	2	2	3	5	8	10	11	5	3	5	9	9	6	5	9	1
Don't know	13	0	0	0	0	9	12	18	10	16	11	13	14	12	14	11	15	11	12	14	13

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

	Dec 8-9	Dec 9-10																				
Approve	30	32	86	7	39	15	67	9	23	35	29	27	31	30	38	37	26	29	36	38	26	26
Disapprove	55	56	8	89	45	76	23	83	64	56	56	58	51	59	55	52	62	57	51	53	62	66
Don't know	15	12	7	5	16	8	10	7	13	8	15	15	17	11	7	12	12	14	14	9	12	8

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?

	Nov 25-26	Dec 9-10																				
Central government is mainly responsible, because it is cutting sharply the money it gives to the council where I live	44	46	24	68	49	47	30	65	55	51	42	40	41	49	49	44	49	47	42	46	49	50
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	29	24	40	15	29	28	38	15	21	22	26	17	20	25	28	25	23	19	21	28	27	22
Neither - I am not aware of significant cuts to services in my area	18	20	29	11	16	19	25	10	16	19	21	27	24	17	18	22	18	23	26	18	14	21
Don't know	9	10	7	6	6	6	8	10	8	8	12	16	15	8	4	9	10	11	11	7	10	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.
Age and Gender		
Male 18 to 24	62	119
Male 25 to 39	209	250
Male 40 to 59	406	335
Male 60 +	307	258
Female 18 to 24	64	117
Female 25 to 39	228	252
Female 40 to 59	435	343
Female 60 +	272	309
Region		
North England	476	488
Midlands	258	325
East	192	190
London	280	254
South England	427	454
Wales	94	99
Scotland	256	173
Social Grade		
AB	781	555
C1	570	575
C2	260	416
DE	372	436
Newspaper Type		
Express / Mail	380	282
Sun / Star	213	399
Mirror / Record	137	175
Guardian / Independent	148	87
FT / Times / Telegraph	131	159
Other Paper	340	228
No Paper	634	654
Political Party Identification		
Labour	709	627
Conservative	509	551
Liberal Democrat	173	188
SNP/Plaid Cymru	67	38
Others	126	97
None/ DK	399	482

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