

YouGov / The Sun Survey Results

Sample Size: 2044 GB Adults
Fieldwork: 24th - 25th June 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	2044	528	609	114	228	621	492	438	991	1053	243	517	699	585	1165	879	262	664	437	503	178
Unweighted Sample	2044	450	660	112	240	540	546	444	985	1059	205	421	845	573	1295	749	301	641	401	462	239
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	76	5	15	32	33	23	34	30	37	37	25	36	38	32	26	25
Lab	37	0	100	0	0	4	83	35	36	39	45	39	41	29	33	43	42	27	38	48	34
Lib Dem	7	0	0	100	0	0	1	25	7	7	7	9	7	6	9	4	6	9	7	6	6
Other	23	0	0	0	100	19	11	25	26	21	25	18	23	28	21	28	16	27	23	19	35

Other Parties Voting Intention

UKIP	14	0	0	0	100	18	7	10	17	11	5	8	14	22	12	17	12	19	14	13	3
Green	5	0	0	0	0	1	3	12	4	6	14	7	4	2	5	5	3	7	5	3	5
SNP / PCY	3	0	0	0	0	0	1	2	3	2	4	2	4	2	3	3	0	0	2	0	26
BNP	1	0	0	0	0	0	0	1	0	1	2	1	1	1	1	1	0	0	3	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	0	1	1	1	0	1	1	1	0	1	1	0	1	1	1

Non Voters

Would Not Vote	7	0	0	0	0	3	3	4	7	7	16	9	6	2	6	8	10	7	6	8	4
Don't know	13	0	0	0	0	11	8	20	9	18	13	13	15	12	11	16	11	16	11	12	13

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

	June 23-24	June 24-25																				
ent's																						
Approve	33	32	82	8	51	13	60	8	29	35	28	29	35	28	34	37	24	39	36	30	24	28
Disapprove	53	54	7	86	32	75	23	84	58	56	52	47	50	59	54	49	60	48	48	56	60	60
Don't know	14	15	11	6	17	11	17	8	12	10	19	24	16	13	12	14	16	13	16	13	16	12

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 10-11	June 24-25																				
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	40	43	21	66	36	39	22	64	53	47	40	40	43	47	41	41	46	39	39	44	50	44
My local council is mainly responsible, because it could achieve most of the savings it needs by cutting costs, without cutting services	26	28	49	16	31	39	47	16	23	28	29	16	28	25	37	30	25	25	28	34	25	30
Neither - I am not aware of significant cuts to services in my area	21	19	24	11	25	15	22	12	17	18	19	27	19	17	17	19	18	24	22	15	14	19
Don't know	13	10	6	7	9	7	9	8	7	7	12	17	10	11	5	9	10	12	11	7	11	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	92	123
	Male 25 to 39	189	258
	Male 40 to 59	428	345
	Male 60 +	276	266
	Female 18 to 24	113	121
	Female 25 to 39	232	260
	Female 40 to 59	417	354
	Female 60 +	297	319
Region			
	North England	462	503
	Midlands	265	335
	East	187	196
	London	301	262
	South England	454	468
	Wales	136	102
	Scotland	239	178
Social Grade			
	AB	738	572
	C1	557	593
	C2	320	429
	DE	429	450
Newspaper Type			
	Express / Mail	391	327
	Sun / Star	240	480
	Mirror / Record	175	204
	Guardian / Independent	165	92
	FT / Times / Telegraph	141	194
	Other Paper	310	235
	No Paper	622	511
Political Party Identification			
	Labour	725	654
	Conservative	473	572
	Liberal Democrat	187	225
	SNP/Plaid Cymru	56	35
	Others	126	47
	None/ DK	477	511

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