

YouGov / The Sun Survey Results

Sample Size: 1750 GB Adults
Fieldwork: 6th - 7th January 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	1750	443	553	150	555	437	391	851	900	212	446	599	494	998	753	224	569	375	431	152
Unweighted Sample	1750	432	550	129	555	425	400	814	936	148	489	634	479	1122	628	328	582	299	385	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	75	3	8	31	34	22	30	34	36	34	31	32	42	30	29	15
Lab	41	0	100	0	6	91	34	41	40	41	43	45	33	38	44	45	26	44	51	49
Lib Dem	11	0	0	100	1	0	42	10	12	13	13	9	11	13	8	11	14	6	11	8
Other	16	0	0	0	17	6	16	19	13	24	14	13	19	16	17	12	17	19	9	29

Other Parties Voting Intention

UKIP	9	0	0	0	16	2	5	10	8	3	5	8	16	8	11	8	12	12	6	3
SNP / PCY	3	0	0	0	0	3	3	4	2	11	4	2	1	4	2	0	1	2	0	25
Green	2	0	0	0	0	0	7	2	2	4	3	2	1	3	1	1	3	3	2	1
BNP	1	0	0	0	1	0	1	1	1	4	1	1	1	1	2	3	1	2	1	0
Respect	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	1	1	0	2	1	0	0	0	1	0	1	0	1	0

Non Voters

Would Not Vote	8	0	0	0	3	2	3	8	9	17	14	7	2	6	12	7	7	10	10	6
Don't know	13	0	0	0	10	6	22	10	17	16	16	11	13	14	13	12	14	13	14	12

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

	Jan 3-4	Jan 6-7																			
Approve	25	27	76	5	33	55	8	20	29	26	25	23	28	32	29	25	22	30	25	30	20
Disapprove	58	56	7	89	35	29	85	61	59	54	48	54	61	56	54	60	56	51	59	58	65
Don't know	16	17	16	5	32	16	7	19	13	20	27	23	11	12	17	16	21	19	16	12	15

Do you think British troops are winning the war with the Taliban in Afghanistan, or not?

	Dec 9-10	Jan 6-7																			
Yes, the British troops are winning	8	9	14	9	6	12	8	6	13	6	17	13	7	6	11	7	9	10	11	6	14
No, they are not winning yet, but victory is possible eventually	17	18	27	20	17	24	18	14	19	18	14	16	21	19	18	19	19	16	20	20	15
No, they are not winning, and victory is not possible	59	57	47	56	64	54	58	64	57	57	39	45	61	69	55	58	55	59	55	56	56
Don't know	16	16	12	14	13	10	16	15	12	20	30	26	11	7	16	16	17	15	15	18	15

Fieldwork: 6th - 7th January 2013

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

	Dec 9-10	Jan 6-7																			
Should British troops be brought home from Afghanistan?																					
Yes - all troops should be withdrawn immediately	38	34	30	33	22	35	34	27	32	35	24	29	38	36	28	41	34	31	38	35	32
Yes - most troops should be withdrawn soon, and the rest within the next year or so	44	46	53	47	48	50	45	49	46	46	49	40	44	52	49	41	46	46	43	48	44
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	10	12	12	12	23	10	13	16	14	10	14	14	13	8	15	9	12	14	10	10	16
Don't know	9	9	6	7	7	6	8	8	8	9	13	17	5	3	9	9	9	9	9	8	8
Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is... Good or bad for the economy?																					
Good for the economy	33	39	78	16	40	68	19	27	42	37	40	35	38	44	43	35	38	43	41	38	29
Bad for the economy	50	44	8	76	28	17	73	53	46	43	36	42	50	43	42	48	42	40	46	44	60
Don't know	17	16	14	8	32	15	8	19	12	20	23	23	12	13	15	18	20	17	13	18	10
Being done fairly or unfairly?																					
Fairly	26	27	67	6	27	55	9	19	30	24	25	26	27	30	31	23	25	29	26	27	27
Unfairly	60	58	18	89	49	33	85	65	59	58	55	53	63	60	55	62	59	55	62	59	62
Don't know	14	14	15	5	23	13	6	17	11	18	21	21	10	10	14	15	15	16	12	14	11
Necessary or unnecessary?																					
Necessary	56	59	92	34	74	85	33	59	60	58	60	60	57	61	64	52	58	67	58	56	47
Unnecessary	31	28	3	51	12	9	51	25	30	26	26	25	31	28	25	31	26	21	30	30	42
Don't know	13	13	5	15	14	6	16	15	10	16	15	15	13	11	11	16	16	12	13	14	11
Too deep, too shallow or at about the right level?																					
Too deep	43	42	10	72	29	20	69	49	45	39	24	40	50	42	40	44	42	37	43	45	51
Too shallow	13	13	19	7	9	21	6	9	16	10	12	9	14	15	14	12	14	13	12	12	18
About the right level	24	28	62	9	32	49	12	21	27	28	33	26	25	31	31	24	27	31	28	27	19
Don't know	20	17	8	12	30	10	13	21	12	22	31	25	11	11	15	20	18	19	17	17	11
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	44	46	14	78	33	24	75	51	49	44	31	42	55	47	44	50	46	42	46	51	56
Too slowly	13	15	24	6	14	26	5	10	17	12	15	12	15	17	17	11	15	14	17	12	18
About the right pace	28	26	56	7	37	43	10	24	25	26	29	25	22	28	26	25	25	30	23	25	17
Don't know	15	13	6	9	15	7	10	15	9	17	24	20	8	8	13	14	14	14	14	12	9

Fieldwork: 6th - 7th January 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	1750	443	553	150	555	437	391	851	900	212	446	599	494	998	753	224	569	375	431	152
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 9-10	Jan 6-7																			
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	66	60	52	72	56	56	68	61	60	60	42	60	67	60	56	66	58	59	64	61	56
Not having an impact on my life	25	30	42	22	28	37	24	29	33	26	41	27	26	32	34	24	29	30	26	31	35
Don't know	10	10	7	7	17	7	9	10	7	13	18	13	6	8	10	11	13	11	10	7	9
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	27	25	3	55	15	6	51	26	26	25	22	27	28	22	23	28	28	20	25	30	29
The last Labour government	36	37	83	4	42	77	5	28	38	35	29	30	35	48	39	33	34	43	36	34	24
Both	25	26	9	29	27	12	30	32	25	26	29	25	26	24	25	27	26	23	26	25	37
Neither	5	5	2	8	8	2	9	8	6	5	4	5	7	4	6	4	5	5	6	5	6
Don't know	7	7	3	4	8	2	5	6	5	9	16	12	4	3	6	8	7	8	6	7	4

	Dec 9-10	Jan 6-7																			
Thinking about the next two or three years, how worried are you that people like you will... not have enough money to live comfortably																					
Very worried	27	26	15	36	12	17	36	22	23	29	24	32	27	21	19	36	35	26	25	23	26
Fairly worried	42	40	40	42	40	42	39	42	39	41	35	38	41	43	43	36	36	42	42	40	35
TOTAL WORRIED	69	66	55	78	52	59	75	64	62	70	59	70	68	64	62	72	71	68	67	63	61
Not very worried	23	26	36	17	37	33	20	30	28	24	25	22	26	30	31	20	20	26	26	29	30
Not at all worried	6	5	8	3	7	7	4	4	7	2	9	3	4	5	6	4	5	4	5	6	6
TOTAL NOT WORRIED	29	31	44	20	44	40	24	34	35	26	34	25	30	35	37	24	25	30	31	35	36
Don't know	2	3	1	1	5	1	1	2	2	3	6	5	1	1	2	4	3	2	2	3	3
be victims of burglary, robbery or mugging																					
Very worried	12	11	8	12	5	10	11	7	9	13	9	12	11	10	8	15	22	10	7	12	3
Fairly worried	35	33	30	34	21	34	35	32	30	35	25	33	33	36	32	35	34	31	41	31	25
TOTAL WORRIED	47	44	38	46	26	44	46	39	39	48	34	45	44	46	40	50	56	41	48	43	28
Not very worried	40	44	50	42	57	46	43	48	48	40	46	42	45	43	49	37	32	48	40	45	50
Not at all worried	10	9	10	8	13	8	8	11	10	8	14	7	8	9	9	8	7	8	8	7	19
TOTAL NOT WORRIED	50	53	60	50	70	54	51	59	58	48	60	49	53	52	58	45	39	56	48	52	69
Don't know	3	4	1	4	4	2	3	2	3	5	6	7	2	2	2	6	5	3	4	4	3

Fieldwork: 6th - 7th January 2013

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

	Dec 9-10	Jan 6-7																			
suffer directly from cuts in spending on public services such as health, education and welfare																					
Very worried	28	25	10	37	16	16	34	25	22	28	11	28	27	26	20	31	33	23	24	25	21
Fairly worried	43	43	38	46	40	39	45	44	41	45	46	39	40	48	45	41	40	46	46	38	43
TOTAL WORRIED	71	68	48	83	56	55	79	69	63	73	57	67	67	74	65	72	73	69	70	63	64
Not very worried	21	25	42	14	37	37	15	27	28	22	27	24	26	23	28	19	17	25	24	27	28
Not at all worried	5	4	8	1	3	7	3	1	6	2	6	4	4	2	4	3	5	3	3	5	5
TOTAL NOT WORRIED	26	29	50	15	40	44	18	28	34	24	33	28	30	25	32	22	22	28	27	32	33
Don't know	3	4	2	3	3	2	3	3	3	4	9	5	2	1	2	5	5	3	3	4	2
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																					
Very worried	22	20	16	23	13	20	22	15	17	23	8	16	21	26	15	26	29	19	21	17	14
Fairly worried	35	33	35	34	33	36	32	33	33	33	28	30	36	35	32	35	28	37	30	32	38
TOTAL WORRIED	57	53	51	57	46	56	54	48	50	56	36	46	57	61	47	61	57	56	51	49	52
Not very worried	26	29	32	27	31	29	28	32	30	27	35	32	29	23	33	23	26	31	30	27	27
Not at all worried	12	13	15	12	18	12	14	15	16	11	20	15	10	12	16	9	13	9	14	19	15
TOTAL NOT WORRIED	38	42	47	39	49	41	42	47	46	38	55	47	39	35	49	32	39	40	44	46	42
Don't know	5	5	3	4	5	2	5	5	4	6	10	6	3	3	4	6	4	5	5	5	6
lose their job / have difficulty finding work																					
Very worried	26	23	16	28	14	18	25	21	20	26	25	23	25	21	18	30	33	20	24	21	21
Fairly worried	38	38	33	39	46	38	38	42	36	39	34	38	39	38	40	34	38	43	37	32	37
TOTAL WORRIED	64	61	49	67	60	56	63	63	56	65	59	61	64	59	58	64	71	63	61	53	58
Not very worried	22	26	37	22	26	30	24	25	30	22	23	30	28	21	29	22	21	26	24	30	26
Not at all worried	11	10	12	7	11	12	8	9	11	8	9	5	7	17	11	8	5	8	11	12	12
TOTAL NOT WORRIED	33	36	49	29	37	42	32	34	41	30	32	35	35	38	40	30	26	34	35	42	38
Don't know	3	4	2	4	3	2	4	2	3	4	8	5	2	3	2	5	4	3	3	4	4
lose their home																					
Very worried	17	13	9	18	10	10	16	13	10	16	6	13	14	16	9	19	20	12	12	12	14
Fairly worried	27	30	24	34	28	27	35	27	28	31	25	32	27	32	29	30	32	30	28	28	30
TOTAL WORRIED	44	43	33	52	38	37	51	40	38	47	31	45	41	48	38	49	52	42	40	40	44
Not very worried	34	35	39	32	38	37	33	35	36	33	40	37	38	26	38	29	34	34	36	33	35
Not at all worried	19	18	26	13	19	22	13	21	22	15	21	11	18	23	20	15	10	19	18	22	18
TOTAL NOT WORRIED	53	53	65	45	57	59	46	56	58	48	61	48	56	49	58	44	44	53	54	55	53
Don't know	3	4	3	3	4	4	3	4	4	5	8	6	2	4	3	6	4	4	6	4	3

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

	Dec 9-10	Jan 6-7																				
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
Very worried	15	13	8	18	6	8	15	11	12	14	8	11	15	13	9	17	20	11	12	13	9	
Fairly worried	24	24	21	25	23	22	23	25	24	24	23	20	22	29	23	25	24	25	24	21	25	
TOTAL WORRIED	39	37	29	43	29	30	38	36	36	38	31	31	37	42	32	42	44	36	36	34	34	
Not very worried	35	37	37	37	39	37	41	38	37	37	34	44	38	30	39	34	34	38	37	38	35	
Not at all worried	21	21	31	16	27	27	18	22	24	19	25	17	21	24	25	16	16	21	21	23	26	
TOTAL NOT WORRIED	56	58	68	53	66	64	59	60	61	56	59	61	59	54	64	50	50	59	58	61	61	
Don't know	5	5	4	4	5	5	3	4	4	7	9	7	3	5	4	7	6	4	6	5	5	
suffer ill-health																						
Very worried	18	16	12	22	9	16	20	14	15	18	5	11	20	22	13	21	26	15	17	15	11	
Fairly worried	37	36	34	40	34	34	41	38	33	39	26	31	35	47	36	36	33	37	35	36	43	
TOTAL WORRIED	55	52	46	62	43	50	61	52	48	57	31	42	55	69	49	57	59	52	52	51	54	
Not very worried	35	35	40	30	48	38	32	37	37	32	35	44	35	26	39	29	29	36	36	37	28	
Not at all worried	6	8	11	5	5	9	4	8	10	6	24	7	7	3	9	7	7	8	7	8	15	
TOTAL NOT WORRIED	41	43	51	35	53	47	36	45	47	38	59	51	42	29	48	36	36	44	43	45	43	
Don't know	4	5	3	3	4	4	3	3	5	5	9	7	3	2	3	7	5	5	5	4	3	

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	69	109
	Male 25 to 39	218	224
	Male 40 to 59	289	296
	Male 60 +	238	222
	Female 18 to 24	79	103
	Female 25 to 39	271	222
	Female 40 to 59	345	303
	Female 60 +	241	271
Region			
	North England	385	431
	Midlands	215	287
	East England	174	168
	London	328	224
	South England	408	401
	Wales	84	88
	Scotland	156	152
Social Grade			
	AB	622	490
	C1	500	508
	C2	277	368
	DE	351	385
Newspaper Type			
	Express / Mail	354	280
	Sun / Star	178	411
	Mirror / Record	92	175
	Guardian / Independent	105	79
	FT / Times / Telegraph	119	166
	Other Paper	243	201
	No Paper	659	438
Political Party Identification			
	Labour	565	569
	Conservative	483	499
	Liberal Democrat	164	210
	SNP/Plaid Cymru	26	30
	Others	112	23
	None/ DK	400	420

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