

YouGov / The Sun Survey Results

Sample Size: 2747 GB Adults
Fieldwork: 2nd - 3rd October 2011

	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	2747	784	884	191	858	762	577	1335	1412	332	700	939	775	1566	1181	352	893	588	676	239
Unweighted Sample	2747	785	825	195	845	706	588	1365	1382	205	692	1043	807	1825	922	458	844	537	635	273
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	86	3	17	37	37	32	41	33	41	42	30	44	43	38	30	22
Lab	42	0	100	0	5	93	35	40	44	48	40	47	35	36	49	38	34	44	54	39
Lib Dem	9	0	0	100	1	1	37	9	9	10	10	8	9	11	7	9	13	7	7	4
Other	12	0	0	0	9	4	11	14	10	10	9	12	16	11	14	9	10	11	9	35

Other Parties Voting Intention

UKIP	5	0	0	0	7	1	2	7	3	2	2	4	9	5	6	5	6	6	5	2
SNP / PCY	3	0	0	0	0	1	4	3	4	4	3	3	4	3	4	0	0	2	0	30
Green	2	0	0	0	0	1	3	2	2	1	3	1	2	2	2	2	1	2	2	2
BNP	1	0	0	0	1	0	1	1	1	2	1	2	0	1	1	0	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	1	1	1	0	1	1	1	1	1	1	1	1	0	1	0

Non Voters

Would Not Vote	8	0	0	0	3	1	6	7	8	16	10	6	4	6	10	8	8	7	10	3
Don't know	15	0	0	0	13	8	22	10	19	15	17	15	13	14	17	16	14	18	14	11

Sept 29-30

Oct 2-3

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

Approve	30	31	80	2	52	60	6	32	36	27	27	33	28	36	36	24	35	35	31	27	23
Disapprove	56	54	8	92	28	23	88	54	53	55	51	49	59	54	49	60	50	47	56	59	68
Don't know	14	15	12	6	20	17	6	15	11	19	23	19	13	10	14	15	15	18	13	14	9

Fieldwork: 2nd - 3rd October 2011

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

	Sept 18-19	Oct 2-3																			
Do you think British troops are winning the war with the Taliban in Afghanistan, or not?																					
Yes, the British troops are winning	12	12	18	12	10	16	11	9	14	10	22	16	10	7	13	10	12	11	14	12	13
No, they are not winning yet, but victory is possible eventually	27	23	27	24	29	26	24	22	23	23	19	21	25	25	22	24	22	25	19	23	26
No, they are not winning, and victory is not possible	45	47	39	48	49	41	47	56	51	44	33	40	50	57	48	47	46	45	51	48	47
Don't know	16	18	16	16	11	17	18	14	12	23	27	23	16	11	17	19	20	19	17	17	15
Should British troops be brought home from Afghanistan?																					
Yes - all troops should be withdrawn immediately	27	27	21	27	19	24	26	25	26	28	24	23	29	31	23	33	27	24	27	31	27
Yes - most troops should be withdrawn soon, and the rest within the next year or so	47	47	53	46	53	51	45	52	46	48	50	46	45	50	51	42	49	49	50	42	46
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	16	17	20	18	22	17	19	17	22	12	13	18	19	15	18	15	13	18	13	19	22
Don't know	10	9	6	8	7	8	10	7	6	12	13	14	8	4	8	10	11	9	10	8	5
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	34	35	74	10	49	63	10	33	40	30	34	35	31	41	41	28	38	40	35	30	26
Bad for the economy	50	47	12	80	30	19	77	48	48	47	42	44	52	45	44	52	43	41	45	54	59
Don't know	16	18	14	10	21	18	12	19	12	23	25	20	17	14	16	21	19	18	19	16	15
Being done fairly or unfairly?																					
Fairly	26	29	70	3	46	57	5	27	34	23	28	27	26	33	34	22	33	34	27	23	20
Unfairly	59	57	17	91	40	27	88	59	57	58	57	53	61	57	53	62	54	49	60	64	68
Don't know	15	14	14	6	14	16	7	14	9	19	15	20	13	10	13	16	13	17	13	13	11
Necessary or unnecessary?																					
Necessary	57	58	93	29	85	85	30	62	63	54	55	61	56	60	65	49	62	63	59	53	48
Unnecessary	30	28	3	57	8	6	54	26	30	26	31	24	29	28	24	33	27	23	24	33	40
Don't know	13	14	4	14	8	9	16	12	8	20	14	16	15	11	11	18	11	14	17	14	13

Fieldwork: 2nd - 3rd October 2011

	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
		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	
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Unweighted Sample	2747	785	825	195	845	706	588	1365	1382	205	692	1043	807	1825	922	458	844	537	635	273	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Too deep, too shallow or at about the right level?																					
Too deep	46	44	11	79	30	18	75	49	46	43	41	39	49	45	43	47	41	39	43	50	59
Too shallow	11	8	10	4	7	11	4	5	9	7	7	11	8	6	8	8	9	8	9	7	8
About the right level	26	29	66	4	46	54	6	28	33	24	27	28	27	32	33	23	30	34	30	23	17
Don't know	18	19	13	12	17	17	15	18	11	26	25	22	16	17	16	23	20	19	18	19	16
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	52	48	11	84	26	20	81	50	47	48	40	41	55	48	46	50	45	39	49	56	54
Too slowly	9	8	12	3	7	12	3	6	10	6	12	10	6	7	9	7	8	10	9	6	8
About the right pace	26	30	67	5	55	55	5	32	34	26	28	30	27	34	34	25	33	36	29	24	21
Don't know	13	14	9	8	12	13	11	12	9	20	20	19	12	11	12	18	14	15	14	14	17
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	68	66	58	77	60	61	74	69	66	67	53	59	74	69	65	69	65	65	67	69	65
Not having an impact on my life	22	24	34	16	36	30	16	25	27	21	32	28	18	23	28	18	24	26	22	21	26
Don't know	10	10	8	8	4	9	9	7	8	13	14	13	8	9	8	13	11	10	11	10	9
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	26	22	2	52	6	4	49	19	23	21	25	20	22	22	20	24	22	18	22	26	27
The last Labour government	38	39	87	3	57	80	4	34	43	35	29	38	36	48	44	32	43	47	38	32	26
Both	25	26	6	33	22	11	32	33	23	29	27	27	31	21	24	30	27	22	28	29	34
Neither	5	7	3	9	11	2	11	9	8	6	7	6	7	7	7	6	5	7	6	7	10
Don't know	6	6	3	3	6	3	4	5	3	9	13	9	5	2	4	8	4	6	6	7	4
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	29	30	15	39	21	24	35	27	25	34	27	28	34	28	23	38	27	28	33	30	28
Fairly worried	44	43	45	43	35	41	44	43	42	43	40	41	43	45	44	41	43	43	40	44	44
TOTAL WORRIED	73	72	61	82	56	65	79	71	67	77	67	68	76	73	67	79	70	71	73	75	71
Not very worried	21	22	33	14	32	28	17	23	25	18	21	24	19	23	26	16	23	22	20	20	25
Not at all worried	4	4	4	2	12	5	2	5	5	3	5	4	4	4	5	3	4	5	4	3	3
TOTAL NOT WORRIED	25	26	38	17	44	33	19	28	30	21	25	28	22	27	31	18	27	27	24	23	28
Don't know	2	2	1	1	0	2	2	1	2	2	7	3	1	0	2	3	3	2	3	2	1

Fieldwork: 2nd - 3rd October 2011

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
be victims of burglary, robbery or mugging																					
Very worried	14	12	9	16	4	9	17	9	12	13	12	10	13	13	10	15	14	10	16	14	6
Fairly worried	34	36	36	35	25	39	36	29	36	36	33	35	36	37	35	36	39	34	37	36	34
TOTAL WORRIED	48	48	45	51	28	49	52	37	48	48	45	46	48	51	45	51	53	43	53	50	40
Not very worried	41	41	44	39	56	40	37	50	41	40	37	42	41	40	44	37	36	44	37	40	45
Not at all worried	7	8	9	8	14	8	8	11	8	8	10	8	9	7	9	8	7	10	5	7	13
TOTAL NOT WORRIED	48	49	53	46	70	49	45	60	49	48	46	50	48	52	44	43	54	43	47	58	
Don't know	4	3	2	2	2	3	3	2	3	4	9	4	2	2	3	4	4	3	4	3	2
suffer directly from cuts in spending on public services such as health, education and welfare																					
Very worried	29	27	11	40	12	17	39	25	23	30	23	21	29	30	22	32	27	23	29	29	27
Fairly worried	44	45	45	45	46	44	45	47	43	47	43	46	45	45	45	45	48	45	45	44	46
TOTAL WORRIED	73	72	55	85	58	60	84	72	67	76	67	67	74	75	67	78	75	68	74	73	73
Not very worried	21	22	37	12	33	32	12	22	26	19	20	24	22	22	26	17	19	26	18	21	24
Not at all worried	3	4	6	2	9	6	2	4	5	3	6	5	3	3	5	2	4	5	4	3	3
TOTAL NOT WORRIED	24	26	43	13	42	38	14	26	31	22	26	29	25	25	31	19	22	31	22	24	27
Don't know	2	2	1	2	1	2	2	2	3	2	7	4	1	1	2	3	3	2	3	3	0
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																					
Very worried	25	26	19	30	15	26	28	19	24	28	19	17	31	31	19	35	22	25	30	27	22
Fairly worried	34	33	34	33	28	34	36	31	33	33	23	32	35	36	33	33	31	31	35	35	37
TOTAL WORRIED	59	59	53	63	44	59	64	50	58	61	42	50	66	67	52	69	53	56	65	62	59
Not very worried	26	26	32	24	33	26	23	33	26	25	37	31	23	20	31	18	30	29	20	23	29
Not at all worried	12	11	12	10	22	12	10	14	13	10	12	16	9	10	14	8	12	12	11	11	11
TOTAL NOT WORRIED	38	37	44	34	54	37	32	47	39	35	49	46	32	29	45	27	42	41	31	34	40
Don't know	4	4	3	3	2	3	3	3	3	4	9	4	2	3	3	5	5	3	4	4	1
lose their job / have difficulty finding work																					
Very worried	28	28	16	38	18	21	35	24	26	30	32	22	34	26	24	34	23	25	32	32	27
Fairly worried	38	37	40	34	33	38	35	37	37	38	33	41	39	33	38	35	42	38	35	36	37
TOTAL WORRIED	66	65	56	72	52	59	70	61	63	68	65	62	73	59	62	70	66	63	67	68	64
Not very worried	22	23	31	17	34	27	18	28	24	21	23	28	20	21	26	18	21	24	22	21	24
Not at all worried	8	8	10	7	13	10	8	9	9	7	5	6	6	16	9	7	8	11	6	7	11
TOTAL NOT WORRIED	30	31	41	24	47	37	26	37	33	28	27	33	25	37	36	25	29	34	28	28	35
Don't know	4	4	3	3	1	3	4	3	4	4	8	4	2	4	2	5	5	3	5	4	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their home																					
Very worried	16	17	8	23	7	14	22	13	15	19	12	12	19	21	13	22	15	15	21	18	16
Fairly worried	29	27	23	30	21	24	29	24	25	29	23	27	28	27	26	29	26	29	28	25	27
TOTAL WORRIED	45	44	32	53	27	38	51	37	40	48	35	39	47	49	39	51	41	43	48	43	43
Not very worried	35	37	46	32	47	40	34	43	39	35	38	44	37	29	40	32	38	37	33	38	37
Not at all worried	17	16	20	12	24	19	13	17	19	13	19	12	14	19	19	12	16	16	15	15	18
TOTAL NOT WORRIED	52	52	66	44	71	59	46	60	57	48	56	56	51	48	59	44	54	53	48	53	56
Don't know	4	4	3	3	1	3	3	3	3	4	9	5	2	3	3	5	5	3	4	4	1
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																					
Very worried	13	15	7	24	8	11	21	12	15	15	13	12	16	18	11	20	16	12	18	17	12
Fairly worried	23	22	18	23	18	19	23	23	23	22	18	22	21	26	21	24	22	22	21	23	23
TOTAL WORRIED	36	38	24	47	25	29	44	35	38	37	31	34	37	45	32	44	39	35	39	40	36
Not very worried	39	38	47	34	47	42	35	42	36	40	42	42	39	32	41	35	36	40	38	35	44
Not at all worried	21	19	25	15	24	23	16	20	22	17	18	20	20	18	23	15	19	20	17	20	19
TOTAL NOT WORRIED	60	57	72	49	71	66	51	62	58	57	59	62	59	51	64	49	55	60	55	55	63
Don't know	5	5	3	4	3	5	5	3	5	5	9	4	4	5	4	6	6	5	6	5	2
suffer ill-health																					
Very worried	16	18	11	26	8	15	24	16	16	21	14	11	20	25	14	25	18	17	20	21	15
Fairly worried	35	35	33	36	34	33	35	33	35	35	27	27	37	43	34	36	37	34	36	35	34
TOTAL WORRIED	51	53	44	61	42	48	59	49	51	55	41	38	57	68	48	61	54	51	56	55	49
Not very worried	37	35	44	28	42	41	29	40	36	34	38	47	32	26	40	28	33	38	31	33	41
Not at all worried	8	7	9	7	12	8	7	7	8	6	12	10	6	4	9	6	7	8	6	8	8
TOTAL NOT WORRIED	45	42	53	35	55	49	36	47	44	40	50	57	39	30	49	33	41	45	37	41	49
Don't know	4	4	3	4	3	3	5	4	4	4	9	5	4	2	3	6	5	4	6	4	2
If you had to choose, which would you prefer to see after the next election, a Conservative government led by David Cameron or a Labour government led by Ed Miliband?																					
Conservative government led by David Cameron	40	41	98	2	53	84	5	34	44	38	33	43	38	46	47	32	47	47	40	35	29
Labour government led by Ed Miliband	36	35	1	88	18	5	77	34	35	35	44	33	37	31	32	39	29	29	35	44	43
Don't know	24	24	2	10	29	11	17	31	21	27	24	24	26	23	21	29	24	25	25	22	27

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	170
Male 25 to 39	297	352
Male 40 to 59	535	464
Male 60 +	441	349
Female 18 to 24	113	162
Female 25 to 39	395	349
Female 40 to 59	508	475
Female 60 +	366	426
Region		
North England	635	676
Midlands	429	451
East England	250	264
London	458	352
South England	594	629
Wales	108	137
Scotland	273	239
Social Grade		
AB	1018	769
C1	807	797
C2	387	577
DE	535	604
Newspaper Type		
Express / Mail	602	412
Sun / Star	332	591
Mirror / Record	164	426
Guardian / Independent	174	82
FT / Times / Telegraph	215	233
Other Paper	332	316
No Paper	928	687
Political Party Identification		
Labour	844	893
Conservative	771	783
Liberal Democrat	302	330
Others	199	82
None/ DK	631	659

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