

YouGov/ The Sun Survey Results

Sample Size: 1724 GB adults
Fieldwork: 15th - 16th July 2012

	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	1724	425	573	121	567	447	396	838	886	209	440	590	486	983	741	221	560	369	425	150	
Unweighted Sample	1724	415	574	119	543	444	415	825	899	129	465	664	466	1159	565	317	567	360	359	121	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	77	2	11	32	34	37	32	30	35	38	26	34	42	31	27	16
Lab	44	0	100	0	7	92	39	42	46	38	45	50	38	39	52	45	35	49	54	38
Lib Dem	9	0	0	100	2	1	36	11	8	17	12	7	7	11	7	8	11	9	7	14
Other	14	0	0	0	14	4	14	15	12	8	11	13	19	13	15	13	12	11	12	32

Other Parties Voting Intention

UKIP	8	0	0	0	11	2	6	8	7	2	2	8	14	7	9	8	9	8	8	1
SNP / PCY	3	0	0	0	0	1	5	4	2	5	6	1	3	3	3	0	1	1	0	28
Green	2	0	0	0	0	1	2	2	2	0	2	2	2	2	1	3	1	1	2	1
BNP	1	0	0	0	1	0	0	1	0	0	1	1	0	0	1	1	0	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	1	0	0	0	1	0	0	1	0	1	1	1	1	1	0	1	1	1	0	0

Non Voters

Would Not Vote	7	0	0	0	2	2	5	7	7	11	12	5	3	6	8	5	8	8	6	4
Don't know	18	0	0	0	18	9	22	11	24	24	19	16	16	15	22	22	16	19	17	19

July 12-13 July 15-16

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

Approve	23	22	66	3	39	43	5	21	26	19	28	22	19	24	26	17	21	26	23	18	17
Disapprove	62	64	20	92	38	39	90	66	64	63	45	60	70	67	58	70	64	58	63	67	75
Don't know	15	14	14	4	23	17	6	13	10	18	27	18	11	9	15	13	14	16	14	14	8

Fieldwork: 15th - 16th July 2012

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

	July 1-2	July 15-16																			
Do you think British troops are winning the war with the Taliban in Afghanistan, or not?																					
Yes, the British troops are winning	9	8	9	8	12	8	7	11	12	5	18	10	7	3	10	6	8	10	9	5	8
No, they are not winning yet, but victory is possible eventually	20	19	24	22	15	23	21	12	20	17	29	19	17	16	19	19	14	21	18	20	14
No, they are not winning, and victory is not possible	56	59	57	58	55	60	63	58	58	59	28	48	66	73	59	59	61	55	60	60	62
Don't know	15	15	10	12	18	10	9	19	10	19	25	23	10	8	13	17	16	14	13	14	16
Should British troops be brought home from Afghanistan?																					
Yes, all troops should be withdrawn immediately	33	32	24	34	23	32	31	31	29	35	21	26	36	39	29	37	34	31	31	35	28
Yes, most troops should be withdrawn soon, and the rest within the next year or so	45	47	57	44	50	50	48	47	51	43	38	48	46	50	50	42	44	46	50	45	51
No, British troops should remain in Afghanistan as long as Afghanistan's government wants them there	15	13	15	16	17	12	15	15	16	9	23	14	12	9	14	11	12	14	12	12	15
Don't know	7	9	4	6	10	6	7	7	4	13	19	13	7	3	7	10	10	9	8	8	6
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	32	73	13	42	60	10	26	35	30	40	31	29	34	38	24	34	37	33	28	23
Bad for the economy	51	53	15	78	38	26	79	61	53	52	37	53	58	52	50	56	50	48	51	56	66
Don't know	16	15	12	9	20	14	11	14	12	19	23	16	13	14	12	19	16	15	16	16	11
Being done fairly or unfairly?																					
Fairly	24	23	64	4	36	48	6	18	28	18	31	18	22	25	30	14	22	29	22	19	21
Unfairly	62	63	22	91	49	37	89	70	62	64	47	64	66	65	56	72	64	59	62	66	73
Don't know	14	14	14	5	15	16	6	12	10	17	21	17	12	10	14	14	14	12	17	15	6
Necessary or unnecessary?																					
Necessary	57	55	94	29	80	82	31	54	58	52	56	58	52	56	61	47	53	59	57	52	48
Unnecessary	29	31	4	57	13	10	56	30	33	29	27	26	35	32	28	35	31	28	30	32	39
Don't know	14	14	2	14	8	8	14	16	9	19	17	17	12	13	11	18	16	13	13	16	13

Fieldwork: 15th - 16th July 2012

	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	
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Unweighted Sample	1724	415	574	119	543	444	415	825	899	129	465	664	466	1159	565	317	567	360	359	121	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Too deep, too shallow or at about the right level?

Too deep	47	46	14	73	31	21	71	52	48	43	30	42	53	46	40	53	45	41	44	48	63
Too shallow	11	12	20	8	13	18	6	10	13	12	15	15	11	10	14	10	15	14	11	13	7
About the right level	25	23	56	6	41	44	8	21	26	21	26	20	21	27	28	17	21	28	25	20	16
Don't know	17	19	9	12	15	16	15	17	13	24	29	22	14	17	18	20	19	18	21	19	14

Being done too quickly, too slowly, or at about the right pace?

Too quickly	48	48	13	78	34	20	75	55	48	47	30	45	55	49	43	54	47	39	50	49	70
Too slowly	12	12	21	6	17	21	5	10	14	10	12	15	10	13	15	9	13	16	10	12	6
About the right pace	26	25	58	8	36	45	10	20	27	23	33	23	22	26	29	19	23	30	25	23	13
Don't know	14	15	8	8	14	14	10	15	11	19	24	17	13	12	13	18	18	15	15	15	11

Having an impact on your own life, or not having an impact on your own life?

Having an impact on my life	63	62	53	77	41	57	75	61	65	60	39	61	71	63	60	64	60	60	62	63	71
Not having an impact on my life	27	28	40	19	47	35	21	30	29	27	43	27	22	30	32	24	30	31	26	27	23
Don't know	9	10	7	4	11	9	4	9	6	13	17	12	7	8	8	12	10	9	11	10	6

And who do you think is most to blame for the current spending cuts?

The Conservative-Liberal Democrat coalition	26	27	1	59	8	6	55	28	29	25	20	25	30	27	24	31	26	23	28	31	29
The last Labour government	36	35	86	4	43	74	6	26	38	33	33	31	33	44	41	28	35	39	37	33	29
Both	28	28	9	29	30	15	28	35	26	29	27	30	28	24	26	29	27	29	26	26	33
Neither	3	5	2	6	14	2	8	6	5	4	5	6	6	3	5	5	5	4	4	6	6
Don't know	6	6	1	3	5	2	3	5	2	9	15	7	4	2	4	8	7	6	6	5	4

July 1-2 July 15-16

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	26	26	11	37	13	16	34	23	26	26	21	24	32	23	21	33	25	27	22	28	30
Fairly worried	43	41	42	45	37	43	43	45	36	46	34	42	43	41	43	39	40	39	42	43	44
TOTAL WORRIED	69	67	53	82	50	59	77	68	62	72	55	66	75	64	64	72	65	66	64	71	74
Not very worried	24	25	37	15	36	32	16	24	28	21	29	26	19	28	27	22	26	28	26	21	19
Not at all worried	4	5	10	3	14	7	3	7	8	3	7	4	5	6	7	3	6	5	5	6	2
TOTAL NOT WORRIED	28	30	47	18	50	39	19	31	36	24	36	30	24	34	34	25	32	33	31	27	21
Don't know	3	3	1	1	0	1	2	1	2	3	8	4	1	2	2	4	3	1	4	3	5

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	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
be victims of burglary, robbery or mugging																					
Very worried	11	11	7	15	3	9	14	10	10	12	8	11	11	14	10	14	12	10	13	13	10
Fairly worried	36	29	25	33	22	26	30	29	31	26	20	28	34	26	28	30	33	29	28	28	24
TOTAL WORRIED	47	40	32	48	25	35	44	39	41	38	28	39	45	40	38	44	45	39	41	41	34
Not very worried	40	47	55	43	55	54	44	48	45	49	54	48	42	50	50	44	45	49	45	46	52
Not at all worried	9	9	12	8	18	9	8	12	10	8	9	8	11	8	10	8	5	10	10	9	10
TOTAL NOT WORRIED	49	56	67	51	73	63	52	60	55	57	63	56	53	58	60	52	50	59	55	55	62
Don't know	4	4	1	2	2	2	5	2	3	4	9	4	2	3	3	5	5	2	5	4	4
suffer directly from cuts in spending on public services such as health, education and welfare																					
Very worried	26	25	8	39	10	14	37	26	24	26	14	22	26	31	21	30	20	26	26	24	30
Fairly worried	45	43	42	45	40	45	46	43	40	46	34	40	48	44	45	41	46	40	44	44	47
TOTAL WORRIED	71	68	50	84	50	59	83	69	64	72	48	62	74	75	66	71	66	66	70	68	77
Not very worried	22	24	41	14	32	34	14	22	28	21	36	30	20	20	27	22	27	27	24	24	16
Not at all worried	4	4	7	1	11	6	2	6	6	3	7	4	4	4	5	3	2	5	4	4	5
TOTAL NOT WORRIED	26	28	48	15	43	40	16	28	34	24	43	34	24	24	32	25	29	32	28	28	21
Don't know	3	3	1	1	7	2	2	3	2	3	9	4	1	2	2	4	4	2	3	3	2
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																					
Very worried	24	21	15	21	16	19	20	20	20	22	11	16	23	27	16	28	21	18	22	23	22
Fairly worried	34	32	29	38	19	33	34	29	31	33	26	27	37	33	31	34	28	33	35	30	33
TOTAL WORRIED	58	53	44	59	35	52	54	49	51	55	37	43	60	60	47	62	49	51	57	53	55
Not very worried	26	29	35	26	39	28	30	33	30	28	34	36	27	23	33	23	26	32	26	29	29
Not at all worried	12	13	19	11	20	17	11	15	16	11	18	16	11	12	17	8	16	13	11	14	10
TOTAL NOT WORRIED	38	42	54	37	59	45	41	48	46	39	52	52	38	35	50	31	42	45	37	43	39
Don't know	5	5	2	4	7	3	5	4	4	6	12	5	2	6	3	7	8	3	6	4	5
lose their job / have difficulty finding work																					
Very worried	26	25	16	34	16	18	33	25	25	26	28	24	28	22	22	29	25	21	23	31	30
Fairly worried	37	38	38	40	34	38	40	37	38	39	31	39	43	34	39	37	36	42	40	34	36
TOTAL WORRIED	63	63	54	74	50	56	73	62	63	65	59	63	71	56	61	66	61	63	63	65	66
Not very worried	23	22	32	18	24	28	17	22	23	22	27	26	21	18	25	18	24	23	23	21	20
Not at all worried	10	10	13	6	20	14	7	10	11	9	5	6	6	20	11	9	9	11	9	9	11
TOTAL NOT WORRIED	33	32	45	24	44	42	24	32	34	31	32	32	27	38	36	27	33	34	32	30	31
Don't know	5	4	1	3	6	2	3	5	4	5	8	4	1	7	3	7	6	3	5	5	3

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
lose their home																					
	Very worried	16	16	7	23	4	10	22	16	16	10	14	18	18	12	21	15	15	14	19	16
	Fairly worried	27	25	20	28	21	23	29	22	23	26	17	24	28	26	23	23	24	27	24	27
	TOTAL WORRIED	43	41	27	51	25	33	51	38	39	42	27	38	46	44	38	44	38	39	41	43
	Not very worried	35	38	45	37	44	42	33	41	39	38	47	44	38	40	37	36	39	38	39	41
	Not at all worried	18	17	27	11	27	24	12	18	19	15	18	13	14	19	14	21	19	16	15	11
	TOTAL NOT WORRIED	53	55	72	48	71	66	45	59	58	53	65	57	52	53	59	51	57	58	54	52
	Don't know	4	4	1	2	3	2	3	4	3	4	9	5	2	3	3	5	6	3	5	3
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																					
	Very worried	14	14	5	21	6	7	21	14	14	6	13	15	18	11	19	13	14	11	17	17
	Fairly worried	25	22	17	30	11	21	28	19	23	21	24	18	22	22	22	16	22	24	26	15
	TOTAL WORRIED	39	36	22	51	17	28	49	33	37	35	30	31	37	43	33	41	29	36	35	43
	Not very worried	34	36	42	31	43	40	30	39	33	39	34	41	40	38	34	41	39	35	30	42
	Not at all worried	21	22	35	15	36	30	17	22	24	20	26	21	19	25	17	24	21	23	22	18
	TOTAL NOT WORRIED	55	58	77	46	79	70	47	61	57	59	60	62	59	63	51	65	60	58	52	60
	Don't know	5	5	1	3	4	3	5	6	5	6	10	7	4	4	7	6	4	7	5	8
suffer ill-health																					
	Very worried	16	18	6	26	12	10	26	18	17	19	7	15	19	25	14	23	16	20	18	16
	Fairly worried	36	34	33	35	30	35	35	33	32	37	22	27	40	41	35	34	33	31	36	37
	TOTAL WORRIED	52	52	39	61	42	45	61	51	49	56	29	42	59	66	49	57	49	51	54	53
	Not very worried	35	36	48	31	39	41	30	37	37	34	46	43	32	28	40	30	38	37	32	36
	Not at all worried	8	7	12	5	13	11	5	7	9	5	13	10	6	4	8	6	6	9	7	4
	TOTAL NOT WORRIED	43	43	60	36	52	52	35	44	46	39	59	53	38	32	48	36	44	46	39	43
	Don't know	5	5	2	2	6	2	4	5	5	4	12	5	3	2	3	6	7	3	6	4

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	54	107
Male 25 to 39	221	221
Male 40 to 59	324	291
Male 60 +	226	219
Female 18 to 24	75	102
Female 25 to 39	244	219
Female 40 to 59	340	298
Female 60 +	240	267
Region		
North England	359	425
Midlands	280	283
East England	168	166
London	317	221
South England	399	394
Wales	80	86
Scotland	121	150
Social Grade		
AB	624	483
C1	535	500
C2	246	362
DE	319	379
Newspaper Type		
Express / Mail	311	276
Sun / Star	189	405
Mirror / Record	100	172
Guardian / Independent	95	78
FT / Times / Telegraph	114	164
Other Paper	242	198
No Paper	673	431
Political Party Identification		
Labour	557	560
Conservative	476	491
Liberal Democrat	195	207
SNP/Plaid Cymru	19	29
Others	90	22
None/ DK	387	414

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