

YouGov / The Sun Survey Results

Sample Size: 1780 GB Adults
Fieldwork: 13th - 14th November 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	1780	491	538	124	552	462	401	865	915	215	454	609	502	1015	765	228	579	381	438	155
Unweighted Sample	1780	491	532	124	569	459	392	885	895	97	480	706	497	1159	621	290	536	345	413	196
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	85	4	15	37	37	30	34	35	44	41	32	44	45	37	30	18
Lab	40	0	100	0	3	90	38	41	40	41	43	46	33	34	49	37	30	45	52	38
Lib Dem	9	0	0	100	2	1	35	9	9	15	14	7	6	12	5	8	13	6	10	5
Other	13	0	0	0	9	6	13	12	14	14	9	13	17	13	14	11	11	12	8	40

Other Parties Voting Intention

UKIP	6	0	0	0	7	2	3	5	7	3	4	5	10	6	5	6	7	6	5	5
SNP / PCY	3	0	0	0	1	2	3	4	3	6	1	4	3	3	4	1	0	1	0	30
Green	2	0	0	0	0	1	5	2	3	3	4	2	2	2	3	3	4	2	2	2
BNP	1	0	0	0	1	0	1	1	1	2	0	2	1	1	1	1	1	2	1	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	1

Non Voters

<i>Would Not Vote</i>	9	0	0	0	3	2	5	9	9	17	12	7	5	7	11	8	10	11	8	3
<i>Don't know</i>	17	0	0	0	11	11	24	10	23	19	18	17	14	16	18	18	17	20	14	11

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

Approve	30	78	4	38	63	5	21	36	24	31	27	27	34	34	23	31	35	29	26	18
Disapprove	56	12	91	44	24	88	63	56	56	51	55	60	55	50	63	50	51	55	60	72
Don't know	14	10	5	19	13	7	16	8	20	19	18	13	11	16	13	19	14	15	14	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Nov 6-7	Nov 13-14																			
Do you think British troops are winning the war with the Taliban in Afghanistan, or not?																					
Yes, the British troops are winning	11	12	14	12	15	14	9	9	16	7	19	18	10	5	13	10	12	13	13	10	7
No, they are not winning yet, but victory is possible eventually	21	22	27	23	35	25	22	24	22	22	24	23	22	21	21	24	25	20	19	26	24
No, they are not winning, and victory is not possible	49	46	43	48	36	45	48	49	48	44	27	35	51	59	48	44	46	44	47	44	56
Don't know	19	20	16	18	14	16	21	18	13	27	31	24	18	14	19	22	17	23	21	20	14
Should British troops be brought home from Afghanistan?																					
Yes - all troops should be withdrawn immediately	30	28	25	24	17	26	25	28	27	29	28	24	28	31	25	31	24	27	29	28	33
Yes - most troops should be withdrawn soon, and the rest within the next year or so	46	46	49	49	49	50	48	43	42	49	36	42	48	50	47	44	46	47	41	48	45
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	15	17	19	18	29	17	17	20	23	10	21	20	15	13	19	14	21	15	20	15	11
Don't know	9	10	7	9	5	7	10	9	8	12	16	14	8	6	9	11	9	11	9	9	11
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	32	34	73	11	44	65	11	28	37	31	27	34	29	43	40	27	40	38	32	29	27
Bad for the economy	47	47	13	78	37	18	75	52	49	45	44	45	52	44	44	52	41	39	52	52	57
Don't know	20	19	15	11	19	17	14	20	14	23	30	21	18	13	17	22	19	23	16	18	17
Being done fairly or unfairly?																					
Fairly	25	27	65	5	33	60	6	19	32	23	22	28	24	32	33	20	32	31	26	25	17
Unfairly	58	57	18	86	54	24	83	69	57	57	52	52	62	57	52	64	50	51	60	59	71
Don't know	17	16	17	9	13	17	11	12	12	20	25	20	14	11	16	16	18	18	14	16	12
Necessary or unnecessary?																					
Necessary	55	56	92	29	69	87	29	56	58	54	50	53	54	64	62	49	63	58	53	55	48
Unnecessary	28	27	3	55	18	5	53	25	30	24	26	28	30	24	23	33	22	22	28	32	39
Don't know	16	17	5	16	13	8	19	19	11	22	25	19	16	12	15	19	15	20	19	13	13

Fieldwork: 13th - 14th November 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Too deep, too shallow or at about the right level?																					
Too deep	46	43	15	73	33	19	69	50	47	40	35	42	50	40	40	47	44	38	43	45	58
Too shallow	8	10	14	7	7	14	7	7	11	9	11	10	9	10	10	9	10	11	7	11	7
About the right level	26	27	59	7	37	52	8	23	29	24	23	24	23	36	32	20	29	29	27	26	18
Don't know	21	20	12	13	23	16	16	20	13	28	31	25	18	15	18	24	17	23	22	19	17
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	49	48	13	83	41	20	77	55	50	46	43	45	56	44	46	52	48	42	47	53	61
Too slowly	8	9	16	3	15	15	5	7	10	9	6	10	7	12	10	8	7	11	7	10	8
About the right pace	27	27	60	6	34	53	8	24	30	25	23	26	24	35	31	23	30	30	28	25	22
Don't know	16	15	11	7	10	13	10	14	10	20	28	19	13	9	13	18	16	17	18	12	10
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	65	66	58	76	64	59	73	68	67	65	50	61	74	67	64	68	66	65	65	65	73
Not having an impact on my life	25	25	35	17	30	32	17	25	26	24	32	26	17	29	27	22	27	25	25	25	19
Don't know	10	10	7	7	6	9	10	8	7	12	17	13	9	4	9	10	7	10	10	10	8
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	23	22	3	50	14	4	46	19	24	20	25	20	22	21	20	25	17	17	24	26	28
The last Labour government	37	38	85	4	47	79	6	29	39	38	33	32	37	47	42	34	43	43	33	37	27
Both	27	26	5	32	26	10	32	36	25	26	22	29	28	22	25	26	27	24	25	24	36
Neither	7	7	5	11	7	4	10	10	8	6	6	6	7	8	8	6	7	7	8	7	4
Don't know	7	7	2	3	5	3	6	6	4	10	14	13	6	2	5	10	6	8	9	6	5

Fieldwork: 13th - 14th November 2011

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

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	28	14	34	20	19	33	28	25	30	29	28	31	23	21	36	24	27	29	29	28
Fairly worried	44	44	44	44	46	44	43	45	42	45	40	43	44	46	47	40	48	47	39	40	47
TOTAL WORRIED	70	71	58	79	65	63	75	73	67	75	69	71	75	68	68	73	74	68	69	75	
Not very worried	22	20	33	15	26	28	18	20	24	17	14	21	18	25	23	17	20	20	20	22	21
Not at all worried	4	5	8	4	5	6	3	5	6	4	8	4	4	5	6	4	5	3	7	6	2
TOTAL NOT WORRIED	27	25	40	19	32	34	22	24	30	21	23	25	22	30	29	20	25	23	27	27	23
Don't know	3	3	2	2	3	3	3	3	3	4	9	4	3	2	3	4	3	3	5	3	2

be victims of burglary, robbery or mugging

Very worried	13	13	8	16	13	12	16	9	14	12	18	12	14	11	11	15	15	11	12	17	9
Fairly worried	32	33	32	33	25	29	34	34	31	35	30	34	32	34	33	33	33	35	33	32	31
TOTAL WORRIED	45	46	39	49	38	41	51	42	44	48	48	46	46	45	44	48	48	46	45	48	40
Not very worried	42	40	47	40	43	45	40	41	42	39	37	41	39	43	42	38	39	41	38	40	45
Not at all worried	8	9	11	7	15	9	5	13	10	8	7	7	11	10	10	8	9	9	11	7	13
TOTAL NOT WORRIED	50	49	57	48	58	55	46	54	52	47	43	49	49	53	52	46	48	49	49	47	58
Don't know	5	5	3	3	4	4	4	4	4	5	9	5	5	2	4	5	4	4	6	5	2

suffer directly from cuts in spending on public services such as health, education and welfare

Very worried	27	27	11	38	21	18	36	27	23	31	23	28	30	25	22	33	30	27	25	27	29
Fairly worried	42	43	43	43	41	40	43	50	43	43	37	38	44	49	43	43	44	43	43	42	47
TOTAL WORRIED	69	70	54	81	62	57	79	77	66	74	60	65	74	74	66	76	74	69	68	69	75
Not very worried	23	23	39	15	28	34	17	18	25	20	25	27	20	21	26	18	20	23	24	23	18
Not at all worried	5	3	5	3	5	5	1	3	5	2	6	3	3	3	4	2	4	3	3	3	4
TOTAL NOT WORRIED	28	26	44	18	33	39	18	21	30	22	30	30	23	24	30	20	23	27	27	26	22
Don't know	3	4	3	2	5	4	3	2	4	4	10	5	3	2	4	4	3	4	5	5	2

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

lose out because foreign factories and/or workers from abroad can do the same job more cheaply

Very worried	25	25	16	30	15	23	31	19	26	25	21	19	27	30	20	33	20	26	25	28	24
Fairly worried	30	31	34	33	19	31	30	32	29	34	23	28	33	35	30	32	30	31	33	30	33
TOTAL WORRIED	55	56	51	63	34	54	61	51	54	58	44	47	60	65	50	65	50	56	58	58	58
Not very worried	29	27	33	25	38	31	26	29	30	24	34	34	26	20	31	22	31	28	26	25	31
Not at all worried	11	10	11	8	22	10	7	14	11	9	11	12	8	9	13	6	14	9	10	10	7
TOTAL NOT WORRIED	40	37	44	33	60	41	34	43	41	34	44	46	35	29	44	28	45	37	36	34	38
Don't know	4	6	5	4	6	6	6	6	5	8	12	6	5	6	6	7	6	6	6	7	4

lose their job / have difficulty finding work

Very worried	28	26	13	34	20	18	35	25	25	27	29	24	30	23	22	32	23	25	26	28	29
Fairly worried	36	38	34	41	43	33	37	42	36	39	39	40	38	35	40	35	41	38	35	37	41
TOTAL WORRIED	64	64	47	75	63	51	72	67	61	67	68	64	68	57	62	67	64	63	61	65	70
Not very worried	22	22	34	15	23	31	17	21	25	20	18	25	23	21	24	19	24	23	25	19	22
Not at all worried	9	9	14	6	8	12	6	8	10	8	5	6	5	17	10	7	9	9	9	9	5
TOTAL NOT WORRIED	31	31	49	22	31	43	24	29	34	28	22	31	28	38	34	27	33	32	33	28	27
Don't know	4	5	4	4	5	5	4	4	5	6	9	5	4	5	4	6	3	5	6	7	3

lose their home

Very worried	16	16	8	24	12	10	24	12	16	17	18	14	17	18	12	23	17	13	16	21	18
Fairly worried	28	28	22	31	28	24	28	31	26	31	28	30	29	26	29	27	25	30	29	25	35
TOTAL WORRIED	43	45	31	55	40	34	52	43	41	48	46	44	46	44	41	50	42	43	45	46	52
Not very worried	35	35	43	28	40	39	31	39	36	33	33	40	35	30	37	31	34	37	32	34	35
Not at all worried	18	16	23	14	16	22	12	15	18	13	10	11	15	23	18	12	19	16	18	14	9
TOTAL NOT WORRIED	53	50	66	42	56	61	43	54	54	47	43	51	49	53	55	43	53	53	50	47	45
Don't know	4	5	3	3	4	5	4	4	5	6	11	5	5	3	4	7	5	5	5	7	3

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

suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities

Very worried	14	15	5	21	17	8	22	14	15	14	13	13	18	13	11	20	12	15	16	16	13
Fairly worried	24	24	18	28	18	19	24	24	22	25	24	22	22	27	23	24	23	23	23	23	27
TOTAL WORRIED	38	38	23	49	35	27	46	38	37	39	37	36	40	39	34	44	36	38	39	39	40
Not very worried	36	35	45	31	37	42	33	35	34	36	37	39	35	33	38	32	36	36	31	37	40
Not at all worried	20	20	28	15	25	25	14	22	23	16	17	19	19	22	22	16	24	21	22	16	14
TOTAL NOT WORRIED	56	55	73	46	62	67	48	57	58	53	54	58	54	55	60	48	60	57	53	54	53
Don't know	6	6	4	5	4	6	6	5	5	8	9	7	6	6	5	8	5	5	8	7	7

suffer ill-health

Very worried	16	17	9	25	19	14	23	15	16	19	13	12	21	20	12	24	17	17	16	21	12
Fairly worried	34	34	28	37	30	27	39	35	32	36	30	28	32	43	34	34	33	32	35	34	42
TOTAL WORRIED	51	51	37	61	49	41	62	50	48	55	43	40	53	63	46	58	51	49	50	54	55
Not very worried	37	35	45	29	35	43	28	36	37	34	40	43	36	26	40	30	33	38	35	33	38
Not at all worried	8	7	12	5	12	9	5	10	9	6	7	10	7	6	9	6	12	8	7	7	4
TOTAL NOT WORRIED	44	43	57	34	47	52	33	46	46	40	46	53	43	32	49	35	45	46	42	40	42
Don't know	5	6	6	4	4	7	5	4	6	6	11	7	4	5	5	7	5	6	8	6	4

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	40	98	2	45	87	6	30	42	38	32	35	38	50	46	32	45	47	39	33	29
Labour government led by Ed Miliband	34	35	1	88	20	3	78	37	38	33	40	35	39	29	32	40	32	28	35	44	44
Don't know	25	25	1	10	34	10	16	33	20	29	28	29	23	21	22	28	22	26	26	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	43	110
Male 25 to 39	224	228
Male 40 to 59	368	301
Male 60 +	250	226
Female 18 to 24	54	105
Female 25 to 39	256	226
Female 40 to 59	338	308
Female 60 +	247	276
Region		
North England	413	438
Midlands	254	292
East England	133	171
London	290	228
South England	403	408
Wales	91	89
Scotland	196	155
Social Grade		
AB	641	498
C1	518	516
C2	263	374
DE	358	392
Newspaper Type		
Express / Mail	353	285
Sun / Star	217	418
Mirror / Record	138	178
Guardian / Independent	97	80
FT / Times / Telegraph	118	169
Other Paper	260	205
No Paper	597	445
Political Party Identification		
Labour	568	579
Conservative	515	507
Liberal Democrat	187	214
SNP/Plaid Cymru	54	30
Others	69	23
None/ DK	387	427

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