

YouGov / The Sun Survey Results

Sample Size: 1704 GB Adults
Fieldwork: 14th - 15th October 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	1704	455	576	120	542	417	409	828	876	206	435	583	481	971	733	218	554	365	419	148
Unweighted Sample	1704	443	552	123	538	407	424	815	889	105	464	691	444	1069	635	335	549	305	386	129
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	80	3	13	33	34	19	32	33	42	35	32	33	43	37	24	22
Lab	43	0	100	0	5	93	39	42	43	57	44	44	34	42	43	45	32	43	58	33
Lib Dem	9	0	0	100	1	0	32	9	8	6	11	9	8	9	8	11	12	8	6	6
Other	15	0	0	0	14	4	16	15	14	19	13	13	16	14	16	11	13	12	12	39

Other Parties Voting Intention

SNP / PCY	3	0	0	0	0	1	2	4	2	7	3	3	1	4	2	0	0	1	1	29
Green	3	0	0	0	0	1	9	4	3	9	5	2	1	3	4	3	2	4	4	5
UKIP	7	0	0	0	12	1	3	7	7	2	2	7	12	6	8	7	9	6	6	3
BNP	1	0	0	0	1	1	0	0	1	0	2	0	1	0	2	1	1	1	0	3
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	0	1	1	1	0	1	1	0	1	1	1	1	0	1	0

Non Voters

Would Not Vote	7	0	0	0	3	3	2	5	8	9	10	5	5	5	9	5	6	8	8	4
Don't know	14	0	0	0	13	4	20	9	19	14	19	12	13	13	16	14	17	14	11	13

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

	Oct 11-12	Oct 14-15																			
Approve	25	26	72	3	26	52	5	19	26	25	17	25	24	31	27	24	25	32	26	19	19
Disapprove	61	59	12	91	44	31	87	65	63	56	63	57	60	59	58	61	59	50	59	68	69
Don't know	14	15	15	7	31	18	8	16	11	19	20	18	15	10	15	15	16	18	15	12	12

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

	Sep 30 - 1 Oct	Oct 14-15																			
Yes, the British troops are winning	6	7	9	8	10	7	6	6	9	4	11	10	5	3	7	6	8	7	6	6	5
No, they are not winning yet, but victory is possible eventually	17	18	24	18	17	23	18	13	17	19	24	18	16	18	17	19	17	19	17	17	20
No, they are not winning, and victory is not possible	63	62	57	63	59	61	63	68	66	58	39	55	67	71	63	59	61	60	61	66	56
Don't know	15	14	10	12	14	10	13	13	9	19	26	17	12	8	13	15	15	14	15	11	19

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

Should British troops be brought home from Afghanistan?

Yes, all troops should be withdrawn immediately	37	36	30	36	31	36	37	32	34	38	20	32	41	41	32	42	30	34	35	41	39
Yes, most troops should be withdrawn soon, and the rest within the next year or so	45	45	51	46	44	47	46	46	48	42	50	42	43	46	47	41	46	45	47	40	45
No, British troops should remain in Afghanistan as long as Afghanistan's government wants them there	10	12	14	12	17	13	11	15	14	11	19	14	11	9	13	11	12	13	11	13	10
Don't know	8	7	6	6	7	4	7	8	4	9	11	12	4	4	8	6	11	7	7	5	5

Sep 30 - 1 Oct
Oct 14-15

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	32	70	10	33	60	10	25	35	29	23	30	30	40	35	27	34	37	29	27	28
Bad for the economy	51	51	13	82	44	25	79	58	53	50	53	49	54	49	50	53	51	45	53	57	55
Don't know	17	17	16	8	22	15	11	17	12	21	24	21	16	11	15	20	16	17	18	16	17

Being done fairly or unfairly?

Fairly	23	26	65	4	33	52	6	19	28	23	14	26	26	30	28	22	29	31	25	21	18
Unfairly	63	60	18	90	60	33	86	69	62	59	64	58	62	59	60	61	61	54	60	64	70
Don't know	14	14	17	5	7	16	8	12	10	18	22	16	12	11	12	17	10	16	14	15	11

Necessary or unnecessary?

Necessary	54	55	92	29	76	83	29	56	57	53	45	56	53	60	59	50	57	65	55	46	44
Unnecessary	31	32	3	59	18	9	57	32	32	31	36	28	35	29	29	35	29	24	30	40	43
Don't know	15	13	5	11	6	8	14	12	10	16	19	16	11	10	12	15	14	12	15	14	13

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

Too deep	43	45	13	75	34	23	72	47	50	39	42	39	49	44	44	46	46	40	43	47	55
Too shallow	14	13	19	8	12	18	8	11	13	12	12	12	11	15	14	11	13	12	13	13	13
About the right level	23	25	57	6	44	46	7	24	26	25	21	25	26	27	26	24	24	30	26	23	17
Don't know	20	17	11	11	11	12	13	18	11	24	25	23	14	13	16	19	16	18	18	18	15

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

Too quickly	47	47	15	79	35	25	77	51	52	43	47	43	52	46	46	49	50	42	46	50	58
Too slowly	14	13	21	5	18	20	5	13	14	13	10	13	13	15	15	12	13	16	11	11	16
About the right pace	23	25	56	8	37	44	8	24	24	26	25	25	23	28	26	24	22	29	25	26	16
Don't know	16	14	9	8	10	11	10	13	10	18	18	18	12	11	13	16	15	13	18	12	10

Fieldwork: 14th - 15th October 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	1704	443	552	123	538	407	424	815	889	105	464	691	444	1069	635	335	549	305	386	129
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Having an impact on my life	65	63	51	76	55	57	73	63	64	62	55	62	68	61	62	65	59	63	64	64	65
Not having an impact on my life	25	29	41	20	40	35	21	32	30	28	33	27	25	34	31	27	31	28	29	29	29
Don't know	10	8	8	4	5	8	6	6	6	10	12	11	7	5	8	9	10	9	7	7	6

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

The Conservative-Liberal Democrat coalition	27	28	3	60	9	5	58	30	30	26	32	26	29	26	28	27	29	19	25	37	38
The last Labour government	36	36	83	2	46	78	3	27	38	34	22	31	36	46	37	35	36	46	38	26	25
Both	27	26	7	27	34	12	27	33	24	27	25	28	27	22	26	25	27	24	27	25	27
Neither	3	5	3	7	9	2	8	6	5	5	6	6	4	4	5	5	3	5	5	7	3
Don't know	7	6	4	4	2	3	4	4	2	9	15	7	4	2	4	8	6	6	5	4	7

Sep 30 - Oct 1 Oct
1 Oct 15

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	24	26	13	36	23	19	33	22	23	28	24	25	30	22	19	34	24	25	25	28	26
Fairly worried	47	43	41	43	32	43	43	44	42	44	40	43	41	45	43	42	41	43	44	43	42
TOTAL WORRIED	71	69	54	79	55	62	76	66	65	72	64	68	71	67	62	76	65	68	69	71	68
Not very worried	23	23	34	15	37	29	16	27	25	22	27	22	22	25	29	15	24	25	24	20	23
Not at all worried	5	6	9	3	8	7	4	6	8	4	5	6	5	7	7	4	7	6	5	5	6
TOTAL NOT WORRIED	28	29	43	18	45	36	20	33	33	26	32	28	27	32	36	19	31	31	29	25	29
Don't know	3	2	2	2	1	2	3	0	2	3	4	3	2	1	1	4	4	2	2	3	2

be victims of burglary, robbery or mugging

Very worried	10	9	7	11	5	9	10	6	8	10	5	10	11	9	8	11	12	9	9	11	7
Fairly worried	35	33	32	35	20	33	41	26	35	32	27	34	31	38	32	35	38	29	39	34	25
TOTAL WORRIED	45	42	39	46	25	42	51	32	43	42	32	44	42	47	40	46	50	38	48	45	32
Not very worried	41	43	43	41	65	43	38	53	41	44	50	40	44	42	46	39	37	51	39	39	45
Not at all worried	10	11	14	9	10	12	7	13	12	9	10	13	11	9	11	10	10	9	10	10	20
TOTAL NOT WORRIED	51	54	57	50	75	55	45	66	53	53	60	53	55	51	57	49	47	60	49	49	65
Don't know	4	4	4	4	0	3	4	2	3	4	9	3	3	3	3	5	3	3	4	6	3

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

Very worried	25	25	8	36	20	15	37	25	22	27	16	21	29	27	20	31	25	24	24	28	22
Fairly worried	47	45	46	45	49	46	43	50	44	45	41	43	42	50	47	42	43	46	48	43	36
TOTAL WORRIED	72	70	54	81	69	61	80	75	66	72	57	64	71	77	67	73	68	70	72	71	58
Not very worried	22	24	37	14	28	31	16	22	25	23	37	24	22	20	27	19	21	25	23	21	36
Not at all worried	3	4	7	2	2	5	2	3	6	2	2	7	3	3	4	3	6	3	4	4	3
TOTAL NOT WORRIED	25	28	44	16	30	36	18	25	31	25	39	31	25	23	31	22	27	28	27	25	39
Don't know	3	3	3	3	0	3	2	1	3	3	4	4	3	1	2	5	5	2	2	5	2

Fieldwork: 14th - 15th October 2012

Weighted Sample
Unweighted Sample

	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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	1704	443	552	123	538	407	424	815	889	105	464	691	444	1069	635	335	549	305	386	129	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																					
Very worried	20	23	18	24	16	27	24	15	21	24	8	15	26	31	17	30	20	24	23	22	20
Fairly worried	35	32	34	32	29	32	31	31	32	32	26	31	31	36	33	30	31	30	36	32	29
TOTAL WORRIED	55	55	52	56	45	59	55	46	53	56	34	46	57	67	50	60	51	54	59	54	49
Not very worried	28	31	31	30	41	28	31	36	31	30	43	35	29	23	34	27	31	32	29	30	34
Not at all worried	12	11	14	11	14	10	10	16	13	10	17	15	10	7	14	8	15	11	10	12	13
TOTAL NOT WORRIED	40	42	45	41	55	38	41	52	44	40	60	50	39	30	48	35	46	43	39	42	47
Don't know	5	4	3	4	0	3	4	2	3	4	6	4	4	2	3	5	3	3	3	5	4
lose their job / have difficulty finding work																					
Very worried	23	24	11	31	21	17	29	26	23	26	27	21	28	23	20	30	25	24	22	26	23
Fairly worried	41	38	40	37	37	39	38	39	40	36	34	39	39	37	40	34	37	38	44	34	33
TOTAL WORRIED	64	62	51	68	58	56	67	65	63	62	61	60	67	60	60	64	62	62	66	60	56
Not very worried	24	25	33	21	30	30	22	23	24	26	26	30	23	23	27	22	24	24	25	25	29
Not at all worried	8	9	13	7	8	11	6	10	10	8	9	5	7	14	10	8	10	10	5	9	12
TOTAL NOT WORRIED	32	34	46	28	38	41	28	33	34	34	35	35	30	37	37	30	34	34	30	34	41
Don't know	4	4	3	4	4	3	4	2	3	4	4	4	4	3	2	6	4	3	3	6	3
lose their home																					
Very worried	13	14	6	21	10	10	20	11	13	16	8	11	17	17	12	18	15	13	15	16	12
Fairly worried	28	27	23	30	21	25	31	28	25	28	17	30	25	31	26	28	29	28	31	22	22
TOTAL WORRIED	41	41	29	51	31	35	51	39	38	44	25	41	42	48	38	46	44	41	46	38	34
Not very worried	37	38	43	33	44	42	32	39	37	39	54	40	37	31	40	36	33	40	36	40	39
Not at all worried	18	17	25	14	23	20	15	20	22	12	15	15	17	19	20	13	18	18	13	16	26
TOTAL NOT WORRIED	55	55	68	47	67	62	47	59	59	51	69	55	54	50	60	49	51	58	49	56	65
Don't know	4	4	3	3	2	4	3	2	3	5	5	4	4	3	3	5	5	2	4	6	1
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																					
Very worried	12	14	6	22	12	9	21	12	14	15	10	12	17	16	12	18	15	13	14	15	19
Fairly worried	26	25	21	28	22	23	27	27	24	26	19	26	21	31	23	28	24	25	31	23	20
TOTAL WORRIED	38	39	27	50	34	32	48	39	38	41	29	38	38	47	35	46	39	38	45	38	39
Not very worried	36	38	40	36	44	41	36	37	36	40	52	39	38	30	42	33	37	43	35	37	31
Not at all worried	20	18	28	10	22	23	11	21	22	14	14	18	20	17	20	15	18	17	15	19	25
TOTAL NOT WORRIED	56	56	68	46	66	64	47	58	58	54	66	57	58	47	62	48	55	60	50	56	56
Don't know	5	4	5	4	1	4	4	3	3	6	5	4	4	5	4	6	6	3	5	6	5
suffer ill-health																					
Very worried	14	17	8	23	13	11	24	13	14	20	8	12	20	23	12	23	16	18	16	19	15
Fairly worried	39	35	32	36	36	33	36	37	33	36	24	31	34	42	36	33	35	35	38	31	32
TOTAL WORRIED	53	52	40	59	49	44	60	50	47	56	32	43	54	65	48	56	51	53	54	50	47
Not very worried	34	37	46	32	47	43	29	40	40	35	52	43	35	29	41	32	35	39	37	37	37
Not at all worried	8	7	11	6	2	8	8	7	10	5	9	10	7	3	8	6	9	4	7	8	14
TOTAL NOT WORRIED	42	44	57	38	49	51	37	47	50	40	61	53	42	32	49	38	44	43	44	45	51
Don't know	5	4	3	3	2	5	3	2	4	4	7	3	4	3	3	5	5	4	3	5	2

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	41	106
Male 25 to 39	216	218
Male 40 to 59	331	288
Male 60 +	227	216
Female 18 to 24	64	101
Female 25 to 39	248	216
Female 40 to 59	360	295
Female 60 +	217	264
Region		
North England	386	419
Midlands	240	279
East England	183	164
London	335	218
South England	366	390
Wales	65	85
Scotland	129	148
Social Grade		
AB	623	477
C1	446	494
C2	267	358
DE	368	375
Newspaper Type		
Express / Mail	314	273
Sun / Star	224	400
Mirror / Record	117	170
Guardian / Independent	98	77
FT / Times / Telegraph	112	162
Other Paper	242	196
No Paper	597	426
Political Party Identification		
Labour	538	554
Conservative	476	486
Liberal Democrat	188	204
SNP/Plaid Cymru	30	29
Others	84	22
None/ DK	388	409

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