

YouGov / The Sun Survey Results

Sample Size: 1727 GB Adults
Fieldwork: 8th - 9th January 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	1727	512	526	133	550	452	395	839	888	209	440	591	487	984	743	221	561	370	425	150
Unweighted Sample	1727	494	507	140	534	434	411	860	867	116	499	663	449	1097	630	292	552	339	370	174
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	93	2	11	37	43	40	35	36	47	44	33	33	52	43	32	17
Lab	41	0	100	0	3	94	33	40	41	44	44	44	33	36	47	48	29	42	53	36
Lib Dem	10	0	0	100	0	1	44	11	9	6	11	11	11	12	7	9	13	7	9	14
Other	10	0	0	0	3	4	12	12	7	11	10	9	9	8	12	10	6	8	7	34

Other Parties Voting Intention

SNP / PCY	4	0	0	0	0	2	3	4	3	7	3	3	3	3	4	0	0	1	0	33
UKIP	3	0	0	0	3	0	2	5	1	0	3	3	4	2	5	5	3	3	4	0
Green	2	0	0	0	0	1	6	2	3	4	3	2	1	1	3	4	1	3	1	1
BNP	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	1	0
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	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Non Voters

Would Not Vote	7	0	0	0	2	1	4	7	7	15	12	5	1	6	9	8	5	6	10	6
Don't know	18	0	0	0	13	12	26	13	23	24	19	18	14	16	21	18	19	20	15	15

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

		Jan 5-6	Jan 8-9																		
Approve	31	34	84	4	47	71	7	26	38	30	22	30	31	45	39	27	29	43	37	27	19
Disapprove	54	50	5	89	32	15	86	56	50	49	49	50	55	44	45	57	54	40	50	56	63
Don't know	15	16	11	7	22	14	8	18	12	20	29	20	14	11	16	17	17	17	13	17	17

Fieldwork: 8th - 9th January 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		1727	512	526	133	550	452	395	839	888	209	440	591	487	984	743	221	561	370	425	150	
Unweighted Sample		1727	494	507	140	534	434	411	860	867	116	499	663	449	1097	630	292	552	339	370	174	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Necessary or unnecessary?																						
	Necessary	59	60	95	32	81	89	35	60	62	58	54	58	58	66	66	52	56	67	65	53	46
	Unnecessary	27	27	2	55	11	6	52	25	29	25	24	26	31	24	23	31	25	21	24	33	40
	Don't know	14	14	3	13	8	5	13	15	9	18	22	16	12	10	12	16	19	12	11	14	14
Too deep, too shallow or at about the right level?																						
	Too deep	43	42	12	72	35	18	72	45	46	39	25	40	51	41	41	44	43	36	40	46	56
	Too shallow	10	10	13	9	7	13	7	8	11	9	12	13	7	9	10	10	10	10	11	10	5
	About the right level	29	30	66	6	41	57	8	24	33	28	29	25	27	39	34	25	28	37	31	25	23
	Don't know	17	18	10	14	17	12	13	22	11	25	34	22	14	11	15	21	19	17	18	19	16
Being done too quickly, too slowly, or at about the right pace?																						
	Too quickly	48	47	14	80	37	20	80	50	49	44	36	43	56	43	43	51	48	38	47	52	59
	Too slowly	9	7	12	4	8	11	3	5	9	6	11	11	5	6	8	7	8	9	8	5	5
	About the right pace	30	32	67	6	45	60	8	30	33	30	30	27	29	41	37	24	28	40	31	28	22
	Don't know	14	14	8	10	10	10	8	16	9	19	24	18	10	11	11	18	16	13	14	15	14
Having an impact on your own life, or not having an impact on your own life?																						
	Having an impact on my life	67	64	58	74	62	60	74	64	64	64	53	60	74	61	64	64	60	61	65	64	78
	Not having an impact on my life	23	25	36	18	31	34	17	28	28	23	22	28	19	33	28	22	27	30	26	22	16
	Don't know	11	10	7	8	7	6	8	8	8	13	25	12	8	6	8	14	13	9	9	14	6
And who do you think is most to blame for the current spending cuts?																						
	The Conservative-Liberal Democrat coalition	24	22	2	53	9	3	49	23	23	21	22	19	24	21	21	23	27	18	22	23	23
	The last Labour government	39	39	87	4	53	82	4	30	42	36	29	38	35	49	43	34	31	50	39	34	24
	Both	24	27	7	31	27	12	33	35	25	30	22	30	30	23	25	30	26	22	28	31	36
	Neither	6	6	2	8	11	1	11	8	8	5	12	4	7	6	7	6	7	5	6	6	12
	Don't know	7	6	1	3	2	1	3	4	2	9	15	9	4	1	4	7	9	5	5	7	5

Fieldwork: 8th - 9th January 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	25	24	14	29	20	17	27	25	21	27	22	23	26	22	19	30	25	24	22	24	25
Fairly worried	45	45	42	50	39	42	53	41	43	46	46	44	47	43	45	45	43	41	46	48	52
TOTAL WORRIED	70	69	56	79	59	59	80	66	64	73	68	67	73	65	64	75	68	65	68	72	78
Not very worried	22	24	37	15	36	33	15	29	27	21	15	25	23	28	28	19	25	29	25	20	17
Not at all worried	4	4	5	3	4	5	2	3	6	2	6	4	3	5	5	3	5	4	3	5	4
TOTAL NOT WORRIED	26	28	42	18	40	38	17	32	34	23	21	29	26	34	33	22	29	33	28	25	21
Don't know	4	3	1	3	1	2	3	2	2	4	11	4	1	1	3	3	3	3	4	3	2

be victims of burglary, robbery or mugging

Very worried	11	11	8	15	10	9	14	11	10	12	13	11	10	13	9	14	12	9	14	13	8
Fairly worried	33	35	34	35	25	36	38	26	32	37	31	31	37	36	34	35	39	37	33	31	31
TOTAL WORRIED	45	46	42	50	36	45	52	37	43	49	43	42	47	49	43	50	51	46	47	45	39
Not very worried	41	41	44	39	53	40	37	52	44	38	36	44	41	39	44	36	37	42	39	41	43
Not at all worried	9	9	12	6	10	11	6	9	11	8	11	10	8	9	9	9	8	9	7	10	13
TOTAL NOT WORRIED	50	50	56	45	63	51	43	61	54	45	47	54	49	48	53	45	45	52	46	51	56
Don't know	5	4	2	4	2	4	5	2	3	6	10	4	4	3	3	6	5	2	6	5	5

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

Very worried	27	25	9	40	18	12	38	27	23	28	25	25	28	23	21	31	29	23	25	26	30
Fairly worried	42	42	41	46	43	39	47	43	40	45	40	39	46	42	42	43	42	41	42	46	42
TOTAL WORRIED	69	68	49	85	61	51	85	70	63	73	65	64	74	65	64	73	71	63	66	72	72
Not very worried	23	25	41	11	32	39	10	26	28	21	19	28	21	28	28	20	20	31	25	19	21
Not at all worried	3	4	8	1	5	7	1	2	6	2	1	4	3	5	5	3	4	4	3	6	2
TOTAL NOT WORRIED	26	29	49	12	36	46	12	28	34	24	20	33	24	34	33	23	24	35	28	25	23
Don't know	5	4	2	3	3	3	3	2	3	4	15	3	2	1	3	4	5	2	5	4	5

Fieldwork: 8th - 9th January 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very worried	23	22	18	24	14	23	25	17	22	23	12	19	26	26	17	30	20	22	24	22	22
Fairly worried	34	32	33	35	28	31	37	31	29	36	31	27	37	33	34	31	25	31	31	38	36
TOTAL WORRIED	57	55	51	59	42	54	62	48	51	59	43	46	62	60	50	61	45	54	56	60	58
Not very worried	27	29	32	28	38	29	25	36	33	25	32	37	26	23	32	25	35	32	27	24	27
Not at all worried	10	11	14	9	17	14	8	12	13	10	11	13	9	13	14	8	15	10	12	11	11
TOTAL NOT WORRIED	37	40	46	37	55	42	33	48	46	35	43	50	35	37	46	33	50	42	40	35	38
Don't know	6	5	4	4	3	4	5	4	3	6	15	4	3	4	4	6	5	5	5	5	4

lose their job / have difficulty finding work

Very worried	27	26	18	33	17	20	31	26	24	28	27	24	27	27	21	33	22	23	31	29	24
Fairly worried	39	36	35	37	37	36	38	35	34	38	41	39	40	26	39	32	38	36	33	37	38
TOTAL WORRIED	66	62	53	69	54	56	69	62	58	66	68	63	67	53	60	66	60	59	64	66	62
Not very worried	20	24	30	22	27	28	21	25	27	20	16	26	25	24	26	20	25	27	22	20	24
Not at all worried	9	9	13	4	16	13	4	11	10	8	5	6	5	18	10	8	8	10	9	8	7
TOTAL NOT WORRIED	29	33	43	26	43	41	25	36	38	28	20	32	30	42	36	28	33	38	31	29	30
Don't know	5	5	4	5	3	4	6	2	4	6	12	4	3	5	4	6	7	3	5	5	8

lose their home

Very worried	16	15	9	20	8	12	20	14	13	17	15	15	13	19	12	20	17	14	16	15	16
Fairly worried	28	27	23	31	21	23	31	24	26	27	24	25	32	23	25	29	28	26	24	30	25
TOTAL WORRIED	44	42	32	52	29	35	51	38	40	45	39	40	45	42	37	49	45	40	41	45	41
Not very worried	33	35	41	32	45	39	31	42	37	34	36	40	36	30	40	29	29	37	38	33	39
Not at all worried	17	18	23	14	24	23	15	18	21	16	12	16	17	26	19	17	21	20	17	17	15
TOTAL NOT WORRIED	50	54	65	46	69	61	46	60	57	50	48	56	53	56	59	46	50	57	55	50	54
Don't know	5	4	3	3	2	4	3	2	3	5	13	4	2	3	3	5	5	3	4	5	5

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

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

Very worried	14	13	8	18	6	9	17	12	12	14	15	14	12	14	10	18	15	11	15	13	13
Fairly worried	23	23	18	28	15	18	29	19	23	23	23	19	24	25	21	25	29	18	20	27	27
TOTAL WORRIED	36	36	26	46	21	27	46	32	35	37	38	33	36	38	31	43	44	29	35	40	40
Not very worried	37	38	39	38	43	40	36	43	37	39	33	41	41	34	40	35	31	40	39	38	39
Not at all worried	20	20	31	12	32	27	13	22	23	18	15	21	20	23	24	16	19	26	19	17	15
TOTAL NOT WORRIED	57	58	70	50	75	68	49	65	60	57	48	61	61	57	64	51	50	66	58	55	53
Don't know	7	5	4	4	4	5	5	3	4	6	13	6	3	5	4	7	5	5	7	5	6
suffer ill-health																					
Very worried	17	16	11	19	13	13	18	16	12	19	9	12	18	19	11	21	15	15	18	14	16
Fairly worried	33	35	31	39	27	32	41	33	32	39	30	26	36	45	35	35	40	31	31	40	39
TOTAL WORRIED	50	51	42	59	40	45	59	50	43	58	38	38	54	64	47	56	54	47	49	55	55
Not very worried	36	35	39	33	44	38	32	38	40	31	37	42	36	27	39	31	31	40	36	32	32
Not at all worried	8	9	15	5	14	13	3	9	12	6	10	15	7	6	10	7	8	10	9	9	8
TOTAL NOT WORRIED	44	44	54	37	58	51	36	47	52	37	48	57	42	33	49	38	39	49	44	41	40
Don't know	6	5	4	4	2	4	6	3	5	5	14	5	3	3	5	6	6	4	7	5	5

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	62	107
Male 25 to 39	228	221
Male 40 to 59	351	292
Male 60 +	219	219
Female 18 to 24	54	102
Female 25 to 39	271	219
Female 40 to 59	312	299
Female 60 +	230	268
Region		
North England	370	425
Midlands	257	283
East England	169	166
London	292	221
South England	383	395
Wales	82	86
Scotland	174	150
Social Grade		
AB	553	484
C1	544	501
C2	290	363
DE	340	380
Newspaper Type		
Express / Mail	353	276
Sun / Star	235	406
Mirror / Record	112	173
Guardian / Independent	104	78
FT / Times / Telegraph	114	164
Other Paper	220	199
No Paper	589	432
Political Party Identification		
Labour	543	561
Conservative	475	492
Liberal Democrat	203	207
SNP/Plaid Cymru	37	29
Others	85	22
None/ DK	384	414

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