

YouGov / The Sun Survey Results

Sample Size: 1583 GB Adults

Fieldwork: 11th - 12th November 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	1583	432	491	118	480	391	348	769	814	192	404	541	446	902	681	203	514	339	389	138	
Unweighted Sample	1583	433	462	109	503	356	379	742	841	63	409	662	449	1074	509	306	505	303	354	115	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	84	6	13	36	34	34	33	36	35	37	31	27	46	38	28	18
Lab	39	0	100	0	2	86	38	39	40	33	37	40	42	38	41	51	27	39	52	31
Lib Dem	10	0	0	100	1	0	38	9	10	19	12	5	9	11	7	15	12	5	9	5
Other	16	0	0	0	12	7	12	17	16	14	17	18	14	13	21	7	15	18	11	46

Other Parties Voting Intention

UKIP	8	0	0	0	10	2	5	9	7	4	7	10	8	6	11	6	9	12	7	1
SNP / PCY	5	0	0	0	0	2	2	3	6	9	4	5	4	4	6	0	0	3	0	42
Green	2	0	0	0	0	1	4	2	2	1	4	1	1	2	2	1	3	0	2	3
BNP	1	0	0	0	1	1	0	1	1	0	1	1	0	1	1	0	1	0	2	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	1	1	1	1	1	0	1	1	1	1	1	0	1	2	0	0

Non Voters

Would Not Vote	8	0	0	0	4	1	2	8	8	12	12	8	3	7	10	5	10	8	8	4
Don't know	13	0	0	0	10	7	20	9	18	16	13	11	14	12	15	14	15	15	10	10

Nov 8-9
Nov 11-12

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

Approve	27	28	76	4	38	57	11	24	30	26	30	28	27	27	31	23	20	31	29	28	22
Disapprove	58	57	10	92	32	25	85	59	60	54	54	50	62	59	56	58	60	52	57	60	66
Don't know	15	15	14	4	30	17	4	17	10	20	16	21	12	14	13	18	20	17	14	12	12

Oct 28-29
Nov 11-12

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

Yes, the British troops are winning	7	8	14	8	5	13	8	4	11	6	11	9	9	6	8	8	6	7	12	9	5
No, they are not winning yet, but victory is possible eventually	17	18	22	19	16	21	19	13	16	20	12	18	16	22	18	18	19	19	15	17	21
No, they are not winning, and victory is not possible	62	57	54	57	56	53	63	62	65	50	47	50	60	64	57	57	49	57	55	61	64
Don't know	15	17	11	17	22	12	10	21	9	24	30	22	15	8	16	18	26	18	18	13	10

Fieldwork: 11th - 12th November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Oct 28-29	Nov 11-12																			
Should British troops be brought home from Afghanistan?																					
Yes - all troops should be withdrawn immediately	34	34	31	32	19	29	36	29	34	34	38	30	37	34	30	40	34	32	35	36	39
Yes - most troops should be withdrawn soon, and the rest within the next year or so	47	45	49	44	56	51	42	50	44	45	32	45	42	53	48	40	47	46	45	42	40
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	11	13	15	14	13	15	17	11	16	10	11	15	15	9	13	13	9	13	11	15	15
Don't know	8	8	5	9	12	5	6	11	5	11	19	10	6	4	9	7	10	8	9	7	6
	Oct 28-29	Nov 11-12																			
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	36	35	73	14	44	65	12	33	37	33	25	37	35	38	37	33	31	40	33	35	30
Bad for the economy	42	48	15	74	34	18	77	52	51	44	47	42	52	47	48	47	52	42	46	52	54
Don't know	22	17	12	12	23	17	11	16	12	22	28	21	13	14	16	19	17	18	21	13	17
Being done fairly or unfairly?																					
Fairly	27	26	69	3	36	55	6	25	29	23	18	28	28	26	29	23	24	31	27	23	18
Unfairly	56	57	17	89	35	27	89	59	57	57	48	49	60	63	55	59	56	53	52	61	68
Don't know	16	17	15	8	29	18	5	16	14	20	35	22	12	11	16	18	21	16	20	16	14
Necessary or unnecessary?																					
Necessary	56	55	90	30	71	86	33	53	60	50	52	55	55	57	61	47	50	59	52	55	57
Unnecessary	28	27	2	55	8	3	51	26	30	24	23	22	31	28	24	31	33	23	27	30	27
Don't know	16	18	7	16	21	11	16	21	10	25	25	22	14	15	15	21	17	18	21	15	15
Too deep, too shallow or at about the right level?																					
Too deep	40	40	16	70	30	20	74	43	45	35	27	29	46	48	40	40	45	35	34	48	43
Too shallow	11	13	13	11	4	15	9	7	16	10	17	16	12	11	14	13	12	15	13	11	16
About the right level	26	26	60	3	49	51	6	27	27	26	28	27	27	25	30	22	25	29	28	24	22
Don't know	22	20	11	15	17	13	11	22	12	28	29	28	15	17	17	25	17	21	25	17	18
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	44	43	15	75	28	19	77	45	45	41	32	32	49	50	43	44	48	36	43	49	46
Too slowly	11	12	17	7	8	18	5	8	14	10	10	16	11	11	11	13	13	14	11	10	13
About the right pace	27	28	59	5	49	53	9	27	30	26	28	28	28	28	32	23	24	34	26	24	28
Don't know	17	17	9	13	15	11	9	19	11	23	30	24	12	11	14	20	15	16	21	17	13

Fieldwork: 11th - 12th November 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	1583	432	491	118	480	391	348	769	814	192	404	541	446	902	681	203	514	339	389	138	
Unweighted Sample	1583	433	462	109	503	356	379	742	841	63	409	662	449	1074	509	306	505	303	354	115	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Oct 28-29	Nov 11-12																			
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	57	64	59	76	45	62	82	57	65	63	50	55	72	67	60	68	64	64	63	66	59
Not having an impact on my life	31	24	31	15	45	27	14	33	25	23	22	25	21	27	28	19	22	25	21	25	30
Don't know	12	12	10	10	10	11	4	10	10	14	27	20	7	6	12	13	13	12	17	9	11
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	29	26	1	59	11	3	55	29	28	24	22	24	26	29	26	26	24	20	26	33	31
The last Labour government	34	35	79	2	53	76	2	30	37	32	21	31	37	41	38	30	29	40	38	29	29
Both	27	28	15	28	22	17	34	29	25	30	31	31	27	24	25	32	31	28	23	30	27
Neither	4	5	3	7	5	1	6	7	6	4	3	4	5	6	6	3	9	5	4	2	6
Don't know	6	7	2	5	9	2	3	5	4	10	23	11	4	0	6	8	7	7	9	6	6
	Oct 28-29	Nov 11-12																			
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	23	27	18	35	20	20	38	23	30	24	34	23	30	23	22	33	25	28	23	31	22
Fairly worried	42	43	43	45	34	44	45	41	40	46	36	42	44	46	42	45	48	41	46	42	39
TOTAL WORRIED	65	70	61	80	54	64	83	64	70	70	70	65	74	69	64	78	73	69	69	73	61
Not very worried	27	23	29	16	37	27	15	28	24	22	23	27	18	24	28	16	19	24	22	20	31
Not at all worried	5	5	8	2	8	6	2	6	5	5	0	5	6	5	5	4	5	4	5	4	8
TOTAL NOT WORRIED	32	28	37	18	45	33	17	34	29	27	23	32	24	29	33	20	24	28	27	24	39
Don't know	3	3	2	2	1	3	0	1	2	3	7	4	1	1	3	2	3	2	4	3	1
be victims of burglary, robbery or mugging																					
Very worried	11	11	9	17	1	10	17	9	11	11	8	13	11	11	10	13	13	6	17	13	7
Fairly worried	30	34	32	33	35	33	41	25	35	33	38	32	34	36	33	35	33	34	30	41	29
TOTAL WORRIED	41	45	41	50	36	43	58	34	46	44	46	45	45	47	43	48	46	40	47	54	36
Not very worried	45	42	45	41	51	43	35	52	41	42	39	43	43	39	44	38	43	44	41	36	48
Not at all worried	9	9	10	7	10	9	6	11	9	8	6	6	10	10	8	10	7	12	6	6	14
TOTAL NOT WORRIED	54	51	55	48	61	52	41	63	50	50	45	49	53	49	52	48	50	56	47	42	62
Don't know	5	4	4	3	4	5	1	3	3	6	9	5	2	5	5	4	4	4	7	4	2

Fieldwork: 11th - 12th November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region							
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Oct 28-29	Nov 11-12																			
suffer directly from cuts in spending on public services such as health, education and welfare																						
Very worried	23	26	15	44	12	16	49	21	29	24	18	20	30	31	23	31	28	22	27	35	18	
Fairly worried	42	44	38	39	54	43	38	51	39	49	47	44	40	47	46	42	38	48	44	38	56	
TOTAL WORRIED	65	70	53	83	66	59	87	72	68	73	65	64	70	78	69	73	66	70	71	73	74	
Not very worried	26	23	38	14	26	33	12	21	27	19	22	27	24	18	25	20	25	24	23	22	18	
Not at all worried	4	4	7	1	4	4	1	4	3	4	5	3	4	3	3	4	4	5	2	3	7	
TOTAL NOT WORRIED	30	27	45	15	30	37	13	25	30	23	27	30	28	21	28	24	29	29	25	25	25	
Don't know	4	3	2	2	4	3	1	2	3	4	8	5	1	2	3	4	5	2	5	3	1	
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																						
Very worried	21	25	22	31	11	25	37	16	27	23	19	18	27	30	22	29	16	23	29	32	15	
Fairly worried	31	31	30	26	31	34	25	30	31	32	37	25	32	34	31	32	27	34	32	27	37	
TOTAL WORRIED	52	56	52	57	42	59	62	46	58	55	56	43	59	64	53	61	43	57	61	59	52	
Not very worried	30	29	32	31	34	28	27	35	30	28	27	38	28	22	32	25	36	30	27	26	30	
Not at all worried	11	11	13	9	19	11	8	15	10	12	7	14	11	10	12	10	16	11	8	9	17	
TOTAL NOT WORRIED	41	40	45	40	53	39	35	50	40	40	34	52	39	32	44	35	52	41	35	35	47	
Don't know	6	4	2	4	5	3	3	3	2	6	9	4	2	4	4	4	6	2	4	6	2	
lose their job / have difficulty finding work																						
Very worried	23	24	20	33	16	20	38	22	27	22	26	19	27	26	22	28	20	25	24	30	16	
Fairly worried	37	41	36	41	41	38	38	42	38	44	52	45	39	33	40	41	45	41	42	35	46	
TOTAL WORRIED	60	65	56	74	57	58	76	64	65	66	78	64	66	59	62	69	65	66	66	65	62	
Not very worried	26	22	31	17	27	28	15	23	25	19	14	27	24	18	24	20	19	24	21	23	20	
Not at all worried	9	9	12	6	11	12	7	10	8	10	1	5	8	18	10	8	10	8	9	8	14	
TOTAL NOT WORRIED	35	31	43	23	38	40	22	33	33	29	15	32	32	36	34	28	29	32	30	31	34	
Don't know	5	4	2	4	5	3	2	3	3	5	7	4	2	4	4	3	6	2	4	4	4	
lose their home																						
Very worried	14	16	12	24	8	8	31	11	18	13	18	13	14	19	14	18	9	11	19	22	14	
Fairly worried	26	27	19	31	22	24	27	24	25	29	26	25	27	30	26	29	26	30	30	25	17	
TOTAL WORRIED	40	43	31	55	30	32	58	35	43	42	44	38	41	49	40	47	35	41	49	47	31	
Not very worried	38	35	43	28	51	40	23	43	36	34	40	43	35	27	38	32	42	39	32	27	44	
Not at all worried	16	18	24	14	18	25	17	20	18	19	8	15	21	21	19	17	20	17	13	21	23	
TOTAL NOT WORRIED	54	53	67	42	69	65	40	63	54	53	48	58	56	48	57	49	62	56	45	48	67	
Don't know	5	4	3	3	1	4	2	2	3	5	9	5	3	3	4	4	4	2	6	5	2	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Oct 28-29	Nov 11-12																			
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																					
Very worried	12	14	10	22	4	7	30	8	18	11	16	12	14	17	12	18	11	13	17	17	9
Fairly worried	23	25	16	26	33	22	27	21	24	25	24	25	21	29	22	28	23	25	24	26	22
TOTAL WORRIED	35	39	26	48	37	29	57	29	42	36	40	37	35	46	34	46	34	38	41	43	31
Not very worried	39	36	41	34	38	41	29	40	34	38	38	38	40	29	39	32	42	38	33	31	42
Not at all worried	19	19	29	12	23	26	11	22	20	19	10	22	21	19	21	17	20	20	16	19	24
TOTAL NOT WORRIED	58	55	70	46	61	67	40	62	54	57	48	60	61	48	60	49	62	58	49	50	66
Don't know	7	6	3	6	1	4	3	8	4	7	13	4	4	6	6	6	4	4	10	6	3
suffer ill-health																					
Very worried	15	17	13	26	8	10	33	14	20	15	22	11	16	23	14	22	10	17	17	24	13
Fairly worried	36	36	33	40	39	35	39	37	33	39	19	32	35	50	36	36	35	38	40	34	26
TOTAL WORRIED	51	53	46	66	47	45	72	51	53	54	41	43	51	73	50	58	45	55	57	58	39
Not very worried	36	34	37	28	45	39	22	40	36	33	45	41	36	21	38	29	46	34	31	29	44
Not at all worried	6	7	13	2	5	10	4	6	7	7	5	9	9	3	6	7	5	8	4	7	13
TOTAL NOT WORRIED	42	41	50	30	50	49	26	46	43	40	50	50	45	24	44	36	51	42	35	36	57
Don't know	7	5	4	4	3	6	2	3	5	5	8	7	4	3	5	6	5	3	8	5	3

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	23	98
Male 25 to 39	174	203
Male 40 to 59	339	268
Male 60 +	206	201
Female 18 to 24	40	93
Female 25 to 39	235	201
Female 40 to 59	323	274
Female 60 +	243	245
Region		
North England	354	389
Midlands	227	260
East England	145	152
London	306	203
South England	360	363
Wales	76	79
Scotland	115	138
Social Grade		
AB	602	443
C1	472	459
C2	205	332
DE	304	348
Newspaper Type		
Express / Mail	342	253
Sun / Star	101	372
Mirror / Record	62	158
Guardian / Independent	90	71
FT / Times / Telegraph	110	150
Other Paper	225	182
No Paper	653	396
Political Party Identification		
Labour	442	514
Conservative	470	451
Liberal Democrat	181	190
SNP/Plaid Cymru	26	27
Others	81	21
None/ DK	383	380

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