

YouGov / The Sun Survey Results

Sample Size: 1748 GB Adults
Fieldwork: 1st - 2nd 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	1748	447	582	103	539	431	385	850	898	212	446	598	493	996	752	224	568	374	430	152
Unweighted Sample	1748	439	564	104	539	427	388	834	914	118	492	676	462	1113	635	298	536	320	444	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	80	2	13	31	37	34	33	29	39	37	28	35	44	33	25	21
Lab	44	0	100	0	5	92	42	45	42	42	49	50	33	40	48	49	29	50	56	37
Lib Dem	8	0	0	100	1	1	31	6	10	11	7	6	9	10	5	7	11	6	7	4
Other	15	0	0	0	14	5	15	18	12	13	11	15	20	13	19	10	16	11	12	38

Other Parties Voting Intention

UKIP	8	0	0	0	12	1	5	9	6	2	3	7	14	6	10	5	11	7	7	2
SNP / PCY	3	0	0	0	0	2	2	5	2	4	3	3	3	3	4	1	0	1	0	31
Green	2	0	0	0	0	1	6	2	3	3	2	3	1	3	2	3	3	1	2	2
BNP	1	0	0	0	1	0	1	2	1	0	1	1	1	1	2	1	1	1	1	1
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	0	1	2	1	1	2	0	0	1	1	1	0	1	1	1	3

Non Voters

Would Not Vote	9	0	0	0	4	2	6	7	10	13	12	7	6	6	11	9	12	6	7	6
Don't know	15	0	0	0	12	8	22	10	20	18	15	16	13	16	15	19	15	15	14	13

June 28-29
July 1-2

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

Approve	23	24	73	3	29	52	5	17	27	23	21	26	22	28	27	21	27	31	22	20	15
Disapprove	63	62	12	92	50	33	90	67	63	60	62	57	65	61	58	67	57	55	62	67	77
Don't know	14	14	15	5	21	15	5	16	11	17	17	17	13	11	15	12	16	14	16	12	8

Fieldwork: 1st - 2nd July 2012

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		July 1-2																			
		June 17-18																			
Do you think British troops are winning the war with the Taliban in Afghanistan, or not?																					
Yes, the British troops are winning	8	9	14	9	11	10	10	6	12	6	15	11	9	5	11	6	7	10	9	9	7
No, they are not winning yet, but victory is possible eventually	18	20	21	25	20	22	25	19	20	20	22	21	20	19	18	23	26	18	22	21	12
No, they are not winning, and victory is not possible	58	56	55	53	54	58	53	57	59	53	41	47	59	67	56	56	51	58	50	56	71
Don't know	16	15	10	13	15	10	12	18	8	21	22	21	13	8	15	15	16	14	18	13	10
Should British troops be brought home from Afghanistan?																					
Yes - all troops should be withdrawn immediately	31	33	27	29	27	33	30	30	31	35	27	27	33	41	27	42	30	34	33	32	38
Yes - most troops should be withdrawn soon, and the rest within the next year or so	48	45	54	48	47	51	45	48	46	44	44	44	44	48	49	40	47	44	47	44	45
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	13	15	15	16	19	13	18	15	19	10	19	17	16	8	16	13	15	15	15	14	13
Don't know	9	7	4	6	7	4	7	8	4	10	10	12	6	3	9	5	8	7	6	9	3
		July 1-2																			
		May 20-21																			
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	33	76	10	37	62	10	23	35	30	34	32	28	39	35	29	32	38	30	30	27
Bad for the economy	51	51	12	81	44	22	80	60	55	47	49	49	57	46	48	55	47	44	55	56	60
Don't know	17	16	12	9	19	16	10	17	10	23	18	19	16	14	17	16	20	18	15	14	13
Being done fairly or unfairly?																					
Fairly	23	24	68	4	22	54	5	16	27	22	18	26	22	28	27	20	25	30	23	19	20
Unfairly	62	62	19	90	61	32	89	70	64	60	65	57	65	63	58	67	60	54	63	69	72
Don't know	15	14	13	6	17	14	6	14	9	18	17	17	13	9	15	13	16	16	15	11	7
Necessary or unnecessary?																					
Necessary	54	57	92	33	72	85	33	52	59	56	61	57	52	62	61	52	59	64	54	51	54
Unnecessary	32	29	3	53	14	9	54	30	33	25	21	26	36	27	27	32	27	22	30	35	38
Don't know	13	14	4	13	14	7	14	17	8	19	17	17	12	11	12	16	15	14	16	13	8
Too deep, too shallow or at about the right level?																					
Too deep	43	47	10	76	35	22	75	55	51	43	37	41	54	48	43	52	40	39	51	53	55
Too shallow	10	11	19	6	12	17	5	7	13	8	16	13	9	9	12	9	12	13	9	8	13
About the right level	26	25	62	7	30	49	9	20	26	24	18	27	23	30	27	22	27	30	24	21	19
Don't know	21	17	9	12	23	13	11	18	10	24	29	20	15	13	18	17	21	18	16	18	13

Fieldwork: 1st - 2nd 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	1748	447	582	103	539	431	385	850	898	212	446	598	493	996	752	224	568	374	430	152
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Too quickly	49	48	11	78	36	24	78	56	49	48	40	41	55	49	43	54	44	40	53	56	51
Too slowly	12	12	24	4	12	19	5	9	15	9	15	16	10	9	14	9	16	15	8	8	14
About the right pace	25	26	58	9	38	46	10	19	28	24	25	26	23	31	29	23	24	31	24	24	24
Don't know	15	14	8	9	14	11	8	16	9	19	20	18	12	10	14	14	16	15	15	12	10

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

Having an impact on my life	64	63	53	74	57	58	73	61	63	63	50	57	71	66	63	64	55	62	65	69	58
Not having an impact on my life	25	27	43	21	36	37	20	26	30	25	34	31	21	30	29	25	35	29	25	24	27
Don't know	11	9	5	5	7	5	7	13	7	12	16	13	8	5	8	11	9	9	10	7	15

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

The Conservative-Liberal Democrat coalition	28	26	3	59	13	4	56	29	29	23	26	26	30	22	25	28	27	20	27	35	25
The last Labour government	34	36	90	4	46	75	6	24	38	33	32	32	32	45	38	32	35	45	33	28	29
Both	27	28	5	29	31	16	28	34	26	31	28	31	28	27	27	30	31	24	30	27	41
Neither	4	3	2	5	6	1	6	6	3	3	1	4	5	3	3	3	2	3	4	4	3
Don't know	7	6	0	3	3	3	3	7	3	9	13	8	6	3	6	7	5	8	7	6	3

June 17-18 July 1-2

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	21	26	10	34	15	15	33	25	23	28	18	25	30	25	20	33	25	23	27	27	29
Fairly worried	47	43	40	44	50	44	45	44	41	46	41	42	46	42	44	42	35	43	48	46	40
TOTAL WORRIED	68	69	50	78	65	59	78	69	64	74	59	67	76	67	64	75	60	66	75	73	69
Not very worried	24	24	42	16	30	34	16	25	26	22	28	24	20	28	28	20	29	28	20	20	25
Not at all worried	5	4	7	3	4	5	4	4	7	2	5	6	2	5	6	3	6	4	3	4	5
TOTAL NOT WORRIED	29	28	49	19	34	39	20	29	33	24	33	30	22	33	34	23	35	32	23	24	30
Don't know	3	3	1	3	1	2	2	2	3	2	9	3	1	0	3	2	5	3	2	2	2

be victims of burglary, robbery or mugging

Very worried	7	11	4	15	10	7	16	8	9	12	11	10	11	11	10	12	18	8	13	12	3
Fairly worried	33	36	36	37	29	38	35	32	33	38	28	34	35	41	34	38	36	33	41	36	29
TOTAL WORRIED	40	47	40	52	39	45	51	40	42	50	39	44	46	52	44	50	54	41	54	48	32
Not very worried	47	40	44	36	50	41	38	46	41	40	44	39	42	38	43	37	33	45	34	40	51
Not at all worried	10	9	14	8	10	11	7	10	13	6	7	11	10	8	9	9	7	10	10	8	15
TOTAL NOT WORRIED	57	49	58	44	60	52	45	56	54	46	51	50	52	46	52	46	40	55	44	48	66
Don't know	4	4	2	3	1	4	3	3	4	4	9	5	3	1	4	3	6	4	2	4	3

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

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

Very worried	23	26	7	38	19	14	38	29	23	28	15	21	29	31	22	30	24	23	27	29	27
Fairly worried	44	45	42	46	56	46	44	46	41	49	36	46	48	46	47	44	41	47	46	46	41
TOTAL WORRIED	67	71	49	84	75	60	82	75	64	77	51	67	77	69	74	65	70	73	75	68	
Not very worried	25	22	42	12	20	32	13	20	27	17	37	23	19	18	25	18	24	24	21	19	25
Not at all worried	5	4	7	2	1	5	3	3	5	2	3	7	2	3	3	4	6	3	3	4	5
TOTAL NOT WORRIED	30	26	49	14	21	37	16	23	32	19	40	30	21	28	22	30	27	24	23	30	
Don't know	4	3	2	3	3	3	3	2	3	3	8	4	3	2	3	3	6	4	2	2	3

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

Very worried	17	24	18	25	15	24	25	19	21	27	16	14	26	33	19	30	20	21	26	27	23
Fairly worried	33	34	35	33	33	37	34	30	32	36	31	32	38	34	34	35	27	33	35	38	38
TOTAL WORRIED	50	58	53	58	48	61	59	49	53	63	47	46	64	67	53	65	47	54	61	65	61
Not very worried	32	26	28	27	30	25	25	32	30	23	30	32	24	21	30	21	31	28	24	23	26
Not at all worried	13	12	17	9	18	12	10	15	14	10	12	18	9	9	14	8	17	12	12	9	10
TOTAL NOT WORRIED	45	38	45	36	48	37	35	47	44	33	42	50	33	30	44	29	48	40	36	32	36
Don't know	5	5	2	6	4	3	5	4	4	5	11	5	3	4	4	5	6	6	4	4	2

lose their job / have difficulty finding work

Very worried	20	26	13	34	19	19	31	27	22	29	25	18	31	27	23	30	21	24	28	28	28
Fairly worried	38	37	38	36	38	37	36	38	36	38	39	43	37	31	39	35	34	36	40	38	38
TOTAL WORRIED	58	63	51	70	57	56	67	65	58	67	64	61	68	58	62	65	55	60	68	66	66
Not very worried	25	23	31	19	29	26	19	23	25	20	25	27	23	18	25	20	30	24	21	19	22
Not at all worried	12	10	15	7	11	13	9	9	11	9	2	7	6	20	10	9	8	11	9	10	10
TOTAL NOT WORRIED	37	33	46	26	40	39	28	32	36	29	27	34	29	38	35	29	38	35	30	29	32
Don't know	5	5	3	4	4	5	5	3	5	4	9	5	3	4	4	6	7	5	3	5	3

lose their home

Very worried	11	16	6	22	11	10	21	14	13	18	12	12	16	20	13	20	12	13	17	19	16
Fairly worried	27	27	21	30	30	24	29	28	24	31	23	27	28	29	27	28	28	26	28	28	26
TOTAL WORRIED	38	43	27	52	41	34	50	42	37	49	35	39	44	49	40	48	40	39	45	47	42
Not very worried	38	35	45	31	32	40	33	35	36	34	36	41	38	24	38	30	36	37	33	30	38
Not at all worried	19	18	26	12	21	24	13	19	23	14	19	15	15	25	19	18	19	18	18	19	17
TOTAL NOT WORRIED	57	53	71	43	53	64	46	54	59	48	55	56	53	49	57	48	55	55	51	49	55
Don't know	4	4	2	5	6	3	5	4	5	3	11	5	3	2	4	5	6	5	4	4	2

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

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

Very worried	10	14	3	19	12	8	19	13	12	15	10	9	13	19	10	18	10	13	16	17	7
Fairly worried	20	25	21	27	25	24	27	23	26	25	26	20	27	28	24	27	28	21	29	26	27
TOTAL WORRIED	30	39	24	46	37	32	46	36	38	40	36	29	40	47	34	45	38	34	45	43	34
Not very worried	40	34	40	34	33	37	34	37	33	36	32	40	38	25	36	32	38	35	30	34	40
Not at all worried	23	21	34	14	24	27	16	21	25	18	22	23	18	22	24	18	19	24	21	18	24
TOTAL NOT WORRIED	63	55	74	48	57	64	50	58	58	54	63	56	47	60	50	57	59	51	52	64	
Don't know	6	5	2	5	6	5	5	5	5	6	9	6	3	5	6	5	6	6	5	5	2
suffer ill-health																					
Very worried	14	16	7	21	12	11	22	15	14	18	8	10	17	24	13	21	16	15	15	21	13
Fairly worried	36	36	34	41	38	36	40	35	33	39	19	27	41	45	35	37	29	35	44	34	34
TOTAL WORRIED	50	52	41	62	50	47	62	50	47	57	27	37	58	69	48	58	45	50	59	55	47
Not very worried	38	35	44	28	35	39	30	37	38	32	44	45	35	23	40	28	40	37	28	34	42
Not at all worried	6	8	12	6	11	8	4	9	10	5	20	12	4	3	7	8	8	7	9	7	8
TOTAL NOT WORRIED	44	43	56	34	46	47	34	46	48	37	64	57	39	26	47	36	48	44	37	41	50
Don't know	5	5	3	4	5	5	4	4	5	5	9	6	4	4	5	5	7	6	5	4	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	52	108
Male 25 to 39	200	224
Male 40 to 59	333	295
Male 60 +	249	222
Female 18 to 24	66	103
Female 25 to 39	292	222
Female 40 to 59	343	302
Female 60 +	213	271
Region		
North England	444	430
Midlands	250	287
East England	146	168
London	298	224
South England	390	400
Wales	70	87
Scotland	150	152
Social Grade		
AB	591	489
C1	522	507
C2	278	367
DE	357	385
Newspaper Type		
Express / Mail	322	280
Sun / Star	216	411
Mirror / Record	127	175
Guardian / Independent	82	79
FT / Times / Telegraph	127	166
Other Paper	250	201
No Paper	624	437
Political Party Identification		
Labour	561	568
Conservative	490	498
Liberal Democrat	193	210
SNP/Plaid Cymru	31	30
Others	80	23
None/ DK	393	420

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