

YouGov / The Sun Survey Results

Sample Size: 1710 GB Adults

Fieldwork: 30th September - 1st 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	1710	440	559	124	570	428	354	831	879	207	436	585	482	975	735	219	556	366	421	149	
Unweighted Sample	1710	420	553	116	540	432	369	802	908	124	463	658	465	1161	549	336	545	336	385	108	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	34	100	0	0	82	3	6	34	33	19	34	35	37	37	29	34	42	36	26	20
Lab	43	0	100	0	6	92	43	43	42	51	49	41	36	40	47	51	32	40	54	45
Lib Dem	9	0	0	100	1	1	39	10	9	14	9	10	7	11	7	9	12	6	9	8
Other	14	0	0	0	11	4	12	14	15	16	9	13	20	13	17	6	14	18	11	27

Other Parties Voting Intention

UKIP	8	0	0	0	9	2	4	7	8	1	4	6	15	6	9	4	9	8	8	4
Green	3	0	0	0	1	1	6	2	3	9	2	2	2	3	2	1	3	4	2	1
SNP / PCY	2	0	0	0	0	2	2	2	2	3	3	3	1	2	3	0	0	1	0	21
BNP	1	0	0	0	2	0	0	2	1	3	1	2	1	1	3	0	1	4	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	1	0	0	0	0	0	0	0	0	0	0	1

Non Voters

Would Not Vote	5	0	0	0	2	1	5	5	6	6	11	4	1	5	6	3	6	6	6	5
Don't know	18	0	0	0	14	11	20	12	23	19	17	17	20	16	21	15	19	19	18	15

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

	Sep 27-28	Sep 30-1 Oct																			
Approve	24	23	70	4	26	51	6	13	28	19	14	28	23	22	27	18	30	27	23	17	15
Disapprove	60	60	14	90	43	32	85	72	62	58	63	54	63	61	59	62	59	56	58	65	71
Don't know	16	17	16	6	31	18	9	15	10	23	22	17	14	17	14	20	11	17	19	17	14

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Unweighted Sample	1710	420	553	116	540	432	369	802	908	124	463	658	465	1161	549	336	545	336	385	108
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sep 16-17	Sep 30 - 1 Oct																			
Do you think British troops are winning the war with the Taliban in Afghanistan, or not?																					
Yes, the British troops are winning	7	6	11	7	6	8	5	6	9	4	9	12	4	3	8	4	9	7	6	4	7
No, they are not winning yet, but victory is possible eventually	20	17	18	20	15	17	19	15	19	15	18	19	17	14	16	17	20	16	16	17	11
No, they are not winning, and victory is not possible	58	63	62	60	67	66	60	68	63	62	46	47	69	76	62	63	57	64	60	63	70
Don't know	16	15	9	13	11	10	15	11	10	19	27	22	10	8	14	16	14	13	18	15	12
Should British troops be brought home from Afghanistan?																					
Yes - all troops should be withdrawn immediately	35	37	30	37	32	40	34	33	33	40	23	28	41	44	31	44	36	31	38	40	43
Yes - most troops should be withdrawn soon, and the rest within the next year or so	44	45	51	44	53	44	43	49	47	42	47	44	42	47	47	41	46	49	43	40	43
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	11	10	15	10	10	13	13	12	14	7	10	16	9	7	13	7	11	11	12	10	8
Don't know	9	8	4	9	6	3	10	6	5	12	19	11	7	2	8	9	7	9	8	10	5
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	31	32	74	8	40	61	10	24	35	29	24	31	30	39	36	26	35	39	29	27	26
Bad for the economy	50	51	14	82	44	23	76	61	54	48	52	51	55	47	48	55	54	42	51	58	61
Don't know	19	17	13	10	16	16	13	15	11	22	24	18	15	14	15	19	11	19	21	15	12
Being done fairly or unfairly?																					
Fairly	24	23	63	5	26	49	5	13	25	21	16	24	23	25	29	14	32	28	18	19	14
Unfairly	57	63	26	89	59	38	86	75	65	62	66	59	65	64	58	70	61	57	64	67	77
Don't know	19	14	12	6	15	13	9	12	10	17	18	17	12	12	12	16	7	14	18	14	9
Necessary or unnecessary?																					
Necessary	53	54	93	25	68	83	29	55	58	50	53	55	51	57	60	46	54	62	51	45	55
Unnecessary	30	31	3	60	18	10	55	35	33	30	29	27	35	31	28	36	39	25	30	38	30
Don't know	17	15	3	16	15	8	16	11	9	20	18	17	14	12	12	18	7	13	19	17	15

Fieldwork: 30th September - 1st October 2012

	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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Unweighted Sample	1710	420	553	116	540	432	369	802	908	124	463	658	465	1161	549	336	545	336	385	108	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Too deep, too shallow or at about the right level?																					
Too deep	43	43	10	71	34	19	65	58	49	37	37	41	48	40	42	44	52	34	43	47	47
Too shallow	12	14	25	7	14	21	11	7	17	11	18	15	12	15	14	14	15	17	14	10	12
About the right level	25	23	55	5	38	43	8	19	24	22	18	21	23	28	28	17	21	27	21	22	22
Don't know	20	20	10	16	13	16	16	16	10	29	28	24	17	17	17	25	12	21	22	21	18
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	45	47	12	78	38	22	75	56	50	44	43	44	52	45	45	50	51	38	48	55	49
Too slowly	14	14	24	7	20	20	7	13	17	10	16	13	12	16	15	12	13	16	9	13	18
About the right pace	23	23	58	5	33	46	8	17	23	23	15	24	22	27	27	18	25	26	25	19	16
Don't know	18	16	6	9	9	12	10	15	9	23	26	19	14	12	13	20	12	19	18	13	17
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	60	65	52	78	52	61	71	68	67	62	60	60	72	61	62	68	63	63	61	71	65
Not having an impact on my life	28	25	42	16	38	33	20	25	25	25	24	26	19	32	29	20	31	25	27	19	29
Don't know	12	10	6	6	11	6	9	7	8	12	16	14	9	7	9	12	7	12	12	10	7
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	29	27	4	62	8	7	56	28	28	26	32	24	29	24	25	29	34	20	25	31	34
The last Labour government	34	36	85	4	49	73	6	27	41	31	25	31	35	45	39	30	35	43	36	28	28
Both	26	27	9	24	37	15	27	37	24	31	26	33	26	26	26	29	23	25	28	31	32
Neither	4	3	2	5	4	1	7	4	4	3	2	4	5	2	4	2	4	5	2	2	2
Don't know	7	7	1	4	2	4	4	4	4	9	15	9	5	3	5	9	4	7	9	7	5
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	16	19	30	19	21	26	29	22	27	19	19	30	26	19	29	25	23
Fairly worried	40	47	44	49	49	45	45	51	46	47	45	48	48	45	46	48	46	48	42	49	46
TOTAL WORRIED	65	71	58	78	65	64	75	70	67	73	74	70	75	64	65	78	72	67	71	74	69
Not very worried	25	23	33	17	29	28	22	25	25	20	16	21	21	28	27	16	18	25	21	23	24
Not at all worried	7	5	9	3	6	8	3	4	6	4	2	5	3	7	7	2	8	6	4	2	3
TOTAL NOT WORRIED	32	28	42	20	35	36	25	29	31	24	18	26	24	35	34	18	26	31	25	25	27
Don't know	3	3	1	1	0	0	2	1	2	3	9	4	1	1	2	3	2	2	4	2	3

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Unweighted Sample	1710	420	553	116	540	432	369	802	908	124	463	658	465	1161	549	336	545	336	385	108	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
be victims of burglary, robbery or mugging																					
Very worried	10	10	4	15	3	7	13	5	8	12	13	7	12	10	8	13	12	8	10	11	14
Fairly worried	32	35	36	35	31	36	35	33	33	38	27	37	34	40	31	41	41	33	37	38	27
TOTAL WORRIED	42	45	40	50	34	43	48	38	41	50	40	44	46	50	39	54	53	41	47	49	41
Not very worried	44	41	45	39	52	43	42	45	45	37	36	43	41	41	47	32	38	43	41	40	37
Not at all worried	10	10	13	8	12	12	8	13	11	8	15	9	10	8	11	8	6	12	9	6	17
TOTAL NOT WORRIED	54	51	58	47	64	55	50	58	56	45	51	52	51	49	58	40	44	55	50	46	54
Don't know	4	4	2	3	2	2	3	3	3	5	10	5	4	2	3	6	3	4	4	5	5
suffer directly from cuts in spending on public services such as health, education and welfare																					
Very worried	27	25	10	38	18	16	36	27	21	29	22	19	29	26	20	31	21	24	25	26	30
Fairly worried	39	47	39	49	51	42	47	52	46	47	41	48	45	50	46	47	48	45	46	51	42
TOTAL WORRIED	66	72	49	87	69	58	83	79	67	76	63	67	74	76	66	78	69	69	71	77	72
Not very worried	26	22	41	11	29	33	14	20	26	19	28	22	22	20	27	16	24	25	22	17	23
Not at all worried	5	3	8	1	2	7	1	1	4	2	0	6	3	2	5	1	5	4	2	2	3
TOTAL NOT WORRIED	31	25	49	12	31	40	15	21	30	21	28	28	25	22	32	17	29	29	24	19	26
Don't know	3	3	1	1	0	2	2	1	3	3	9	4	1	2	2	5	2	2	4	4	2
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																					
Very worried	21	20	13	28	8	18	26	16	19	21	13	15	22	26	15	27	19	18	22	20	24
Fairly worried	31	35	33	32	38	34	31	37	35	35	29	33	37	37	33	38	39	33	35	40	22
TOTAL WORRIED	52	55	46	60	46	52	57	53	54	56	42	48	59	63	48	65	58	51	57	60	46
Not very worried	30	28	35	25	38	30	29	32	28	28	33	31	28	22	34	20	21	30	28	25	36
Not at all worried	13	12	16	11	15	15	9	13	15	9	14	16	10	10	15	9	16	14	9	9	15
TOTAL NOT WORRIED	43	40	51	36	53	45	38	45	43	37	47	47	38	32	49	29	37	44	37	34	51
Don't know	5	5	3	4	1	3	5	3	3	6	10	5	3	5	4	6	5	5	5	5	3
lose their job / have difficulty finding work																					
Very worried	25	23	11	30	19	17	29	20	21	24	30	18	26	20	20	27	21	21	24	23	29
Fairly worried	34	41	41	41	42	41	39	42	41	41	42	47	40	36	42	40	46	37	42	44	41
TOTAL WORRIED	59	64	52	71	61	58	68	62	62	65	72	65	66	56	62	67	67	58	66	67	70
Not very worried	26	24	33	20	32	28	23	29	27	21	18	24	26	24	28	19	21	30	20	23	20
Not at all worried	10	8	14	7	6	13	7	6	8	8	1	6	6	16	8	8	8	9	9	7	6
TOTAL NOT WORRIED	36	32	47	27	38	41	30	35	35	29	19	30	32	40	36	27	29	39	29	30	26
Don't know	5	4	1	2	1	2	2	3	3	5	9	5	2	4	3	6	4	3	6	3	3

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their home																						
	Very worried	15	13	6	16	5	9	19	9	11	15	12	8	14	17	9	18	12	14	13	13	10
	Fairly worried	27	28	23	32	32	26	27	29	27	29	22	33	27	28	28	28	29	25	29	31	25
	TOTAL WORRIED	42	41	29	48	37	35	46	38	38	44	34	41	41	45	37	46	41	39	42	44	35
	Not very worried	35	37	44	32	47	39	36	43	39	35	41	40	39	30	41	31	38	37	34	35	47
	Not at all worried	19	18	25	17	16	25	16	16	20	16	16	15	18	23	19	17	16	20	19	17	15
	TOTAL NOT WORRIED	54	55	69	49	63	64	52	59	59	51	57	55	57	53	60	48	54	57	53	52	62
	Don't know	4	4	1	3	1	2	3	3	3	5	10	5	2	2	3	5	5	4	4	4	2
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
	Very worried	14	12	5	17	7	8	18	10	12	13	11	8	14	15	9	17	9	12	13	14	14
	Fairly worried	24	26	17	27	22	22	24	27	26	25	26	29	22	27	22	31	31	21	25	31	22
	TOTAL WORRIED	38	38	22	44	29	30	42	37	38	38	37	37	36	42	31	48	40	33	38	45	36
	Not very worried	36	36	44	33	51	39	35	40	37	36	39	39	35	34	42	29	38	37	35	34	42
	Not at all worried	21	20	32	19	19	29	18	20	22	19	15	18	25	20	23	18	16	25	21	18	15
	TOTAL NOT WORRIED	57	56	76	52	70	68	53	60	59	55	54	57	60	54	65	47	54	62	56	52	57
	Don't know	5	5	2	5	2	3	6	4	4	7	10	6	4	5	5	6	6	5	6	4	8
suffer ill-health																						
	Very worried	17	14	7	18	12	8	20	13	11	16	11	8	16	17	11	18	13	13	15	15	12
	Fairly worried	33	39	35	41	37	38	36	41	39	40	32	37	38	46	36	44	43	36	43	41	37
	TOTAL WORRIED	50	53	42	59	49	46	56	54	50	56	43	45	54	63	47	62	56	49	58	56	49
	Not very worried	36	34	42	33	41	37	34	36	36	32	33	38	34	30	40	26	34	37	27	35	40
	Not at all worried	7	8	14	4	9	12	6	7	9	6	13	11	7	4	9	5	7	10	8	5	6
	TOTAL NOT WORRIED	43	42	56	37	50	49	40	43	45	38	46	49	41	34	49	31	41	47	35	40	46
	Don't know	6	5	3	3	1	4	4	2	4	6	11	6	5	2	4	7	3	6	7	4	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	43	106
Male 25 to 39	193	219
Male 40 to 59	315	289
Male 60 +	251	217
Female 18 to 24	81	101
Female 25 to 39	270	217
Female 40 to 59	343	296
Female 60 +	214	265
Region		
North England	385	421
Midlands	266	280
East England	176	164
London	336	219
South England	369	392
Wales	70	86
Scotland	108	149
Social Grade		
AB	625	479
C1	536	496
C2	229	359
DE	320	376
Newspaper Type		
Express / Mail	324	274
Sun / Star	158	402
Mirror / Record	89	171
Guardian / Independent	118	77
FT / Times / Telegraph	129	162
Other Paper	265	197
No Paper	627	428
Political Party Identification		
Labour	551	556
Conservative	470	487
Liberal Democrat	157	205
SNP/Plaid Cymru	29	29
Others	90	22
None/ DK	413	410

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