

YouGov / The Sun Survey Results

Sample Size: 1726 GB Adults
Fieldwork: 15th - 16th 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	1726	522	524	117	536	470	386	839	887	209	440	590	487	984	742	221	561	369	425	150	
Unweighted Sample	1726	489	528	111	502	473	395	814	912	117	477	689	443	1150	576	297	461	382	392	194	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	91	2	17	40	39	30	41	39	43	43	36	42	48	44	29	23
Lab	40	0	100	0	5	92	36	38	42	43	42	41	36	37	44	43	31	37	54	38
Lib Dem	9	0	0	100	1	1	34	8	9	16	8	8	8	10	7	10	12	7	7	6
Other	11	0	0	0	4	5	13	13	10	11	9	12	13	10	13	4	9	13	10	33

Other Parties Voting Intention

UKIP	5	0	0	0	2	1	3	5	4	2	2	5	7	3	6	2	4	7	5	2
SNP / PCY	4	0	0	0	0	2	4	5	3	5	3	4	4	4	4	0	1	3	1	29
Green	2	0	0	0	0	1	5	2	2	4	3	2	2	2	2	2	3	2	2	1
BNP	1	0	0	0	1	0	0	1	1	0	1	1	0	0	1	0	1	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	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0

Non Voters

Would Not Vote	7	0	0	0	3	3	4	6	7	16	11	4	2	6	8	6	4	8	10	4
Don't know	17	0	0	0	11	12	26	12	23	21	19	16	15	15	20	18	17	17	17	18

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

	Jan 12-13	Jan 15-16	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	29	32	83	4	32	68	8	22	36	28	21	32	32	36	36	26	42	37	36	20	22
Disapprove	55	53	7	90	51	20	82	60	55	51	49	48	57	53	48	59	46	46	49	64	67
Don't know	17	15	10	7	18	12	10	18	9	21	29	19	11	11	15	15	13	17	15	16	12

Fieldwork: 15th - 16th January 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	1726	489	528	111	502	473	395	814	912	117	477	689	443	1150	576	297	461	382	392	194	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Too deep, too shallow or at about the right level?																					
Too deep	42	42	10	73	38	18	67	49	45	40	31	35	51	43	41	45	35	34	43	54	51
Too shallow	10	10	12	10	14	11	7	10	10	10	17	12	7	9	10	10	9	13	9	7	8
About the right level	30	29	67	4	30	56	7	24	32	26	16	31	28	34	31	26	34	34	29	22	24
Don't know	18	19	11	13	17	15	18	17	13	24	36	23	13	14	18	20	21	19	19	18	17
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	47	48	13	81	44	20	73	56	50	46	46	41	55	46	45	51	41	41	45	60	54
Too slowly	7	9	14	5	13	13	5	7	11	7	6	12	7	9	9	8	10	12	8	4	10
About the right pace	32	30	65	4	33	56	7	26	31	29	20	30	28	36	33	26	35	35	31	20	27
Don't know	14	14	8	10	10	11	14	12	9	18	29	17	10	9	13	15	14	12	16	15	8
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	64	62	58	72	48	60	67	61	61	63	40	63	70	62	61	64	60	59	63	67	61
Not having an impact on my life	25	28	37	20	43	31	23	32	31	26	36	28	24	31	31	26	32	32	23	24	34
Don't know	10	9	5	8	9	8	10	7	8	11	24	10	6	7	8	11	8	9	13	8	5
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	22	21	2	51	8	4	46	22	22	21	18	20	23	22	19	25	19	19	22	24	28
The last Labour government	39	37	86	4	35	78	7	28	40	35	20	36	37	46	41	33	41	45	36	28	34
Both	27	27	7	32	40	13	29	37	23	30	27	28	29	22	26	27	27	22	25	32	30
Neither	6	7	3	10	9	2	11	7	9	5	8	5	7	8	7	6	8	6	6	8	7
Don't know	6	8	2	4	9	4	6	6	6	9	28	10	4	2	7	8	6	8	11	7	2

Fieldwork: 15th - 16th 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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Unweighted Sample	1726	489	528	111	502	473	395	814	912	117	477	689	443	1150	576	297	461	382	392	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	12	38	20	15	34	25	22	29	28	23	31	20	20	33	25	24	28	28	21
Fairly worried	45	43	46	40	34	47	41	43	42	44	41	47	42	41	45	40	43	41	45	45	43
TOTAL WORRIED	69	69	58	77	54	62	76	68	64	73	70	70	74	62	65	74	68	65	73	73	64
Not very worried	24	23	31	17	38	27	19	24	25	21	18	21	21	29	26	19	26	27	18	20	25
Not at all worried	4	5	9	3	8	8	3	5	8	3	5	5	4	7	7	3	4	6	5	4	8
TOTAL NOT WORRIED	28	28	41	21	46	35	22	29	33	24	23	26	25	37	33	22	31	33	22	24	33
Don't know	3	3	2	2	0	3	2	2	3	3	8	4	2	2	2	4	2	2	5	3	3

be victims of burglary, robbery or mugging

Very worried	11	11	7	15	4	11	13	8	10	12	13	10	12	11	8	16	14	7	13	16	8
Fairly worried	35	33	36	33	26	35	38	24	33	33	27	35	32	35	34	32	35	33	30	37	26
TOTAL WORRIED	46	44	43	48	30	46	51	32	43	45	40	44	44	46	42	48	49	40	42	53	34
Not very worried	41	42	43	42	56	41	39	53	43	42	42	42	44	40	45	39	41	45	45	35	46
Not at all worried	9	9	11	8	9	9	7	11	11	7	9	8	9	10	10	7	7	10	7	8	14
TOTAL NOT WORRIED	50	51	54	50	66	51	46	64	54	49	50	50	53	50	55	46	49	55	52	43	60
Don't know	4	5	3	2	4	3	3	4	3	6	10	6	3	4	4	6	2	5	6	5	6

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

Very worried	25	25	12	37	16	17	35	21	22	27	19	20	31	24	21	30	21	21	30	28	21
Fairly worried	42	44	41	45	45	39	46	49	42	45	41	45	40	48	45	42	49	42	38	48	44
TOTAL WORRIED	68	68	53	81	61	57	81	71	63	73	60	65	70	72	65	72	70	62	68	76	65
Not very worried	25	24	37	13	37	33	14	24	27	20	26	26	23	21	26	20	24	29	24	15	24
Not at all worried	4	4	8	2	2	7	2	3	6	3	5	5	4	4	6	3	4	5	2	5	7
TOTAL NOT WORRIED	29	28	46	16	39	40	16	27	34	23	30	30	28	25	32	23	28	34	26	20	31
Don't know	4	4	2	3	0	3	4	3	3	4	9	4	2	3	3	5	2	3	6	3	4

Fieldwork: 15th - 16th 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	22	25	18	27	13	23	27	18	21	28	22	17	29	27	17	34	17	21	31	29	18
Fairly worried	32	31	32	30	27	32	34	27	30	31	27	30	32	31	31	30	31	29	30	32	35
TOTAL WORRIED	55	55	51	57	40	55	60	45	51	59	49	47	61	58	48	64	49	50	61	61	53
Not very worried	29	27	33	25	41	29	24	35	28	25	25	31	27	23	32	20	33	31	23	21	25
Not at all worried	11	14	14	14	18	13	11	16	17	11	18	17	9	15	17	10	15	15	9	13	18
TOTAL NOT WORRIED	40	40	47	38	59	42	35	51	45	36	43	47	36	38	48	29	48	46	32	34	43
Don't know	5	5	2	4	1	3	5	5	4	5	8	6	3	4	3	6	3	4	7	5	4

lose their job / have difficulty finding work

Very worried	26	27	17	35	22	21	32	25	25	29	32	24	30	24	21	36	25	25	29	31	26
Fairly worried	36	37	41	37	30	41	41	34	35	40	33	39	41	34	40	34	37	38	39	37	32
TOTAL WORRIED	62	65	58	72	52	62	72	59	60	69	65	64	71	58	61	70	61	63	68	68	59
Not very worried	24	21	24	17	38	21	17	29	22	21	20	26	19	20	25	16	28	24	17	16	26
Not at all worried	9	10	16	7	10	14	6	9	14	6	8	6	7	18	11	8	7	10	8	11	13
TOTAL NOT WORRIED	33	31	40	24	48	36	24	37	36	27	28	31	27	38	37	24	35	35	26	27	39
Don't know	5	4	2	4	0	3	4	3	4	4	7	5	2	4	3	6	3	3	6	5	2

lose their home

Very worried	15	16	7	20	13	11	20	9	14	18	14	13	17	18	11	22	15	14	17	18	14
Fairly worried	27	30	28	34	18	28	34	30	28	31	26	31	28	31	30	29	27	27	34	32	28
TOTAL WORRIED	42	45	35	55	32	39	54	39	42	49	40	44	45	49	41	52	41	41	50	50	42
Not very worried	35	34	40	31	44	37	30	40	34	35	40	39	33	29	38	29	39	40	30	27	38
Not at all worried	18	17	24	12	25	21	12	18	21	13	11	12	20	20	19	14	17	16	14	19	18
TOTAL NOT WORRIED	54	51	63	43	68	58	43	58	55	47	51	51	53	49	57	43	55	56	45	46	56
Don't know	4	4	2	3	0	3	4	3	4	4	9	5	2	2	3	5	3	3	5	4	2

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

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

Very worried	13	15	7	20	12	11	19	10	15	14	13	11	17	15	10	21	14	13	17	16	9
Fairly worried	23	24	20	27	17	21	29	23	23	25	26	25	24	24	23	27	24	21	24	27	30
TOTAL WORRIED	36	39	28	47	29	32	49	33	39	39	39	36	41	39	33	47	38	35	41	43	38
Not very worried	38	36	41	34	49	39	30	44	33	38	36	37	36	34	39	31	36	40	34	32	37
Not at all worried	20	20	29	15	22	25	16	18	24	17	16	21	19	22	24	15	22	21	18	20	20
TOTAL NOT WORRIED	58	56	70	48	71	64	46	62	57	55	52	58	55	56	63	46	58	60	51	52	57
Don't know	5	5	3	5	0	4	6	5	5	6	9	6	4	5	4	7	4	5	7	5	5
suffer ill-health																					
Very worried	16	15	9	20	11	12	20	12	13	17	9	10	17	19	10	21	15	13	19	14	14
Fairly worried	35	35	34	38	26	32	40	37	35	36	27	31	32	47	34	37	35	33	37	37	34
TOTAL WORRIED	51	50	43	58	36	44	60	49	48	52	36	41	49	66	44	58	50	46	56	52	48
Not very worried	35	37	45	31	53	45	29	39	37	37	42	43	40	28	43	29	41	43	31	33	41
Not at all worried	9	8	10	7	9	8	7	9	10	5	12	10	8	4	9	6	6	7	7	10	6
TOTAL NOT WORRIED	44	45	55	38	61	53	36	48	48	43	54	53	48	31	52	36	47	50	37	43	47
Don't know	5	5	2	4	2	3	4	3	4	5	10	6	3	3	3	6	3	3	6	5	5

Dec 11-
12 2011

Jan 15-
16 2012

If you had to choose, which would you prefer to see after the next election, a Conservative government led by David Cameron or a Labour government led by Ed Miliband?

Conservative government led by David Cameron	43	41	98	3	37	85	8	30	44	38	27	42	41	47	46	34	46	48	43	31	30
Labour government led by Ed Miliband	35	34	0	83	31	5	70	38	35	33	36	35	36	30	31	38	35	28	30	42	42
Don't know	22	25	2	14	32	10	22	32	22	28	37	23	24	23	23	29	20	24	27	27	27

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	46	107
Male 25 to 39	211	221
Male 40 to 59	320	292
Male 60 +	237	219
Female 18 to 24	71	102
Female 25 to 39	266	219
Female 40 to 59	369	299
Female 60 +	206	268
Region		
North England	392	425
Midlands	256	283
East England	135	166
London	297	221
South England	326	395
Wales	126	86
Scotland	194	150
Social Grade		
AB	621	483
C1	529	501
C2	257	362
DE	319	380
Newspaper Type		
Express / Mail	353	276
Sun / Star	182	406
Mirror / Record	113	173
Guardian / Independent	96	78
FT / Times / Telegraph	109	164
Other Paper	251	198
No Paper	622	432
Political Party Identification		
Labour	562	561
Conservative	464	492
Liberal Democrat	199	207
SNP/Plaid Cymru	41	29
Others	67	22
None/ DK	393	414

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