

YouGov / The Sun Survey Results

Sample Size: 1629 GB Adults
Fieldwork: 16th - 17th October 2011

	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	1629	464	502	113	481	419	366	792	837	197	415	557	459	929	700	209	529	349	401	142	
Unweighted Sample	1629	472	472	127	511	386	376	745	884	133	476	624	396	1091	538	283	560	295	378	113	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	89	3	13	39	35	37	34	35	41	41	31	43	51	29	29	17
Lab	40	0	100	0	3	92	38	36	45	39	43	43	35	36	46	37	28	51	51	32
Lib Dem	9	0	0	100	2	1	34	9	9	11	12	7	9	12	5	12	12	9	6	5
Other	14	0	0	0	5	5	15	16	12	13	11	16	15	12	18	8	10	11	14	46

Other Parties Voting Intention

UKIP	6	0	0	0	4	1	4	7	4	5	2	7	8	5	7	3	7	5	7	2
SNP / PCY	4	0	0	0	0	2	3	4	4	3	5	4	4	3	5	1	1	1	0	39
Green	2	0	0	0	0	0	6	2	2	4	3	1	1	2	2	2	2	2	2	2
BNP	2	0	0	0	0	0	1	3	0	1	1	3	2	1	3	1	1	2	4	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	1	0	0	0	0	0	0	1	0	0	1	1	0	1	0	0	0	1	1	2

Non Voters

Would Not Vote	9	0	0	0	4	3	2	8	9	16	13	5	6	6	11	7	6	9	12	11
Don't know	14	0	0	0	11	9	26	10	19	12	15	16	13	13	16	14	17	16	11	14

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

	Oct 13-14	Oct 16-17																			
Approve	30	28	72	3	41	58	6	21	33	23	27	26	26	32	34	19	33	36	23	20	20
Disapprove	55	55	9	89	44	23	87	64	54	57	54	51	61	54	51	62	48	46	59	65	68
Don't know	15	17	18	7	15	19	7	15	13	20	20	23	13	15	15	19	19	18	17	15	13

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

	Oct 2-3	Oct 16-17																			
Yes, the British troops are winning	12	10	12	10	9	10	9	6	12	7	14	14	9	5	10	9	11	10	10	8	12
No, they are not winning yet, but victory is possible eventually	23	24	24	28	35	24	26	26	25	24	30	22	26	21	25	22	25	24	23	25	22
No, they are not winning, and victory is not possible	47	51	50	47	42	51	49	54	53	49	35	42	53	63	51	51	49	48	53	54	52
Don't know	18	15	13	14	14	15	16	14	10	21	21	22	13	10	14	17	15	18	14	12	15

Fieldwork: 16th - 17th October 2011

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		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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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Should British troops be brought home from Afghanistan?																					
Yes - all troops should be withdrawn immediately	27	27	20	28	16	23	27	25	27	27	19	22	28	33	22	34	21	23	31	31	26
Yes - most troops should be withdrawn soon, and the rest within the next year or so	47	47	56	46	49	53	44	50	46	49	49	46	47	48	51	42	49	48	43	49	48
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	17	17	17	17	29	15	19	18	21	13	18	19	17	14	19	14	19	17	19	14	16
Don't know	9	9	8	9	6	9	10	6	6	12	14	13	7	6	8	11	11	12	7	6	10
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	35	33	73	10	39	63	10	26	38	29	37	29	29	40	39	26	37	42	30	26	24
Bad for the economy	47	50	12	79	45	20	79	57	50	50	40	50	56	46	47	54	46	40	54	58	61
Don't know	18	17	15	10	16	17	10	17	12	22	22	21	15	14	15	20	17	18	16	17	15
Being done fairly or unfairly?																					
Fairly	29	26	67	5	31	51	6	18	33	20	25	26	25	29	32	19	30	34	23	20	20
Unfairly	57	59	19	87	50	32	86	68	57	61	55	55	64	59	55	65	52	49	65	68	69
Don't know	14	15	15	8	19	17	8	13	11	18	21	19	11	12	13	16	19	17	12	12	11
Necessary or unnecessary?																					
Necessary	58	58	92	31	73	86	31	60	63	53	56	60	56	60	65	49	63	65	55	52	51
Unnecessary	28	29	2	56	13	6	56	26	28	29	25	24	32	30	24	35	24	19	33	38	35
Don't know	14	13	6	13	14	8	13	13	9	17	19	16	12	9	11	16	13	16	12	10	14
Too deep, too shallow or at about the right level?																					
Too deep	44	47	13	78	44	21	78	57	49	45	32	45	54	46	45	50	44	37	52	52	58
Too shallow	8	8	11	5	5	12	5	5	8	7	11	8	8	6	9	7	10	9	5	6	9
About the right level	29	28	66	5	34	54	6	20	32	24	27	24	25	35	32	23	30	35	24	24	16
Don't know	19	18	11	12	17	13	11	18	11	24	31	23	13	13	15	21	15	18	19	17	17
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	48	51	17	80	39	26	81	61	52	50	44	50	58	48	48	56	48	41	55	59	63
Too slowly	8	8	11	5	9	11	6	5	10	6	8	10	9	5	9	7	7	9	9	6	9
About the right pace	30	27	63	6	37	52	6	24	31	24	28	22	24	36	32	21	33	35	22	22	19
Don't know	14	13	9	9	15	11	8	10	6	20	19	18	9	11	11	16	12	15	13	13	9

Fieldwork: 16th - 17th October 2011

	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	66	69	64	79	55	67	80	68	69	70	51	63	78	72	67	72	65	68	71	72	71
Not having an impact on my life	24	22	30	14	38	27	15	26	24	20	31	25	16	23	25	18	25	24	20	20	23
Don't know	10	9	5	6	7	6	5	6	7	10	17	12	6	5	7	10	10	8	9	8	6
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	22	25	3	58	17	5	53	28	25	26	25	21	27	28	21	31	20	17	34	33	24
The last Labour government	39	38	83	4	44	76	6	31	42	34	32	34	36	46	43	31	43	48	29	32	29
Both	26	25	8	26	27	15	28	32	23	27	26	28	28	19	25	26	27	23	24	25	33
Neither	7	6	3	7	11	2	7	7	7	5	5	7	6	4	6	5	6	5	5	5	10
Don't know	6	6	3	5	2	3	6	3	4	9	12	10	3	3	4	8	5	7	8	5	3
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	30	27	13	35	16	20	36	23	25	29	29	27	30	22	22	34	24	25	29	31	21
Fairly worried	43	46	47	47	38	45	46	50	44	49	37	46	49	47	46	46	43	45	47	46	56
TOTAL WORRIED	72	73	60	82	54	65	82	73	69	77	67	74	79	68	68	80	66	71	76	76	77
Not very worried	22	19	30	12	32	26	13	20	21	17	17	20	17	22	24	13	21	21	14	19	19
Not at all worried	4	5	10	2	14	9	2	5	8	3	9	3	3	9	6	4	8	6	6	3	2
TOTAL NOT WORRIED	26	24	39	14	46	34	15	25	29	20	26	23	20	30	30	17	30	27	20	22	22
Don't know	2	3	1	4	0	1	3	2	2	3	8	4	1	1	2	3	4	2	4	1	1
be victims of burglary, robbery or mugging																					
Very worried	12	13	9	17	3	10	19	9	12	13	16	12	11	13	9	17	15	11	14	14	6
Fairly worried	36	33	30	35	32	34	34	32	30	36	21	31	37	36	34	32	33	31	35	39	22
TOTAL WORRIED	48	46	39	52	35	43	53	41	42	50	37	43	48	50	44	48	48	42	49	53	28
Not very worried	41	42	46	37	51	42	39	46	46	38	42	46	42	38	44	38	41	44	34	40	56
Not at all worried	8	9	12	6	14	11	6	10	9	8	13	7	8	9	9	9	6	11	10	5	15
TOTAL NOT WORRIED	49	50	58	43	65	54	45	56	55	46	54	53	50	47	53	47	48	54	44	45	71
Don't know	3	4	3	5	0	3	3	3	4	4	9	4	2	4	3	5	5	3	7	3	1

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

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

Very worried	27	25	9	39	17	15	40	23	23	27	24	25	26	24	21	30	28	22	26	30	15
Fairly worried	45	46	45	45	45	43	45	52	43	49	24	45	51	50	49	42	44	45	44	46	56
TOTAL WORRIED	72	71	54	84	62	58	85	75	66	76	48	70	77	74	70	72	72	67	70	77	71
Not very worried	22	22	35	10	32	31	12	19	25	18	34	21	19	20	23	20	17	25	21	19	24
Not at all worried	4	4	11	1	7	10	1	3	6	3	7	5	3	5	4	5	8	6	2	3	4
TOTAL NOT WORRIED	26	26	45	12	38	41	12	22	31	21	41	26	22	25	27	25	24	31	23	22	28
Don't know	2	3	1	4	0	1	2	2	3	3	11	4	1	1	3	3	4	2	7	1	1

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

Very worried	26	22	15	26	12	19	25	18	23	22	16	16	25	27	18	29	21	21	24	27	13
Fairly worried	33	32	34	34	25	31	36	32	29	35	24	27	37	35	31	34	29	31	29	37	38
TOTAL WORRIED	59	55	49	60	37	51	62	49	52	57	40	43	63	62	49	62	50	52	52	64	51
Not very worried	26	29	28	27	46	28	27	32	30	27	36	38	25	22	33	23	28	27	32	27	30
Not at all worried	11	12	19	9	14	18	8	13	14	11	13	14	10	13	14	9	15	16	10	7	16
TOTAL NOT WORRIED	37	41	47	36	61	46	36	46	44	38	49	52	35	34	47	32	43	43	41	34	46
Don't know	4	4	4	5	2	3	3	5	4	5	11	6	2	4	4	5	6	5	6	2	3

lose their job / have difficulty finding work

Very worried	28	25	12	35	15	18	36	22	23	28	25	25	29	21	24	28	25	21	27	28	28
Fairly worried	37	39	41	36	37	40	35	45	36	41	33	43	41	34	40	37	39	38	35	43	38
TOTAL WORRIED	65	64	53	71	52	57	72	67	59	69	59	68	70	55	63	65	64	59	62	71	66
Not very worried	23	22	29	16	37	26	17	21	26	18	26	22	22	19	24	19	21	24	24	18	20
Not at all worried	8	10	16	7	10	14	8	9	11	8	5	5	6	20	9	10	9	12	8	8	12
TOTAL NOT WORRIED	31	31	44	24	47	40	25	30	37	26	31	27	28	39	33	29	30	36	31	26	31
Don't know	4	5	3	5	1	3	3	4	4	5	10	5	2	6	4	6	6	4	7	3	2

lose their home

Very worried	17	15	6	22	8	9	22	12	13	17	9	14	15	19	12	19	13	15	17	16	10
Fairly worried	27	29	25	32	28	26	34	30	27	31	26	30	29	28	28	30	26	28	24	35	32
TOTAL WORRIED	44	44	31	54	37	35	56	42	39	48	35	44	44	47	40	49	38	43	42	50	42
Not very worried	37	34	37	30	43	37	30	35	33	34	41	36	37	25	38	29	36	33	36	31	37
Not at all worried	16	18	30	12	20	26	11	19	24	13	14	16	17	24	19	17	21	20	15	17	19
TOTAL NOT WORRIED	52	52	67	41	63	63	41	54	57	48	54	52	54	49	57	45	57	53	51	47	56
Don't know	4	4	2	5	0	2	3	4	4	4	10	4	2	4	3	5	4	4	7	2	2

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

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

Very worried	15	11	5	17	5	7	18	9	12	11	10	8	12	15	10	14	11	10	15	13	6
Fairly worried	22	25	18	30	25	18	31	27	23	26	19	26	23	28	21	29	23	23	23	30	22
TOTAL WORRIED	38	36	23	47	30	26	49	36	35	37	29	34	35	43	31	43	35	33	38	43	27
Not very worried	38	38	43	34	40	41	33	39	37	39	46	39	40	31	42	33	34	40	37	38	41
Not at all worried	19	19	30	13	29	28	13	20	22	17	15	21	20	19	22	16	25	22	16	14	28
TOTAL NOT WORRIED	57	57	73	46	69	69	46	60	59	56	61	60	60	50	64	49	58	61	53	52	69
Don't know	5	6	5	7	1	5	5	5	6	7	11	6	5	7	5	8	7	6	10	5	3

suffer ill-health

Very worried	18	15	8	22	8	11	21	13	14	16	10	10	16	21	12	19	12	15	17	18	7
Fairly worried	35	34	35	35	28	35	38	30	33	36	21	27	35	46	32	38	37	34	34	36	32
TOTAL WORRIED	53	50	43	57	36	45	59	43	46	53	31	37	52	67	45	56	49	49	51	53	39
Not very worried	35	38	44	32	48	43	32	42	40	36	48	47	40	24	42	33	34	39	33	40	48
Not at all worried	7	7	9	6	14	8	5	10	8	7	10	11	5	6	9	5	11	8	7	4	11
TOTAL NOT WORRIED	42	46	53	38	62	51	37	53	48	43	57	58	45	30	51	38	45	47	41	44	59
Don't know	4	5	4	5	1	4	4	5	6	4	11	5	4	3	4	6	6	4	8	3	2

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	41	40	96	3	51	84	6	34	45	36	32	37	41	46	46	33	48	52	33	32	28
Labour government led by Ed Miliband	35	36	0	88	23	2	79	40	35	37	37	37	40	31	34	39	32	24	42	46	44
Don't know	24	24	4	9	26	14	16	27	20	27	31	26	19	23	20	28	19	24	25	22	28

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	39	101
Male 25 to 39	203	209
Male 40 to 59	298	275
Male 60 +	205	207
Female 18 to 24	94	96
Female 25 to 39	273	207
Female 40 to 59	326	282
Female 60 +	191	252
Region		
North England	378	401
Midlands	223	267
East England	164	156
London	283	209
South England	396	373
Wales	72	81
Scotland	113	142
Social Grade		
AB	618	456
C1	473	472
C2	249	342
DE	289	358
Newspaper Type		
Express / Mail	341	261
Sun / Star	211	383
Mirror / Record	136	163
Guardian / Independent	81	73
FT / Times / Telegraph	130	155
Other Paper	214	187
No Paper	516	407
Political Party Identification		
Labour	479	529
Conservative	468	464
Liberal Democrat	184	195
SNP/Plaid Cymru	34	28
Others	62	21
None/ DK	402	391

YouGov is a member of the British Polling Council and abides by its rules.

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