

YouGov / The Sun Survey Results

Sample Size: 1736 GB Adults
Fieldwork: 29th - 30th 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	1736	443	586	119	548	459	378	844	892	210	443	594	490	990	746	222	564	372	427	151
Unweighted Sample	1736	426	562	108	531	444	394	795	941	115	503	640	478	1162	574	320	562	324	383	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	79	4	12	32	34	26	36	29	38	37	28	34	44	33	27	15
Lab	44	0	100	0	8	90	39	43	45	53	45	50	34	41	48	51	31	48	53	43
Lib Dem	9	0	0	100	0	2	37	10	8	9	10	8	9	10	7	6	12	8	9	7
Other	14	0	0	0	14	5	11	15	12	12	9	14	19	12	17	10	13	11	12	35

Other Parties Voting Intention

UKIP	7	0	0	0	12	2	3	8	6	5	2	7	11	6	9	7	9	7	8	1
SNP / PCY	3	0	0	0	0	1	1	4	2	3	4	3	2	3	3	0	0	0	0	30
Green	2	0	0	0	0	0	5	1	2	3	1	1	2	2	1	2	2	1	1	3
BNP	2	0	0	0	1	0	1	1	2	1	1	3	1	1	3	1	1	2	2	1
Respect	0	0	0	0	0	1	0	1	0	0	0	0	1	0	1	0	0	0	1	1
Other	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	1	1	0	0

Non Voters

Would Not Vote	9	0	0	0	5	2	6	7	10	17	14	6	4	7	11	5	9	10	8	8
Don't know	15	0	0	0	11	7	24	9	20	16	15	17	11	14	15	16	18	13	11	13

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

	July 26-27	July 29-30																			
Approve	24	26	73	5	43	53	8	21	28	24	21	29	24	29	31	20	27	31	26	23	16
Disapprove	61	58	11	91	30	32	85	61	61	54	43	54	64	59	55	61	57	49	57	64	74
Don't know	15	16	17	5	27	15	7	18	11	21	37	17	12	12	15	18	17	19	17	13	11

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

	July 15-16	July 29-30																			
Yes, the British troops are winning	8	9	13	10	13	10	9	8	13	6	20	14	8	3	10	8	15	10	9	6	8
No, they are not winning yet, but victory is possible eventually	19	17	21	17	29	20	17	16	19	16	14	20	16	18	17	18	16	17	22	14	18
No, they are not winning, and victory is not possible	59	56	52	58	44	56	58	59	59	53	39	41	60	72	56	56	51	54	52	63	60
Don't know	15	17	14	15	14	14	16	17	9	24	27	25	15	8	16	18	18	18	16	17	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Should British troops be brought home from Afghanistan?																					
Yes - all troops should be withdrawn immediately	32	31	24	34	12	30	32	21	31	30	26	24	35	34	29	33	25	25	32	40	33
Yes - most troops should be withdrawn soon, and the rest within the next year or so	47	48	53	49	59	51	48	55	48	48	44	46	47	53	49	46	50	52	48	42	51
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	13	12	14	12	24	11	12	14	15	9	9	18	11	8	13	10	15	13	12	10	8
Don't know	9	9	9	6	5	8	8	10	6	12	21	13	7	4	9	10	10	10	9	9	9
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	31	70	11	37	59	12	24	35	28	24	34	27	37	37	24	33	35	30	29	22
Bad for the economy	53	52	13	83	40	24	79	57	53	50	45	48	59	49	50	54	55	44	53	58	53
Don't know	15	17	17	6	23	17	9	19	12	22	32	18	14	14	14	22	13	21	17	13	25
Being done fairly or unfairly?																					
Fairly	23	26	70	3	26	54	5	18	28	23	21	30	21	30	31	19	27	30	25	21	22
Unfairly	63	59	15	91	48	32	86	65	60	58	46	54	66	61	56	64	57	53	62	65	66
Don't know	14	15	15	7	26	14	9	17	11	19	33	16	13	9	14	17	16	17	13	14	12
Necessary or unnecessary?																					
Necessary	55	55	94	28	73	80	29	57	57	53	54	56	50	61	60	48	55	61	52	53	46
Unnecessary	31	31	1	63	14	10	59	27	33	29	27	27	36	30	28	34	33	24	30	37	38
Don't know	14	14	5	9	13	9	11	16	10	18	19	17	15	9	11	18	12	15	18	10	16
Too deep, too shallow or at about the right level?																					
Too deep	46	45	11	73	38	22	69	49	48	42	32	40	53	45	43	46	44	37	45	50	54
Too shallow	12	12	15	10	10	15	9	10	15	9	9	15	9	14	12	12	14	13	10	11	10
About the right level	23	26	61	7	31	48	9	21	27	24	32	24	22	29	28	22	27	28	28	23	17
Don't know	19	18	13	10	21	14	14	20	10	25	27	22	17	11	17	19	15	21	16	15	20
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	48	48	14	77	43	25	74	51	50	46	32	44	57	47	47	49	49	39	47	56	53
Too slowly	12	14	18	9	13	17	9	12	17	11	17	14	10	16	13	14	14	17	10	10	15
About the right pace	25	25	59	6	32	48	7	24	25	25	25	25	21	28	27	21	24	28	25	24	15
Don't know	15	14	9	8	12	11	10	14	9	19	26	17	12	9	13	16	13	15	17	10	17
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	62	62	51	73	60	55	71	63	61	62	44	58	67	67	58	66	62	59	60	64	68
Not having an impact on my life	28	28	43	20	29	37	20	28	32	24	36	27	24	29	34	20	28	30	27	27	24
Don't know	10	10	6	7	11	8	8	9	6	14	20	15	9	4	8	14	9	11	13	9	8

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

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

The Conservative-Liberal Democrat coalition	27	27	3	59	15	8	52	28	31	23	34	24	30	24	26	29	33	22	23	33	31
The last Labour government	35	34	85	4	36	72	6	24	36	33	22	32	32	45	38	30	34	40	35	31	23
Both	28	28	8	28	35	15	29	38	24	31	23	31	30	25	26	30	23	28	29	26	38
Neither	5	4	3	5	5	1	7	5	4	3	5	3	3	4	4	3	2	3	4	4	4
Don't know	6	7	1	4	9	4	5	6	4	10	16	11	5	2	6	9	9	7	9	5	4

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	26	23	13	28	13	16	26	23	22	25	23	21	30	18	18	30	30	20	23	27	16
Fairly worried	41	42	37	47	47	40	47	44	39	46	38	45	42	42	42	43	35	43	46	38	54
TOTAL WORRIED	67	65	50	75	60	56	73	67	61	71	61	66	72	60	60	73	65	63	69	65	70
Not very worried	25	25	41	16	30	34	19	24	27	23	19	24	21	33	30	18	22	27	22	26	24
Not at all worried	5	6	8	7	9	8	7	6	9	4	9	6	5	7	8	5	9	6	5	7	4
TOTAL NOT WORRIED	30	31	49	23	39	42	26	30	36	27	28	30	26	40	38	23	31	33	27	33	28
Don't know	3	3	2	1	2	2	1	4	3	3	10	3	2	1	2	4	4	3	3	2	2

be victims of burglary, robbery or mugging

Very worried	11	9	7	10	3	8	9	7	9	10	10	8	10	9	7	13	17	8	8	10	6
Fairly worried	29	33	31	35	27	32	35	31	32	34	22	32	34	36	32	34	29	33	40	30	28
TOTAL WORRIED	40	42	38	45	30	40	44	38	41	44	32	40	44	45	39	47	46	41	48	40	34
Not very worried	47	45	50	44	49	48	43	48	45	45	42	45	46	44	48	40	40	44	44	48	48
Not at all worried	9	9	10	7	17	9	10	8	11	7	14	9	6	10	10	7	9	10	5	9	12
TOTAL NOT WORRIED	56	54	60	51	66	57	53	56	56	52	56	54	52	54	58	47	49	54	49	57	60
Don't know	4	4	3	3	3	3	3	5	4	4	12	5	3	1	3	6	5	5	4	3	6

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

Very worried	25	25	10	34	12	15	31	26	22	27	17	20	29	28	20	31	32	20	22	28	28
Fairly worried	43	44	39	49	52	40	48	49	42	45	38	43	44	46	44	43	35	45	46	44	47
TOTAL WORRIED	68	69	49	83	64	55	79	75	64	72	55	63	73	74	64	74	67	65	68	72	75
Not very worried	24	24	43	12	30	36	17	19	26	22	26	30	21	20	28	18	24	28	25	18	22
Not at all worried	4	3	6	1	3	5	2	2	5	2	3	4	2	4	4	2	4	3	2	4	1
TOTAL NOT WORRIED	28	27	49	13	33	41	19	21	31	24	29	34	23	24	32	20	28	31	27	22	23
Don't know	3	5	2	3	4	3	3	5	4	5	16	4	3	2	4	6	4	4	5	6	3

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

lose out because foreign factories and/or workers from abroad can do the same job more cheaply																					
Very worried	21	21	14	26	16	17	23	20	23	20	16	15	24	27	16	29	20	19	24	24	20
Fairly worried	32	33	35	30	34	37	32	29	31	34	20	28	37	37	31	36	29	31	41	30	31
TOTAL WORRIED	53	54	49	56	50	54	55	49	54	54	36	43	61	64	47	65	49	50	65	54	51
Not very worried	29	29	37	28	30	31	28	31	30	29	38	35	26	24	36	20	30	34	21	29	30
Not at all worried	13	11	12	11	18	10	13	15	13	10	12	17	10	8	13	9	17	10	8	13	14
TOTAL NOT WORRIED	42	40	49	39	48	41	41	46	43	39	50	52	36	32	49	29	47	44	29	42	44
Don't know	5	5	2	5	2	4	4	5	3	7	14	4	3	4	4	6	5	5	5	5	5
lose their job / have difficulty finding work																					
Very worried	25	22	13	26	12	15	25	22	20	24	22	17	26	22	17	29	25	20	23	23	22
Fairly worried	38	40	39	42	44	40	40	44	39	40	37	44	40	36	42	37	35	39	45	40	39
TOTAL WORRIED	63	62	52	68	56	55	65	66	59	64	59	61	66	58	59	66	60	59	68	63	61
Not very worried	22	23	31	19	32	27	22	21	26	20	22	28	21	21	26	19	24	26	17	22	27
Not at all worried	10	10	15	9	9	15	10	8	11	9	6	6	8	18	12	8	11	11	10	11	7
TOTAL NOT WORRIED	32	33	46	28	41	42	32	29	37	29	28	34	29	39	38	27	35	37	27	33	34
Don't know	4	5	2	4	3	4	2	5	4	6	13	4	4	3	3	7	5	5	6	4	5
lose their home																					
Very worried	16	14	7	20	5	8	18	12	14	14	10	11	16	16	10	19	18	12	13	15	15
Fairly worried	25	27	20	30	27	24	30	29	24	30	23	29	25	30	27	28	23	27	35	23	27
TOTAL WORRIED	41	41	27	50	32	32	48	41	38	44	33	40	41	46	37	47	41	39	48	38	42
Not very worried	38	35	44	31	46	39	32	35	35	35	33	43	36	28	40	29	35	37	31	36	39
Not at all worried	17	19	25	16	19	24	18	18	21	16	17	13	18	24	20	17	19	18	16	22	16
TOTAL NOT WORRIED	55	54	69	47	65	63	50	53	56	51	50	56	54	52	60	46	54	55	47	58	55
Don't know	4	5	4	3	3	4	2	6	5	5	17	4	3	2	3	7	5	5	6	4	4
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																					
Very worried	14	14	5	17	7	8	18	11	15	12	9	8	15	18	9	20	18	12	13	13	14
Fairly worried	22	23	19	27	22	22	24	23	21	25	21	24	23	23	21	25	21	20	29	24	20
TOTAL WORRIED	36	37	24	44	29	30	42	34	36	37	30	32	38	41	30	45	39	32	42	37	34
Not very worried	36	36	43	34	45	39	35	37	35	37	37	42	37	30	40	31	33	38	33	36	42
Not at all worried	22	21	29	17	21	27	17	22	23	19	16	21	19	24	24	16	21	22	19	20	20
TOTAL NOT WORRIED	58	57	72	51	66	66	52	59	58	56	53	63	56	54	64	47	54	60	52	56	62
Don't know	5	6	4	6	6	4	5	7	6	7	16	5	5	5	6	8	7	7	7	6	3
suffer ill-health																					
Very worried	18	16	10	21	5	13	20	16	15	17	9	9	19	22	12	21	22	13	17	18	15
Fairly worried	34	34	28	39	39	31	37	35	30	38	25	27	35	44	33	35	29	32	43	33	31
TOTAL WORRIED	52	50	38	60	44	44	57	51	45	55	34	36	54	66	45	56	51	45	60	51	46
Not very worried	36	37	46	30	46	43	33	35	40	33	36	47	38	26	41	31	34	41	31	35	43
Not at all worried	7	7	10	5	5	8	6	7	8	6	12	11	4	5	9	5	8	7	4	9	5
TOTAL NOT WORRIED	43	44	56	35	51	51	39	42	48	39	48	58	42	31	50	36	42	48	35	44	48
Don't know	5	6	5	5	5	5	4	7	7	6	17	6	4	4	5	8	7	7	6	6	6

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	41	108
Male 25 to 39	218	222
Male 40 to 59	309	293
Male 60 +	227	220
Female 18 to 24	74	102
Female 25 to 39	285	220
Female 40 to 59	331	300
Female 60 +	251	269
Region		
North England	383	427
Midlands	253	285
East England	160	167
London	320	222
South England	402	398
Wales	71	87
Scotland	147	151
Social Grade		
AB	631	486
C1	531	503
C2	234	365
DE	340	382
Newspaper Type		
Express / Mail	346	278
Sun / Star	199	408
Mirror / Record	105	174
Guardian / Independent	99	78
FT / Times / Telegraph	109	165
Other Paper	234	200
No Paper	644	434
Political Party Identification		
Labour	550	564
Conservative	478	495
Liberal Democrat	187	208
SNP/Plaid Cymru	30	30
Others	87	23
None/ DK	404	417

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