

YouGov / The Sun Survey Results

Sample Size: 1702 GB Adults
Fieldwork: 30th - 31st 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	1702	497	524	100	517	444	399	827	875	206	434	582	480	970	732	218	553	364	419	148
Unweighted Sample	1702	473	521	100	500	443	407	808	894	146	445	665	446	1075	627	257	527	331	422	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	90	4	12	37	40	44	34	33	47	42	33	41	52	31	33	23
Lab	41	0	100	0	3	92	43	40	42	39	46	43	33	40	42	39	29	50	51	31
Lib Dem	8	0	0	100	0	1	30	8	7	9	9	7	7	8	7	9	9	6	7	7
Other	13	0	0	0	6	4	16	15	11	8	10	17	13	10	17	10	10	13	9	40

Other Parties Voting Intention

UKIP	5	0	0	0	6	1	3	5	4	0	2	5	7	3	6	4	6	6	4	1
SNP / PCY	4	0	0	0	0	1	5	4	4	3	4	5	4	4	4	0	0	2	0	35
Green	2	0	0	0	1	0	6	3	2	3	3	3	1	2	3	4	2	3	2	2
BNP	1	0	0	0	0	1	0	2	1	2	0	2	0	0	3	1	2	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	0	1	1	1	0	1	1	0	0	1	0	1	1	0	0

Non Voters

Would Not Vote	8	0	0	0	2	2	5	7	9	17	8	6	6	6	10	7	9	8	6	5
Don't know	17	0	0	0	11	11	24	11	21	16	19	17	14	15	19	15	19	19	14	11

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

	Oct 27-28	Oct 30-31	Voting intention		2010 Vote		Gender		Age				Social grade		Region						
Approve	29	31	79	4	50	64	7	26	35	27	30	29	27	38	35	26	31	37	24	31	27
Disapprove	55	53	6	90	34	18	85	60	53	54	44	51	59	52	50	58	50	44	62	58	60
Don't know	17	16	15	6	16	18	7	14	12	19	26	20	13	10	16	16	19	19	14	11	13

Fieldwork: 30th - 31st 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	
Weighted Sample	1702	497	524	100	517	444	399	827	875	206	434	582	480	970	732	218	553	364	419	148	
Unweighted Sample	1702	473	521	100	500	443	407	808	894	146	445	665	446	1075	627	257	527	331	422	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Oct 16-17	Oct 30-31																			
Do you think British troops are winning the war with the Taliban in Afghanistan, or not?																					
Yes, the British troops are winning	10	10	13	11	10	12	10	8	13	8	19	14	10	4	11	10	8	10	10	12	10
No, they are not winning yet, but victory is possible eventually	24	24	28	26	29	27	28	20	24	24	17	24	25	26	24	24	25	25	20	27	24
No, they are not winning, and victory is not possible	51	48	47	47	47	48	46	54	53	45	37	41	49	59	50	47	52	48	50	43	57
Don't know	15	17	12	15	14	13	17	18	10	23	27	21	16	10	16	19	16	17	19	18	9
Should British troops be brought home from Afghanistan?																					
Yes - all troops should be withdrawn immediately	27	28	22	26	16	25	27	27	26	31	25	21	29	36	23	36	29	25	31	31	26
Yes - most troops should be withdrawn soon, and the rest within the next year or so	47	47	53	47	52	53	45	49	49	45	45	49	46	47	52	40	47	49	45	43	51
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	17	15	17	18	23	14	18	15	19	13	15	16	17	13	16	14	14	17	14	15	18
Don't know	9	9	7	9	8	8	10	10	7	12	15	15	8	4	9	10	10	9	10	11	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	33	34	73	9	40	63	13	24	35	32	37	28	29	42	37	29	37	35	28	36	26
Bad for the economy	50	49	13	82	37	20	76	59	51	48	39	53	55	44	47	52	46	44	54	49	64
Don't know	17	17	15	8	23	17	11	17	14	20	24	19	16	14	16	18	17	20	18	15	10
Being done fairly or unfairly?																					
Fairly	26	28	68	3	34	58	7	20	31	24	30	24	26	32	32	22	24	33	21	28	26
Unfairly	59	58	20	91	49	28	83	67	58	58	54	59	61	56	55	62	55	53	63	60	65
Don't know	15	14	12	6	17	14	10	13	10	18	16	18	12	12	13	16	20	14	16	11	9
Necessary or unnecessary?																					
Necessary	58	56	94	28	72	86	31	52	57	55	52	53	54	63	61	50	54	63	50	55	55
Unnecessary	29	30	2	59	20	7	55	34	32	29	30	31	33	27	28	34	33	25	34	32	30
Don't know	13	13	4	13	8	8	14	13	11	16	18	16	13	10	11	17	13	12	16	13	15

Fieldwork: 30th - 31st 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	
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Unweighted Sample	1702	473	521	100	500	443	407	808	894	146	445	665	446	1075	627	257	527	331	422	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Too deep, too shallow or at about the right level?

Too deep	47	46	12	77	37	19	73	56	49	43	32	45	51	46	43	49	44	41	51	46	53
Too shallow	8	8	11	6	9	10	5	6	7	9	12	9	7	9	8	9	10	10	6	9	6
About the right level	28	28	64	5	42	57	6	21	31	24	25	24	27	32	32	21	25	31	23	29	25
Don't know	18	18	13	12	12	14	15	17	13	23	31	22	15	13	16	20	20	18	20	15	17

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

Too quickly	51	51	15	84	43	22	79	60	52	50	42	50	56	50	49	55	47	43	59	53	63
Too slowly	8	8	12	4	11	10	4	7	8	7	8	10	6	8	7	8	8	11	6	6	5
About the right pace	27	28	65	5	36	58	7	20	30	25	26	23	28	32	32	23	29	31	22	29	24
Don't know	13	13	9	7	9	10	11	13	10	17	23	17	11	9	13	15	17	15	13	12	8

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

Having an impact on my life	69	67	58	77	58	60	75	68	66	68	52	65	72	69	65	70	68	66	68	65	73
Not having an impact on my life	22	23	33	17	38	30	16	25	26	21	30	23	21	24	27	19	23	25	21	25	20
Don't know	9	10	9	6	5	10	9	7	8	12	18	12	7	7	9	11	10	9	11	10	7

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

The Conservative-Liberal Democrat coalition	25	25	2	58	12	4	53	25	26	25	30	23	27	23	25	26	28	18	28	28	32
The last Labour government	38	39	87	5	45	81	7	26	43	35	30	35	37	48	42	34	38	46	33	37	33
Both	25	25	7	26	30	10	26	39	22	28	19	29	27	21	23	28	27	23	26	25	31
Neither	6	6	3	8	12	2	9	7	5	6	7	5	5	6	6	5	2	7	7	6	3
Don't know	6	5	1	3	1	2	4	3	4	6	14	8	3	2	4	7	5	6	7	5	1

Fieldwork: 30th - 31st October 2011

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Unweighted Sample	1702	473	521	100	500	443	407	808	894	146	445	665	446	1075	627	257	527	331	422	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	27	27	13	36	21	19	35	25	23	31	19	28	32	24	22	34	23	26	29	28	29
Fairly worried	46	44	45	43	45	42	44	47	43	44	39	46	41	46	46	41	47	45	42	42	42
TOTAL WORRIED	73	71	58	79	66	61	79	72	66	75	58	74	74	70	67	75	70	71	71	70	71
Not very worried	19	22	33	16	27	30	17	21	25	19	26	19	21	24	25	18	22	22	22	21	22
Not at all worried	5	4	8	2	4	8	2	5	6	3	7	3	3	6	5	3	4	4	3	5	4
TOTAL NOT WORRIED	24	26	41	19	31	37	19	26	31	22	33	21	24	30	30	21	26	27	26	26	27
Don't know	3	3	1	2	3	2	2	3	3	3	9	4	2	1	3	4	4	3	3	4	2

be victims of burglary, robbery or mugging

Very worried	13	11	6	15	6	10	16	8	9	13	7	9	13	14	10	13	16	9	11	15	6
Fairly worried	33	33	33	34	23	31	35	30	33	32	26	38	34	30	31	35	35	31	35	33	29
TOTAL WORRIED	46	44	38	49	29	41	51	38	43	46	33	47	47	44	41	48	50	40	46	48	35
Not very worried	42	43	51	39	52	48	36	48	44	42	45	41	42	45	47	37	40	47	42	38	51
Not at all worried	9	8	8	10	17	8	9	10	9	8	13	7	8	8	7	10	6	10	7	8	11
TOTAL NOT WORRIED	50	51	59	48	69	55	45	59	53	49	58	48	50	53	55	47	45	56	49	46	62
Don't know	4	4	2	3	2	4	4	3	4	5	9	5	3	3	4	5	5	3	4	6	3

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

Very worried	25	26	10	41	19	15	37	30	23	30	19	23	32	26	23	31	26	26	22	31	25
Fairly worried	46	44	42	44	44	41	45	45	42	46	33	48	43	47	44	44	44	44	48	40	48
TOTAL WORRIED	71	71	52	84	63	56	82	75	65	76	51	72	75	73	68	75	70	70	70	71	73
Not very worried	22	22	41	13	24	36	14	18	27	18	32	22	20	22	26	17	22	22	25	21	20
Not at all worried	4	4	6	2	9	5	2	5	5	3	6	2	4	3	4	4	4	5	2	4	4
TOTAL NOT WORRIED	26	26	47	15	34	42	16	22	32	21	38	24	24	25	30	21	25	27	27	25	24
Don't know	3	3	1	1	3	2	2	3	3	3	10	4	1	2	2	4	5	3	3	4	3

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

Very worried	22	25	19	27	13	23	27	21	24	25	14	17	30	29	18	33	23	23	28	27	20
Fairly worried	32	32	32	30	34	33	32	31	29	34	20	35	34	31	34	29	31	32	33	30	34
TOTAL WORRIED	55	56	52	57	48	56	59	52	53	59	33	52	65	60	52	62	54	55	60	58	54
Not very worried	29	26	32	25	28	28	23	28	28	23	33	27	22	25	29	21	26	27	24	24	31
Not at all worried	12	13	13	15	21	11	14	16	14	13	23	15	10	12	15	12	12	15	12	13	12
TOTAL NOT WORRIED	41	39	45	40	49	39	37	44	42	36	56	42	32	37	44	33	38	42	36	37	43
Don't know	4	4	3	3	3	4	4	3	4	4	11	5	3	3	4	5	8	4	3	5	3

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Unweighted Sample	1702	473	521	100	500	443	407	808	894	146	445	665	446	1075	627	257	527	331	422	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their job / have difficulty finding work																					
Very worried	25	27	15	36	16	21	34	28	24	31	19	25	34	25	23	33	25	27	27	30	22
Fairly worried	39	36	36	35	35	34	34	36	36	35	37	41	38	28	40	31	38	33	37	35	40
TOTAL WORRIED	64	63	52	71	51	54	69	64	60	66	55	66	72	53	62	64	63	61	64	66	62
Not very worried	22	22	30	18	25	28	19	21	23	21	26	24	20	21	24	19	19	24	23	19	24
Not at all worried	10	10	16	8	18	13	9	12	12	9	8	6	6	21	10	11	12	12	9	10	10
TOTAL NOT WORRIED	31	32	46	26	43	41	28	33	35	30	34	30	26	42	34	30	30	36	32	29	35
Don't know	5	5	2	3	5	4	4	3	5	4	11	4	2	5	4	6	7	4	4	6	3
lose their home																					
Very worried	15	16	8	22	5	12	24	10	13	20	7	14	19	19	13	21	15	15	15	19	16
Fairly worried	29	27	23	30	27	20	28	31	27	28	23	32	26	26	27	28	26	25	29	29	25
TOTAL WORRIED	44	43	31	52	31	32	52	42	39	47	30	46	45	45	39	48	41	41	44	47	42
Not very worried	34	33	40	30	42	39	30	33	35	31	42	37	33	25	37	28	34	33	35	30	37
Not at all worried	18	20	27	16	21	26	15	22	21	18	17	13	20	27	20	19	18	22	18	18	19
TOTAL NOT WORRIED	52	53	67	46	63	65	45	55	57	49	59	50	53	52	57	46	52	55	53	48	56
Don't know	4	4	2	2	6	3	3	4	4	4	11	5	2	3	3	5	7	4	3	4	3
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																					
Very worried	11	15	7	19	7	12	18	12	15	16	10	11	19	16	11	21	15	15	16	15	14
Fairly worried	25	24	17	28	24	17	28	24	23	24	17	25	21	28	22	26	25	20	26	26	24
TOTAL WORRIED	36	39	24	47	31	29	47	36	38	40	28	36	40	45	33	47	40	35	42	41	38
Not very worried	38	35	44	33	40	41	32	37	36	35	41	38	37	28	39	30	35	36	35	35	35
Not at all worried	19	21	29	17	25	27	17	23	21	21	20	20	20	23	24	17	18	24	20	19	22
TOTAL NOT WORRIED	57	56	73	50	65	68	48	60	57	55	61	58	57	51	63	47	53	60	54	54	57
Don't know	6	5	3	3	3	4	5	3	5	5	12	6	3	4	4	6	6	5	4	5	5
suffer ill-health																					
Very worried	15	17	8	23	12	12	23	14	13	21	8	10	19	24	11	24	16	16	18	19	12
Fairly worried	34	34	30	38	26	31	38	32	32	36	20	30	34	44	35	33	34	30	35	37	37
TOTAL WORRIED	50	51	39	61	38	44	61	46	45	57	28	39	53	67	46	57	50	46	52	56	50
Not very worried	38	37	49	29	45	44	28	41	42	32	50	44	35	26	43	29	37	40	38	32	38
Not at all worried	7	7	10	6	13	10	5	8	9	6	10	11	7	3	8	7	7	9	6	8	7
TOTAL NOT WORRIED	46	44	59	35	58	53	34	50	51	38	60	56	43	30	51	36	44	49	43	39	46
Don't know	5	5	2	4	4	3	5	4	5	5	12	5	4	3	3	7	6	5	4	5	5
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	40	41	98	2	54	87	8	30	44	39	40	37	39	48	46	35	39	51	34	38	34
Labour government led by Ed Miliband	36	35	0	88	20	4	75	39	37	33	35	38	37	29	34	35	37	26	41	40	38
Don't know	24	24	2	10	27	10	17	31	19	28	26	25	23	23	20	29	24	23	26	21	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	64	106
Male 25 to 39	188	218
Male 40 to 59	325	288
Male 60 +	231	216
Female 18 to 24	82	100
Female 25 to 39	257	216
Female 40 to 59	340	294
Female 60 +	215	264
Region		
North England	422	419
Midlands	257	279
East England	154	163
London	257	218
South England	373	390
Wales	74	85
Scotland	165	148
Social Grade		
AB	581	477
C1	494	494
C2	287	357
DE	340	374
Newspaper Type		
Express / Mail	334	272
Sun / Star	264	400
Mirror / Record	156	170
Guardian / Independent	98	77
FT / Times / Telegraph	120	162
Other Paper	191	196
No Paper	539	426
Political Party Identification		
Labour	537	553
Conservative	463	485
Liberal Democrat	181	204
SNP/Plaid Cymru	36	29
Others	62	22
None/ DK	423	408

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