

YouGov / The Sun Survey Results

Sample Size: 2928 GB Adults
Fieldwork: 12th - 13th June 2011

	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	2928	869	991	230	905	786	663	1423	1505	354	747	1001	826	1669	1259	375	952	627	720	255
Unweighted Sample	2928	854	918	234	895	735	690	1389	1539	202	729	1130	867	1964	964	444	905	576	649	354
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	37	100	0	0	89	2	13	35	39	33	38	34	41	42	30	41	45	39	29	22
Lab	42	0	100	0	4	93	37	42	43	40	43	46	38	37	49	41	35	40	57	35
Lib Dem	10	0	0	100	2	2	38	10	9	15	11	8	9	11	8	8	11	12	7	8
Other	11	0	0	0	6	3	11	12	9	11	7	12	13	10	12	10	8	9	7	35

Other Parties Voting Intention

UKIP	4	0	0	0	4	0	2	4	4	2	2	4	7	4	5	4	5	4	3	2
SNP / PCY	3	0	0	0	0	2	3	4	3	3	3	3	3	3	4	0	0	1	0	31
Green	2	0	0	0	0	0	6	1	2	3	1	2	1	2	1	3	2	2	1	1
BNP	1	0	0	0	1	0	0	2	0	2	1	2	1	1	2	2	1	2	2	1
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	1	0	1	0	0	0	1	0	1	0	1	0	0

Non Voters

Would Not Vote	8	0	0	0	2	1	5	7	9	15	10	7	3	5	11	5	9	7	10	4
Don't know	12	0	0	0	9	8	19	7	17	15	11	12	12	12	13	14	13	12	13	6

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

		9-10 Jun	12-13 Jun																		
Approve	31	32	79	5	53	67	7	27	34	31	30	36	28	35	36	27	37	36	34	24	29
Disapprove	55	54	9	91	28	21	85	58	57	52	53	48	59	55	51	59	47	48	52	67	60
Don't know	14	13	12	4	19	12	8	14	9	17	16	16	12	10	13	14	16	16	14	9	11

Fieldwork: 12th - 13th June 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	2928	869	991	230	905	786	663	1423	1505	354	747	1001	826	1669	1259	375	952	627	720	255	
Unweighted Sample	2928	854	918	234	895	735	690	1389	1539	202	729	1130	867	1964	964	444	905	576	649	354	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Too deep, too shallow or at about the right level?																					
Too deep	47	47	17	76	30	22	74	50	51	43	37	43	52	48	45	49	44	41	44	55	56
Too shallow	7	8	10	8	8	10	7	6	9	8	12	9	8	6	8	9	9	9	10	6	7
About the right level	31	29	64	6	48	57	7	27	31	28	26	31	25	34	34	24	32	34	31	23	25
Don't know	15	16	10	10	14	10	12	18	9	22	25	17	15	11	14	18	15	16	16	16	12
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	53	54	20	87	37	27	84	57	57	52	49	50	59	55	51	58	52	48	53	64	59
Too slowly	7	6	8	3	5	8	3	5	6	5	8	7	6	5	6	6	6	6	6	5	6
About the right pace	30	29	66	5	46	60	5	26	31	28	26	31	26	34	33	24	31	34	31	22	26
Don't know	10	10	5	5	12	6	8	12	5	15	17	12	9	7	10	11	12	11	11	9	9
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	65	67	57	78	59	61	76	67	67	67	56	62	73	69	66	68	64	65	66	72	65
Not having an impact on my life	25	24	37	17	33	33	17	26	26	22	27	28	20	25	27	21	26	25	25	22	27
Don't know	9	9	7	5	8	7	7	8	7	11	17	10	7	6	8	10	10	9	10	6	9
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	26	24	2	53	10	4	48	23	25	22	23	25	25	21	23	25	26	20	23	27	26
The last Labour government	41	40	90	3	55	83	6	32	42	39	36	39	39	45	46	33	42	46	42	33	33
Both	23	24	6	29	24	10	28	32	22	27	21	26	24	25	21	29	20	24	25	26	26
Neither	6	6	1	11	7	1	12	7	7	5	4	5	7	7	6	6	5	4	6	8	9
Don't know	5	6	1	3	3	2	5	6	4	8	16	6	5	2	5	7	6	6	5	6	6

Fieldwork: 12th - 13th June 2011

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

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	26	15	35	14	16	34	24	23	29	28	23	33	19	21	33	24	24	27	29	24
Fairly worried	44	44	42	44	44	43	43	48	43	45	36	46	43	47	45	42	42	46	42	44	45
TOTAL WORRIED	69	70	57	79	58	59	77	72	66	74	64	69	76	66	66	75	66	70	69	73	69
Not very worried	24	23	34	16	32	32	18	22	26	20	22	23	19	27	26	18	25	22	24	20	24
Not at all worried	5	5	9	3	9	8	3	5	7	3	5	5	5	6	6	3	6	6	4	4	5
TOTAL NOT WORRIED	29	28	43	19	41	40	21	27	33	23	27	28	24	33	32	21	31	28	28	24	29
Don't know	2	2	1	1	1	1	3	1	2	2	9	2	1	1	2	3	3	1	2	4	1

be victims of burglary, robbery or mugging

Very worried	10	12	9	14	6	10	12	9	12	11	11	10	13	11	10	14	16	8	13	12	11
Fairly worried	34	34	32	34	26	33	35	31	32	35	28	34	33	36	33	34	34	32	33	35	34
TOTAL WORRIED	44	46	41	48	32	43	47	40	44	46	39	44	46	47	43	48	50	40	46	47	45
Not very worried	43	41	46	39	49	44	40	45	42	41	39	42	42	41	45	37	37	44	42	40	44
Not at all worried	9	10	11	10	17	11	8	13	11	9	12	10	9	9	10	10	9	13	9	8	9
TOTAL NOT WORRIED	52	51	57	49	66	55	48	58	53	50	51	52	51	50	55	47	46	57	51	48	53
Don't know	4	4	2	3	2	2	5	2	3	4	9	3	3	3	3	5	3	3	4	5	2

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

Very worried	25	28	12	42	15	16	39	27	25	30	27	22	32	27	24	32	26	25	31	30	25
Fairly worried	44	43	40	41	50	40	42	47	41	44	31	46	43	44	44	41	43	43	40	42	48
TOTAL WORRIED	69	71	52	83	65	56	81	74	66	74	58	68	75	71	68	73	69	68	71	72	73
Not very worried	23	22	37	13	26	33	14	19	25	19	22	25	19	23	25	18	24	23	21	20	22
Not at all worried	4	5	9	1	8	9	2	5	7	3	9	5	4	4	5	5	3	6	5	4	3
TOTAL NOT WORRIED	27	27	46	14	34	42	16	24	32	22	31	30	23	27	30	23	27	29	26	24	25
Don't know	3	3	2	2	1	2	3	2	2	3	10	3	2	2	2	4	4	2	3	4	2

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

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

Very worried	22	24	19	26	17	19	27	21	24	23	22	16	28	27	21	28	22	23	25	24	26
Fairly worried	32	31	30	33	29	32	34	29	29	33	17	29	32	38	30	33	27	32	29	32	35
TOTAL WORRIED	54	55	49	59	46	51	61	50	53	56	39	45	60	65	51	61	49	55	54	56	61
Not very worried	30	28	31	27	29	29	25	31	28	27	27	37	28	19	30	24	32	27	29	25	24
Not at all worried	12	14	17	11	22	17	10	16	15	12	24	15	9	13	17	10	13	15	13	13	12
TOTAL NOT WORRIED	42	42	48	38	51	46	35	47	43	39	51	52	37	32	47	34	45	42	42	38	36
Don't know	4	4	2	3	2	3	4	3	3	5	11	4	3	3	3	5	5	3	4	6	3

lose their job / have difficulty finding work

Very worried	25	26	17	34	17	18	33	26	25	28	29	24	30	23	25	29	23	24	28	29	27
Fairly worried	35	37	38	36	38	39	35	39	36	38	35	40	40	31	36	38	39	36	35	37	41
TOTAL WORRIED	60	63	55	70	55	57	68	65	61	66	64	64	70	54	61	67	62	60	63	66	68
Not very worried	24	21	26	19	24	23	20	22	23	19	14	25	22	19	23	18	23	23	19	19	19
Not at all worried	11	12	17	8	19	18	7	11	13	11	12	8	7	23	13	10	10	14	13	10	11
TOTAL NOT WORRIED	35	33	43	27	43	41	27	33	36	30	26	33	29	42	36	28	33	37	32	29	30
Don't know	5	4	2	3	3	2	4	3	3	4	10	3	2	4	3	5	4	3	4	5	3

lose their home

Very worried	15	15	7	20	10	8	20	14	13	16	14	13	15	17	13	18	15	15	15	14	17
Fairly worried	26	27	26	29	22	27	27	25	26	28	17	28	30	27	26	29	24	27	28	28	28
TOTAL WORRIED	41	42	33	49	32	35	47	39	39	44	31	41	45	44	39	47	39	42	43	42	45
Not very worried	35	35	37	33	42	36	33	41	35	34	36	39	36	29	38	31	40	33	34	35	33
Not at all worried	20	20	28	15	24	27	14	19	22	18	22	16	17	26	22	17	17	23	19	18	18
TOTAL NOT WORRIED	55	55	65	48	66	63	47	60	57	52	58	55	53	55	60	48	57	56	53	53	51
Don't know	4	4	2	4	2	2	6	1	3	4	11	4	2	2	3	5	4	3	4	5	4

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

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

Very worried	13	13	6	19	7	8	17	11	13	12	13	10	13	14	10	16	13	12	12	13	14
Fairly worried	23	22	16	26	17	18	25	22	22	22	14	23	23	25	21	24	26	21	23	19	26
TOTAL WORRIED	36	35	22	45	24	26	42	33	35	34	27	33	36	39	31	40	39	33	35	32	40
Not very worried	38	37	41	34	41	39	36	39	37	38	37	42	40	30	38	36	34	36	38	40	34
Not at all worried	21	23	33	17	31	31	18	25	24	22	24	20	21	28	27	18	21	27	22	21	21
TOTAL NOT WORRIED	59	60	74	51	72	70	54	64	61	60	61	62	61	58	65	54	55	63	60	61	55

suffer ill-health

Very worried	15	15	10	20	9	12	19	14	15	15	12	9	17	19	12	19	15	14	16	16	13
Fairly worried	35	36	31	38	33	32	36	35	33	38	17	32	37	45	33	39	37	37	33	35	37
TOTAL WORRIED	50	51	41	58	42	44	55	49	48	53	29	41	54	64	45	58	52	51	49	51	50
Not very worried	37	37	42	33	42	40	36	40	39	34	40	46	36	27	41	30	35	37	38	36	37
Not at all worried	8	8	14	6	12	12	5	9	10	7	21	10	6	5	10	6	7	9	9	7	10
TOTAL NOT WORRIED	45	45	56	39	54	52	41	49	49	41	61	56	42	32	51	36	42	46	47	43	47
Don't know	5	4	4	3	4	4	4	3	4	5	10	4	3	4	3	6	6	4	4	6	3

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	42	98	3	56	87	7	33	43	41	38	42	38	48	47	35	43	48	45	32	35
Labour government led by Ed Miliband	39	37	0	88	17	4	80	39	39	35	36	37	39	34	34	40	36	32	34	46	39
Don't know	20	22	2	9	27	9	14	28	19	24	26	22	23	18	19	25	21	21	20	22	26

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	91	182
	Male 25 to 39	305	375
	Male 40 to 59	542	495
	Male 60 +	451	372
	Female 18 to 24	111	173
	Female 25 to 39	424	372
	Female 40 to 59	588	507
	Female 60 +	416	454
Region			
	North England	649	720
	Midlands	409	480
	East England	256	281
	London	444	375
	South England	649	671
	Wales	167	146
	Scotland	354	255
Social Grade			
	AB	1131	820
	C1	833	849
	C2	418	615
	DE	546	644
Newspaper Type			
	Express / Mail	661	439
	Sun / Star	317	630
	Mirror / Record	189	454
	Guardian / Independent	178	88
	FT / Times / Telegraph	229	249
	Other Paper	387	337
	No Paper	967	732
Political Party Identification			
	Labour	896	952
	Conservative	814	834
	Liberal Democrat	338	351
	Others	250	88
	None/ DK	630	703

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