

YouGov / The Sun Survey Results

Sample Size: 1681 GB Adults
Fieldwork: 28th - 29th October 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	1681	427	555	123	542	429	384	817	864	203	429	575	474	958	723	215	546	360	414	146	
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565	296	377	117	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	79	4	14	31	35	20	32	31	41	34	32	39	41	34	26	15
Lab	43	0	100	0	5	91	42	41	45	53	45	44	36	40	47	44	35	41	53	46
Lib Dem	9	0	0	100	1	1	33	11	8	14	10	10	7	13	5	10	11	9	7	13
Other	15	0	0	0	15	4	11	18	11	12	13	15	17	14	16	8	14	16	14	26

Other Parties Voting Intention

UKIP	8	0	0	0	13	1	2	10	6	1	5	8	12	7	9	4	7	10	10	5
SNP / PCY	3	0	0	0	1	2	1	4	2	7	2	3	3	3	3	1	2	3	0	20
Green	2	0	0	0	0	0	7	2	2	4	4	2	1	3	1	3	2	2	1	1
BNP	1	0	0	0	1	0	0	1	1	1	1	1	0	0	1	0	1	0	1	0
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	1	1	0	1	0	0	0	2	1	1	1	0	2	0	1	0

Non Voters

Would Not Vote	7	0	0	0	2	2	7	7	7	9	13	5	3	6	8	4	8	6	8	7
Don't know	16	0	0	0	16	9	20	9	23	19	16	16	15	15	17	14	17	16	18	9

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

	Oct 25-26	Oct 28-29																			
Approve	30	27	77	4	35	55	7	22	30	25	23	27	25	33	30	23	35	32	27	22	13
Disapprove	55	58	10	92	45	28	87	64	58	58	57	54	62	58	56	61	49	53	58	63	77
Don't know	15	15	13	5	20	17	6	14	13	17	20	20	14	10	14	16	17	15	15	15	10

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

	Oct 14-15	Oct 28-29																			
Yes, the British troops are winning	7	7	8	8	8	9	8	5	10	5	16	11	5	3	8	6	10	7	8	6	7
No, they are not winning yet, but victory is possible eventually	18	17	24	15	21	18	17	15	17	16	15	21	15	16	16	18	18	16	20	15	13
No, they are not winning, and victory is not possible	62	62	57	65	54	64	62	65	63	61	43	48	69	72	61	63	52	64	62	63	62
Don't know	14	15	11	12	17	9	13	15	10	18	25	20	11	10	15	14	20	13	10	15	18

Fieldwork: 28th - 29th October 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Oct 14-15	Oct 28-29																			
Should British troops be brought home from Afghanistan?																					
Yes -all troops should be withdrawn immediately	36	34	25	36	25	32	35	29	32	35	22	26	41	37	28	41	26	31	36	39	34
Yes -most troops should be withdrawn soon, and the rest within the next year or so	45	47	58	46	52	51	48	52	49	45	49	48	42	51	50	43	47	49	50	42	47
No -British troops should remain in Afghanistan as long as Afghanistan's government wants them there	12	11	12	11	17	11	10	11	15	8	14	14	10	8	14	7	14	12	8	11	12
Don't know	7	8	6	7	6	5	7	8	4	12	16	12	7	3	7	9	13	8	7	8	7
	Oct 14-15	Oct 28-29																			
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	36	74	12	42	64	13	29	40	32	36	33	33	41	38	33	39	40	37	32	21
Bad for the economy	51	42	10	73	38	17	71	48	45	39	38	42	46	38	42	42	40	38	42	42	59
Don't know	17	22	15	14	20	19	16	23	15	29	26	25	21	20	20	25	21	22	20	26	20
Being done fairly or unfairly?																					
Fairly	26	27	70	5	29	54	6	20	31	23	23	28	24	32	31	23	31	31	25	25	20
Unfairly	60	56	17	86	58	31	83	63	58	54	50	53	61	56	55	59	49	51	61	58	70
Don't know	14	16	13	9	13	15	11	16	10	22	27	19	15	11	15	18	19	18	14	17	10
Necessary or unnecessary?																					
Necessary	55	56	91	30	67	85	31	53	58	54	51	59	51	62	59	52	61	58	56	56	41
Unnecessary	32	28	4	53	22	8	50	31	31	25	28	25	32	26	27	30	22	26	30	28	42
Don't know	13	16	4	17	11	7	19	16	11	21	20	16	17	12	14	18	17	16	13	17	17
Too deep, too shallow or at about the right level?																					
Too deep	45	40	10	67	39	19	66	46	46	35	35	36	47	38	40	40	36	35	43	42	51
Too shallow	13	11	15	7	8	15	5	11	13	9	7	13	9	13	12	9	14	11	11	10	8
About the right level	25	26	62	7	31	51	7	22	30	23	26	25	23	32	27	25	26	33	24	23	18
Don't know	17	22	13	19	22	15	22	22	11	33	32	25	21	17	20	25	23	20	22	25	23
Being done too quickly, too slowly, or at about the right pace?																					
Too quickly	47	44	11	74	40	21	71	49	48	40	38	39	50	43	43	45	39	41	44	46	56
Too slowly	13	11	18	4	9	17	5	8	13	10	10	13	9	12	12	10	12	10	15	11	6
About the right pace	25	27	61	8	33	49	8	26	30	25	27	27	24	31	29	25	28	33	24	25	18
Don't know	14	17	11	13	18	13	16	16	9	25	25	20	16	14	16	19	20	15	17	19	19

Fieldwork: 28th - 29th October 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	
Weighted Sample	1681	427	555	123	542	429	384	817	864	203	429	575	474	958	723	215	546	360	414	146	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Oct 14-15	Oct 28-29																			
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	63	57	41	75	50	49	71	56	60	55	48	53	64	58	56	60	53	54	61	61	58
Not having an impact on my life	29	31	51	18	36	42	18	32	32	29	35	33	26	33	35	26	35	36	29	25	26
Don't know	8	12	7	7	14	8	11	12	8	15	17	14	10	9	9	15	13	10	10	13	16
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	28	29	2	62	23	5	57	32	30	27	37	28	30	24	30	28	28	25	25	31	45
The last Labour government	36	34	82	3	37	74	4	21	37	31	21	31	32	45	38	29	36	39	35	32	18
Both	26	27	10	27	33	15	28	36	24	30	28	26	29	25	24	30	23	26	28	28	28
Neither	5	4	3	5	6	2	5	6	5	3	4	5	4	3	4	4	5	4	4	4	3
Don't know	6	6	3	3	2	3	4	6	3	10	10	10	6	2	5	9	7	6	7	6	6
	Oct 14-15	Oct 28-29																			
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	11	31	20	18	30	19	21	25	27	22	26	18	19	28	23	20	24	27	20
Fairly worried	43	42	39	42	44	43	41	46	40	44	31	43	44	44	42	43	39	41	45	42	42
TOTAL WORRIED	69	65	50	73	64	61	71	65	61	69	58	65	70	62	61	71	62	61	69	69	62
Not very worried	23	27	42	18	26	33	21	24	33	21	29	26	23	31	31	21	28	31	23	22	32
Not at all worried	6	5	7	5	8	6	5	7	4	5	5	6	3	6	6	3	6	5	6	3	4
TOTAL NOT WORRIED	29	32	49	23	34	39	26	31	37	26	34	32	26	37	37	24	34	36	29	25	36
Don't know	2	3	1	4	2	1	3	4	2	4	8	4	3	1	2	5	5	3	3	5	2
be victims of burglary, robbery or mugging																					
Very worried	9	11	6	15	8	9	15	7	11	10	18	8	10	11	9	13	13	8	14	11	10
Fairly worried	33	30	33	33	27	31	30	30	27	33	29	31	28	33	31	29	33	28	30	32	31
TOTAL WORRIED	42	41	39	48	35	40	45	37	38	43	47	39	38	44	40	42	46	36	44	43	41
Not very worried	43	45	50	39	52	48	42	49	48	43	36	46	48	46	48	42	44	49	42	45	43
Not at all worried	11	9	10	8	12	10	8	11	10	8	6	9	10	9	9	9	6	11	8	8	13
TOTAL NOT WORRIED	54	54	60	47	64	58	50	60	58	51	42	55	58	55	57	51	50	60	50	53	56
Don't know	4	5	1	5	1	2	5	4	3	6	11	5	4	1	2	7	4	5	6	4	2

Fieldwork: 28th - 29th October 2012

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

	Oct 14-15	Oct 28-29	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
suffer directly from cuts in spending on public services such as health, education and welfare																					
Very worried	25	23	7	37	19	14	33	24	22	24	28	21	23	23	21	27	23	20	28	23	24
Fairly worried	45	42	39	41	49	40	42	47	41	44	33	38	44	49	42	43	40	41	44	42	49
TOTAL WORRIED	70	65	46	78	68	54	75	71	63	68	61	59	67	72	63	70	63	61	72	65	73
Not very worried	24	26	46	16	21	39	18	21	30	23	27	27	27	24	29	22	27	32	20	25	22
Not at all worried	4	4	7	3	7	6	3	3	5	3	4	8	3	2	6	2	5	5	4	4	4
TOTAL NOT WORRIED	28	30	53	19	28	45	21	24	35	26	31	35	30	26	35	24	32	37	24	29	26
Don't know	3	4	1	4	5	2	3	5	2	6	9	5	3	2	2	6	5	2	4	6	2
lose out because foreign factories and/or workers from abroad can do the same job more cheaply																					
Very worried	23	21	17	27	13	22	27	15	20	23	20	12	25	26	16	28	19	19	27	21	23
Fairly worried	32	31	31	29	32	31	32	32	33	29	25	29	32	34	30	32	25	30	33	32	38
TOTAL WORRIED	55	52	48	56	45	53	59	47	53	52	45	41	57	60	46	60	44	49	60	53	61
Not very worried	31	30	37	26	32	33	26	33	33	28	31	36	31	24	35	25	35	33	25	31	26
Not at all worried	11	11	12	10	17	12	9	13	11	12	14	16	8	10	14	7	13	14	10	9	9
TOTAL NOT WORRIED	42	41	49	36	49	45	35	46	44	40	45	52	39	34	49	32	48	47	35	40	35
Don't know	4	6	3	7	7	3	6	6	4	8	10	6	4	6	5	8	9	5	6	7	4
lose their job / have difficulty finding work																					
Very worried	24	23	16	31	18	21	27	21	22	25	31	20	23	23	19	28	22	20	29	25	19
Fairly worried	38	37	32	35	40	33	36	40	35	38	34	38	38	34	38	34	38	36	34	37	41
TOTAL WORRIED	62	60	48	66	58	54	63	61	57	63	65	58	61	57	57	62	60	56	63	62	60
Not very worried	25	26	37	20	30	32	23	27	30	23	20	32	28	21	29	23	24	30	24	23	29
Not at all worried	9	9	12	8	9	11	8	9	9	8	6	5	6	16	10	7	10	8	7	9	10
TOTAL NOT WORRIED	34	35	49	28	39	43	31	36	39	31	26	37	34	37	39	30	34	38	31	32	39
Don't know	4	5	3	6	4	3	5	4	4	6	8	5	4	6	4	7	5	6	5	6	2
lose their home																					
Very worried	14	14	8	20	8	12	19	12	14	14	16	12	14	15	11	18	15	12	18	14	13
Fairly worried	27	26	22	28	25	24	24	28	23	29	20	26	28	28	26	26	25	25	28	27	25
TOTAL WORRIED	41	40	30	48	33	36	43	40	37	43	36	38	42	43	37	44	40	37	46	41	38
Not very worried	38	38	46	33	43	43	37	38	42	35	33	44	38	36	41	35	36	41	35	37	45
Not at all worried	17	16	22	14	19	19	13	18	17	15	20	14	16	17	18	13	17	17	14	16	15
TOTAL NOT WORRIED	55	54	68	47	62	62	50	56	59	50	53	58	54	53	59	48	53	58	49	53	60
Don't know	4	5	2	6	5	2	6	4	3	7	11	5	4	4	3	7	6	5	5	6	2

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

	Oct 14-15	Oct 28-29	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
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																					
Very worried	14	12	4	18	10	9	16	10	13	12	19	9	11	13	10	15	14	11	18	10	8
Fairly worried	25	23	17	29	21	20	25	26	22	25	18	25	23	25	22	25	22	21	24	25	30
TOTAL WORRIED	39	35	21	47	31	29	41	36	35	37	37	34	34	38	32	40	36	32	42	35	38
Not very worried	38	39	48	29	37	44	36	37	40	38	40	38	40	37	41	36	38	41	35	39	43
Not at all worried	18	19	26	15	25	23	15	22	21	16	14	22	18	19	22	14	19	21	16	19	17
TOTAL NOT WORRIED	56	58	74	44	62	67	51	59	61	54	54	60	58	56	63	50	57	62	51	58	60
Don't know	4	7	4	8	7	4	8	5	4	9	10	6	8	5	4	10	8	6	7	8	3
suffer ill-health																					
Very worried	17	15	8	22	8	14	21	11	13	18	15	10	16	19	12	19	14	14	20	14	10
Fairly worried	35	36	31	37	40	31	35	43	33	38	26	28	34	48	35	36	33	34	35	36	46
TOTAL WORRIED	52	51	39	59	48	45	56	54	46	56	41	38	50	67	47	55	47	48	55	50	56
Not very worried	37	36	47	29	37	43	32	33	41	32	40	41	39	26	39	32	33	40	32	38	29
Not at all worried	7	6	9	5	12	7	4	7	8	5	10	11	5	2	8	4	10	8	5	3	9
TOTAL NOT WORRIED	44	42	56	34	49	50	36	40	49	37	50	52	44	28	47	36	43	48	37	41	38
Don't know	4	7	5	7	4	5	8	5	6	8	10	8	7	5	6	9	10	4	8	9	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	44	104
Male 25 to 39	211	215
Male 40 to 59	311	284
Male 60 +	216	213
Female 18 to 24	78	99
Female 25 to 39	251	213
Female 40 to 59	324	291
Female 60 +	246	261
Region		
North England	377	414
Midlands	237	276
East England	161	161
London	326	215
South England	404	385
Wales	59	84
Scotland	117	146
Social Grade		
AB	646	471
C1	480	487
C2	239	353
DE	316	370
Newspaper Type		
Express / Mail	320	269
Sun / Star	186	395
Mirror / Record	108	168
Guardian / Independent	86	76
FT / Times / Telegraph	114	160
Other Paper	258	193
No Paper	609	420
Political Party Identification		
Labour	510	546
Conservative	497	479
Liberal Democrat	180	202
SNP/Plaid Cymru	30	29
Others	80	22
None/ DK	384	403

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