

# YouGov / The Sun Survey Results

Sample Size: 2783 GB Adults  
Fieldwork: 24th - 25th July 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	
<b>Weighted Sample</b>	<b>2783</b>	797	905	209	842	738	598	1353	1430	337	710	952	785	1586	1197	356	904	596	685	242
Unweighted Sample	2783	782	811	228	854	667	630	1301	1482	215	722	1098	748	1831	952	413	945	529	658	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	37	100	0	0	88	3	13	37	36	43	35	34	38	42	29	41	45	41	28	16
Lab	41	0	100	0	3	93	37	40	43	39	41	47	37	36	49	39	31	42	54	46
Lib Dem	10	0	0	100	1	0	37	9	10	10	13	7	10	11	7	9	12	10	7	9
Other	12	0	0	0	8	3	13	14	11	8	12	12	15	11	14	12	12	7	11	30

## Other Parties Voting Intention

UKIP	4	0	0	0	5	1	3	5	4	1	4	4	7	4	5	3	6	2	6	1
SNP / PCY	3	0	0	0	0	2	4	3	3	3	3	3	3	3	4	2	1	1	0	25
Green	2	0	0	0	1	0	5	1	3	2	2	2	2	3	1	2	2	2	2	2
BNP	2	0	0	0	2	0	1	3	1	2	3	2	2	1	3	2	2	2	3	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
Other	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	1	1	0	0	0

## Non Voters

Would Not Vote	8	0	0	0	3	2	5	7	9	13	11	7	4	7	10	8	10	8	7	4
Don't know	14	0	0	0	11	8	18	9	18	15	14	14	12	13	15	12	15	14	14	9

July 21-22    July 24-25

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

Approve	28	29	78	2	40	61	4	25	34	25	30	28	28	31	33	24	33	36	29	21	21
Disapprove	57	55	9	91	38	23	88	58	54	57	49	49	60	58	51	60	49	47	55	64	69
Don't know	14	16	13	6	22	16	8	17	13	18	21	23	12	11	15	16	18	17	16	15	9

Fieldwork: 24th - 25th July 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	
<b>Weighted Sample</b>	<b>2783</b>	797	905	209	842	738	598	1353	1430	337	710	952	785	1586	1197	356	904	596	685	242	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	July 10-11	July 24-25																			
<b>Do you think British troops are winning the war with the Taliban in Afghanistan, or not?</b>																					
Yes, the British troops are winning	10	<b>10</b>	16	9	9	13	8	6	14	5	16	15	8	4	11	8	8	10	11	9	8
No, they are not winning yet, but victory is possible eventually	22	<b>22</b>	26	25	25	25	25	23	22	23	19	21	22	26	21	24	23	23	25	18	25
No, they are not winning, and victory is not possible	50	<b>53</b>	46	53	56	50	54	57	54	52	40	41	58	62	54	50	52	49	52	57	56
Don't know	18	<b>15</b>	13	13	10	12	13	14	10	20	24	23	12	8	13	18	17	17	11	16	11
<b>Should British troops be brought home from Afghanistan?</b>																					
Yes - all troops should be withdrawn immediately	28	<b>28</b>	22	28	22	26	26	25	26	30	24	23	31	31	25	33	26	27	28	31	29
Yes - most troops should be withdrawn soon, and the rest within the next year or so	47	<b>49</b>	55	49	52	52	51	53	47	50	50	46	50	50	52	45	43	49	51	50	52
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	15	<b>15</b>	16	17	23	15	17	16	20	10	14	17	14	14	16	13	18	16	14	14	15
Don't know	10	<b>8</b>	8	6	3	7	6	6	6	10	12	14	5	5	8	8	13	9	7	6	4
<b>Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...</b>																					
<b>Good or bad for the economy?</b>																					
Good for the economy	35	<b>36</b>	77	10	43	69	10	29	40	32	36	35	33	41	42	28	41	42	38	26	28
Bad for the economy	48	<b>48</b>	12	82	35	17	82	53	48	49	43	45	54	47	44	54	42	40	47	58	62
Don't know	17	<b>16</b>	11	8	22	13	9	18	12	19	21	20	14	12	14	18	17	17	15	15	10
<b>Being done fairly or unfairly?</b>																					
Fairly	27	<b>27</b>	68	4	31	57	6	21	31	24	27	28	27	28	32	21	32	34	26	20	22
Unfairly	60	<b>59</b>	20	90	47	29	89	64	58	60	54	53	62	62	55	65	55	52	59	68	66
Don't know	13	<b>14</b>	12	6	22	13	6	15	10	17	19	19	11	10	13	14	14	15	15	12	12
<b>Necessary or unnecessary?</b>																					
Necessary	55	<b>57</b>	95	29	75	90	30	58	60	55	62	56	55	60	63	49	63	65	56	47	52
Unnecessary	31	<b>30</b>	3	60	16	6	58	29	30	30	18	26	36	31	26	35	25	22	30	40	36
Don't know	14	<b>13</b>	2	11	9	4	13	13	10	15	20	18	9	9	11	15	13	13	14	12	12

Fieldwork: 24th - 25th July 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Too deep, too shallow or at about the right level?</b>																					
Too deep	50	46	16	78	36	21	75	52	46	46	35	41	52	48	43	49	40	38	48	55	53
Too shallow	8	10	14	7	9	14	6	7	11	8	9	12	9	8	10	9	12	9	10	8	14
About the right level	25	27	59	5	37	52	7	24	30	24	25	25	24	32	31	21	32	33	25	20	20
Don't know	17	18	11	11	18	13	13	17	13	23	32	23	14	13	16	20	17	21	18	17	13
<b>Being done too quickly, too slowly, or at about the right pace?</b>																					
Too quickly	55	53	19	86	38	24	83	58	53	53	39	50	59	54	49	57	47	46	54	61	58
Too slowly	7	8	13	4	11	13	4	7	10	6	11	9	6	8	9	6	12	7	9	6	10
About the right pace	26	27	60	5	36	54	6	23	29	26	29	25	25	31	30	23	27	33	26	21	23
Don't know	13	12	8	6	15	9	8	13	9	16	22	17	10	8	12	14	14	14	10	12	9
<b>Having an impact on your own life, or not having an impact on your own life?</b>																					
Having an impact on my life	70	68	59	80	60	64	82	67	66	71	51	63	75	72	66	71	59	66	71	72	72
Not having an impact on my life	21	23	34	16	32	28	14	25	27	19	34	24	18	23	26	18	31	24	21	19	22
Don't know	9	9	7	5	7	8	4	8	8	10	15	13	6	5	8	10	10	10	8	9	6
<b>And who do you think is most to blame for the current spending cuts?</b>																					
The Conservative-Liberal Democrat coalition	25	25	2	59	9	4	56	26	24	26	24	20	29	27	22	30	25	19	24	33	31
The last Labour government	37	40	88	2	52	84	5	30	44	35	34	38	37	46	43	35	38	48	43	31	27
Both	26	24	6	27	24	10	27	31	21	27	20	29	25	20	23	25	23	24	20	24	36
Neither	5	5	2	8	9	1	10	7	6	5	5	5	6	5	6	4	7	4	5	7	3
Don't know	6	6	1	4	6	1	3	6	4	7	17	8	3	2	5	6	8	6	8	4	3
<b>Thinking about the next two or three years, how worried are you that people like you will...</b>																					
<b>not have enough money to live comfortably</b>																					
Very worried	29	27	17	35	19	20	36	23	24	30	22	27	32	24	20	36	24	27	30	30	19
Fairly worried	44	44	40	48	45	43	48	48	42	46	38	44	43	48	45	42	40	42	43	45	57
<b>TOTAL WORRIED</b>	<b>73</b>	<b>71</b>	<b>57</b>	<b>83</b>	<b>64</b>	<b>63</b>	<b>84</b>	<b>71</b>	<b>66</b>	<b>76</b>	<b>60</b>	<b>71</b>	<b>75</b>	<b>72</b>	<b>65</b>	<b>78</b>	<b>64</b>	<b>69</b>	<b>73</b>	<b>75</b>	<b>76</b>
Not very worried	21	22	33	14	30	30	13	24	26	19	27	21	20	24	26	17	26	24	23	19	18
Not at all worried	4	4	8	1	5	6	2	4	5	3	5	5	4	3	6	2	7	5	2	3	5
<b>TOTAL NOT WORRIED</b>	<b>25</b>	<b>26</b>	<b>41</b>	<b>15</b>	<b>35</b>	<b>36</b>	<b>15</b>	<b>28</b>	<b>31</b>	<b>22</b>	<b>32</b>	<b>26</b>	<b>24</b>	<b>27</b>	<b>32</b>	<b>19</b>	<b>33</b>	<b>29</b>	<b>25</b>	<b>22</b>	<b>23</b>
Don't know	2	2	1	2	1	1	1	2	2	2	8	3	1	1	2	3	3	3	2	2	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>be victims of burglary, robbery or mugging</b>																					
Very worried	13	13	10	15	8	13	16	8	12	15	10	11	15	14	11	16	13	13	13	16	8
Fairly worried	32	33	33	35	30	33	37	31	32	35	25	32	35	36	32	36	35	29	35	38	31
<b>TOTAL WORRIED</b>	<b>45</b>	<b>46</b>	<b>43</b>	<b>50</b>	<b>38</b>	<b>46</b>	<b>53</b>	<b>39</b>	<b>44</b>	<b>50</b>	<b>35</b>	<b>43</b>	<b>50</b>	<b>50</b>	<b>43</b>	<b>52</b>	<b>48</b>	<b>42</b>	<b>48</b>	<b>54</b>	<b>39</b>
Not very worried	43	41	44	39	49	42	37	48	42	41	39	45	40	40	44	37	40	43	43	37	45
Not at all worried	8	9	11	7	12	9	8	10	12	6	16	8	8	8	10	7	8	12	6	7	12
<b>TOTAL NOT WORRIED</b>	<b>51</b>	<b>50</b>	<b>55</b>	<b>46</b>	<b>61</b>	<b>51</b>	<b>45</b>	<b>58</b>	<b>54</b>	<b>47</b>	<b>55</b>	<b>53</b>	<b>48</b>	<b>48</b>	<b>54</b>	<b>44</b>	<b>48</b>	<b>55</b>	<b>49</b>	<b>44</b>	<b>57</b>
Don't know	4	3	2	3	1	2	3	3	3	4	10	5	2	1	3	4	4	4	3	3	4
<b>suffer directly from cuts in spending on public services such as health, education and welfare</b>																					
Very worried	31	28	12	42	21	17	42	27	23	32	16	23	33	32	24	34	26	25	30	32	25
Fairly worried	45	44	40	46	50	41	44	51	44	44	36	45	43	47	45	42	40	44	42	46	49
<b>TOTAL WORRIED</b>	<b>76</b>	<b>72</b>	<b>52</b>	<b>88</b>	<b>71</b>	<b>58</b>	<b>86</b>	<b>78</b>	<b>67</b>	<b>76</b>	<b>52</b>	<b>68</b>	<b>76</b>	<b>79</b>	<b>69</b>	<b>76</b>	<b>66</b>	<b>69</b>	<b>72</b>	<b>78</b>	<b>74</b>
Not very worried	19	21	39	9	23	34	11	15	24	18	32	24	18	16	24	17	25	23	20	18	17
Not at all worried	3	4	8	1	4	7	2	4	6	2	6	5	4	4	4	4	4	5	5	2	6
<b>TOTAL NOT WORRIED</b>	<b>22</b>	<b>25</b>	<b>47</b>	<b>10</b>	<b>27</b>	<b>41</b>	<b>13</b>	<b>19</b>	<b>30</b>	<b>20</b>	<b>38</b>	<b>29</b>	<b>22</b>	<b>20</b>	<b>28</b>	<b>21</b>	<b>29</b>	<b>28</b>	<b>25</b>	<b>20</b>	<b>23</b>
Don't know	3	3	2	2	1	2	2	3	3	3	10	4	1	2	3	3	4	4	4	2	3
<b>lose out because foreign factories and/or workers from abroad can do the same job more cheaply</b>																					
Very worried	26	26	21	27	16	26	29	18	23	29	14	19	30	33	20	33	23	24	30	28	20
Fairly worried	31	32	31	36	30	31	34	34	32	32	24	31	34	33	31	34	26	30	33	35	36
<b>TOTAL WORRIED</b>	<b>57</b>	<b>58</b>	<b>52</b>	<b>63</b>	<b>46</b>	<b>57</b>	<b>63</b>	<b>52</b>	<b>55</b>	<b>61</b>	<b>38</b>	<b>50</b>	<b>64</b>	<b>66</b>	<b>51</b>	<b>67</b>	<b>49</b>	<b>54</b>	<b>63</b>	<b>63</b>	<b>56</b>
Not very worried	28	27	31	26	35	26	25	29	27	26	35	32	25	20	32	20	30	29	24	23	30
Not at all worried	11	11	15	8	18	14	8	14	14	9	17	14	8	10	14	8	14	13	9	11	8
<b>TOTAL NOT WORRIED</b>	<b>39</b>	<b>38</b>	<b>46</b>	<b>34</b>	<b>53</b>	<b>40</b>	<b>33</b>	<b>43</b>	<b>41</b>	<b>35</b>	<b>52</b>	<b>46</b>	<b>33</b>	<b>30</b>	<b>46</b>	<b>28</b>	<b>44</b>	<b>42</b>	<b>33</b>	<b>34</b>	<b>38</b>
Don't know	4	4	2	4	2	2	4	4	4	5	10	5	2	4	4	5	7	4	4	3	5
<b>lose their job / have difficulty finding work</b>																					
Very worried	30	28	18	35	16	23	34	24	26	29	24	26	30	28	24	32	26	24	31	32	25
Fairly worried	37	37	37	38	44	34	38	41	36	37	35	38	40	32	38	35	34	39	36	35	37
<b>TOTAL WORRIED</b>	<b>67</b>	<b>65</b>	<b>55</b>	<b>73</b>	<b>60</b>	<b>57</b>	<b>72</b>	<b>65</b>	<b>62</b>	<b>66</b>	<b>59</b>	<b>64</b>	<b>70</b>	<b>60</b>	<b>62</b>	<b>67</b>	<b>60</b>	<b>63</b>	<b>67</b>	<b>67</b>	<b>62</b>
Not very worried	20	22	28	17	27	29	17	19	23	21	25	26	21	18	23	20	24	23	21	21	23
Not at all worried	10	9	13	6	11	11	7	11	10	8	6	5	6	18	10	7	10	9	8	8	9
<b>TOTAL NOT WORRIED</b>	<b>30</b>	<b>31</b>	<b>41</b>	<b>23</b>	<b>38</b>	<b>40</b>	<b>24</b>	<b>30</b>	<b>33</b>	<b>29</b>	<b>31</b>	<b>31</b>	<b>27</b>	<b>36</b>	<b>33</b>	<b>27</b>	<b>34</b>	<b>32</b>	<b>29</b>	<b>29</b>	<b>32</b>
Don't know	4	5	3	4	3	3	4	4	5	4	9	5	2	5	4	5	6	4	4	4	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>lose their home</b>																					
Very worried	19	16	9	22	8	12	20	13	14	18	6	14	18	20	12	22	17	15	19	17	11
Fairly worried	27	28	24	32	27	25	33	29	26	29	21	27	28	31	26	30	24	27	28	28	33
<b>TOTAL WORRIED</b>	<b>46</b>	<b>44</b>	<b>33</b>	<b>54</b>	<b>35</b>	<b>37</b>	<b>53</b>	<b>42</b>	<b>40</b>	<b>47</b>	<b>27</b>	<b>41</b>	<b>46</b>	<b>51</b>	<b>38</b>	<b>52</b>	<b>41</b>	<b>42</b>	<b>47</b>	<b>45</b>	<b>44</b>
Not very worried	34	34	38	31	43	38	31	35	34	34	42	41	33	26	38	30	35	35	33	34	35
Not at all worried	16	18	26	12	19	23	13	19	21	15	19	13	18	22	20	15	19	20	16	17	17
<b>TOTAL NOT WORRIED</b>	<b>50</b>	<b>52</b>	<b>64</b>	<b>43</b>	<b>62</b>	<b>61</b>	<b>44</b>	<b>54</b>	<b>55</b>	<b>49</b>	<b>61</b>	<b>54</b>	<b>51</b>	<b>48</b>	<b>58</b>	<b>45</b>	<b>54</b>	<b>55</b>	<b>49</b>	<b>51</b>	<b>52</b>
Don't know	4	4	3	3	2	3	3	4	4	4	12	5	2	2	4	4	5	4	5	3	3
<b>suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																					
Very worried	15	14	7	18	9	11	18	10	14	14	5	11	16	18	10	20	12	13	14	17	10
Fairly worried	23	24	18	29	24	17	29	26	25	24	21	24	24	26	22	26	26	22	25	24	29
<b>TOTAL WORRIED</b>	<b>38</b>	<b>38</b>	<b>25</b>	<b>47</b>	<b>33</b>	<b>28</b>	<b>47</b>	<b>36</b>	<b>39</b>	<b>38</b>	<b>26</b>	<b>35</b>	<b>40</b>	<b>44</b>	<b>32</b>	<b>46</b>	<b>38</b>	<b>35</b>	<b>39</b>	<b>41</b>	<b>39</b>
Not very worried	37	37	42	35	40	40	35	40	36	38	39	42	37	32	40	33	38	38	36	36	37
Not at all worried	20	19	29	15	24	27	14	20	20	18	20	17	20	19	23	15	16	23	18	18	19
<b>TOTAL NOT WORRIED</b>	<b>57</b>	<b>56</b>	<b>71</b>	<b>50</b>	<b>64</b>	<b>67</b>	<b>49</b>	<b>60</b>	<b>56</b>	<b>56</b>	<b>59</b>	<b>59</b>	<b>57</b>	<b>51</b>	<b>63</b>	<b>48</b>	<b>54</b>	<b>61</b>	<b>54</b>	<b>54</b>	<b>56</b>
Don't know	5	6	4	3	3	5	3	5	5	6	15	6	3	4	5	6	7	5	6	5	5
<b>suffer ill-health</b>																					
Very worried	17	17	10	23	11	13	23	13	15	19	8	12	19	25	12	24	15	16	19	20	11
Fairly worried	36	36	31	40	35	31	42	41	34	39	19	29	39	47	34	39	33	36	37	37	40
<b>TOTAL WORRIED</b>	<b>53</b>	<b>53</b>	<b>41</b>	<b>63</b>	<b>46</b>	<b>44</b>	<b>65</b>	<b>54</b>	<b>49</b>	<b>58</b>	<b>27</b>	<b>41</b>	<b>58</b>	<b>72</b>	<b>46</b>	<b>63</b>	<b>48</b>	<b>52</b>	<b>56</b>	<b>57</b>	<b>51</b>
Not very worried	36	34	45	27	39	42	28	32	37	32	47	45	33	20	39	28	37	36	30	32	39
Not at all worried	7	8	10	5	12	10	5	8	10	5	16	10	5	5	10	4	7	8	9	7	6
<b>TOTAL NOT WORRIED</b>	<b>43</b>	<b>42</b>	<b>55</b>	<b>32</b>	<b>51</b>	<b>52</b>	<b>33</b>	<b>40</b>	<b>47</b>	<b>37</b>	<b>63</b>	<b>55</b>	<b>38</b>	<b>25</b>	<b>49</b>	<b>32</b>	<b>44</b>	<b>44</b>	<b>39</b>	<b>39</b>	<b>45</b>
Don't know	4	5	4	3	4	4	2	5	4	5	11	5	4	3	4	5	7	5	5	3	4
<b>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?</b>																					
Conservative government led by David Cameron	39	41	98	1	47	87	5	30	43	38	41	37	38	46	45	34	41	49	41	32	29
Labour government led by Ed Miliband	38	38	0	90	25	3	83	39	38	37	36	36	42	34	34	43	38	28	39	44	49
Don't know	23	22	2	8	27	10	12	31	19	25	24	26	20	19	21	23	21	23	19	24	22

## 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.
<b>Age and Gender</b>		
Male 18 to 24	85	173
Male 25 to 39	283	356
Male 40 to 59	554	470
Male 60 +	379	353
Female 18 to 24	130	164
Female 25 to 39	439	353
Female 40 to 59	544	481
Female 60 +	369	431
<b>Region</b>		
North England	658	685
Midlands	407	456
East England	287	267
London	413	356
South England	658	637
Wales	122	139
Scotland	238	242
<b>Social Grade</b>		
AB	1023	779
C1	808	807
C2	399	584
DE	553	612
<b>Newspaper Type</b>		
Express / Mail	551	417
Sun / Star	320	598
Mirror / Record	213	431
Guardian / Independent	174	83
FT / Times / Telegraph	229	237
Other Paper	354	320
No Paper	942	696
<b>Political Party Identification</b>		
Labour	805	904
Conservative	757	793
Liberal Democrat	311	334
Others	176	83
None/ DK	734	668

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

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