

# YouGov / The Sun Survey Results

Sample Size: 2216  
Fieldwork: 1st - 2nd August 2010

**All GB Adults**  
Unweighted Sample

Total	Voting intention			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>2216</b>	756	675	217	1082	1134	264	572	758	622	1201	1013	283	721	473	547	193
	684	669	263	1042	1174	152	537	873	654	1375	839	308	734	407	525	242
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

Con	<b>42</b>	100	0	0	40	45	40	40	38	51	45	39	42	53	41	39	19
Lab	<b>38</b>	0	100	0	42	34	36	39	44	30	33	44	41	27	39	45	49
Lib Dem	<b>12</b>	0	0	100	11	14	15	13	12	11	13	11	12	14	11	12	11
Other	<b>8</b>	0	0	0	8	7	9	9	6	8	9	6	5	6	9	5	21

## Other Parties Voting Intention

SNP / PCY	<b>2</b>	0	0	0	2	2	2	2	1	3	2	2	0	0	1	0	16
Green	<b>1</b>	0	0	0	1	1	2	1	1	1	1	1	1	1	0	1	2
UKIP	<b>2</b>	0	0	0	2	2	1	2	2	3	2	2	1	3	3	1	1
BNP	<b>2</b>	0	0	0	2	1	2	3	1	1	2	2	1	1	2	2	0
Respect	<b>0</b>	0	0	0	0	1	2	0	1	0	0	0	1	0	1	0	1
Other	<b>1</b>	0	0	0	0	1	0	1	0	1	1	0	1	0	1	1	1

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	5	8	12	10	5	3	5	9	5	8	6	7	5
Don't know	<b>13</b>	0	0	0	9	17	16	14	11	12	12	14	13	14	14	12	8

18-19  
July

1-2  
August

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

Approve	<b>41</b>	<b>41</b>	84	6	56	43	39	35	36	39	49	45	36	41	47	40	38	24
Disapprove	<b>37</b>	<b>38</b>	3	79	16	39	37	33	37	43	35	36	40	34	33	38	41	54
Don't know	<b>21</b>	<b>21</b>	13	15	28	18	24	32	27	17	16	19	24	26	20	21	20	22

The Conservative-Liberal Democrat government are committed to holding a referendum on changing the electoral system from first-past-the-post (FPTP) to the Alternative Vote (AV)

At the moment, under first-past-the-post (FPTP), voters select ONE candidate, and the candidate with the most votes wins.

It has been suggested that this system should be replaced by the Alternative Vote (AV). Voters would RANK a number of candidates from a list. If a candidate wins more than half of the '1st' votes, a winner is declared. If not, the least popular candidates are eliminated from the contest, and their supporters' subsequent preferences counted and shared accordingly between the remaining candidates. This process continues until an outright winner is declared.

If a referendum were held tomorrow on whether to stick with first-past-the-post or switch to the Alternative Vote for electing MPs, how would you vote?

I would vote in favour of switching to the Alternative Vote	39	41	30	39	83	43	38	42	41	42	38	45	36	48	40	39	37	47	
I would vote in favour of keeping first-past-the-post	38	36	51	41	8	41	32	28	32	36	44	36	37	35	37	37	38	33	
I wouldn't vote	7	5	1	3	1	4	6	10	7	4	3	4	7	7	6	5	5	5	
Don't know	17	18	18	16	9	11	24	21	20	17	15	15	21	10	18	19	21	15	
<b>Do you think British troops are winning the war with the Taliban in Afghanistan, or not?</b>																			
Yes, the British troops are winning	7	7	6	9	6	9	5	10	9	6	5	5	10	5	7	6	9	8	
No, they are not winning yet, but victory is possible eventually	28	24	25	32	23	26	23	14	24	27	24	24	24	20	21	27	25	31	
No, they are not winning, and victory is not possible	54	53	57	47	60	54	53	40	49	54	63	58	48	59	54	51	54	49	
Don't know	11	15	12	12	11	12	19	36	18	13	8	13	18	16	19	16	12	13	

**Should British troops be brought home from Afghanistan?**

Yes - all troops should be withdrawn immediately	28	<b>32</b>	32	28	22	27	36	26	28	33	36	29	35	30	28	32	38	26
Yes - most troops should be withdrawn soon, and the rest within the next year or so	43	<b>43</b>	47	42	53	41	44	42	42	42	43	46	38	43	44	43	41	40
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	20	<b>17</b>	16	23	19	24	11	15	18	18	16	18	16	16	18	15	17	25
Don't know	9	<b>9</b>	5	7	5	7	10	17	12	6	5	7	10	11	11	9	4	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	46	<b>44</b>	81	11	58	45	43	39	40	43	51	47	40	49	48	44	41	28
Bad for the economy	37	<b>37</b>	7	77	23	40	34	32	37	41	34	35	39	37	29	36	42	53
Don't know	17	<b>19</b>	13	12	19	15	24	29	23	16	15	18	22	14	23	20	18	19

**Being done fairly or unfairly?**

Fairly	38	<b>37</b>	74	7	47	39	35	34	36	35	42	39	35	41	41	36	35	25
Unfairly	45	<b>45</b>	10	84	34	47	42	40	42	50	43	43	47	45	37	45	49	58
Don't know	17	<b>18</b>	16	9	19	13	22	27	21	15	15	18	18	14	21	19	15	17

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

Having an impact on my life	57	<b>55</b>	48	70	51	56	54	43	55	59	55	57	53	52	53	56	60	52
Not having an impact on my life	28	<b>28</b>	37	19	36	29	27	33	26	25	32	28	28	29	30	27	24	33
Don't know	16	<b>17</b>	15	11	13	15	19	24	19	15	13	15	19	18	17	17	16	15

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

The Conservative-Liberal Democrat coalition	21	<b>22</b>	2	57	7	24	21	19	20	24	25	20	25	20	16	24	26	34
The last Labour government	48	<b>45</b>	88	4	55	45	45	41	39	43	53	49	39	44	52	44	42	31
Both	19	<b>20</b>	3	26	23	20	20	20	23	22	14	19	20	21	17	19	23	21
Neither	7	<b>6</b>	3	9	12	8	5	5	7	7	5	7	6	9	6	6	4	9
Don't know	5	<b>7</b>	3	4	3	4	10	15	11	4	3	5	10	7	9	7	5	5

**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	22	22	14	31	16	20	25	19	24	26	17	20	25	22	21	26	22	21
Fairly worried	44	43	41	45	47	42	43	41	44	43	42	43	42	45	43	41	43	39
<b>TOTAL WORRIED</b>	<b>66</b>	<b>65</b>	<b>55</b>	<b>76</b>	<b>63</b>	<b>62</b>	<b>68</b>	<b>60</b>	<b>68</b>	<b>69</b>	<b>59</b>	<b>63</b>	<b>67</b>	<b>67</b>	<b>64</b>	<b>67</b>	<b>65</b>	<b>60</b>
Not very worried	25	26	35	19	30	28	24	22	23	25	32	29	22	26	26	25	26	27
Not at all worried	6	5	8	3	7	6	4	8	4	4	7	5	5	5	5	4	5	8
<b>TOTAL NOT WORRIED</b>	<b>31</b>	<b>31</b>	<b>43</b>	<b>22</b>	<b>37</b>	<b>34</b>	<b>28</b>	<b>30</b>	<b>27</b>	<b>29</b>	<b>39</b>	<b>34</b>	<b>27</b>	<b>31</b>	<b>31</b>	<b>29</b>	<b>31</b>	<b>35</b>
Don't know	3	4	2	2	1	4	3	10	5	2	2	2	6	1	4	5	3	4

**Be victims of burglary, robbery or mugging**

Very worried	10	11	8	14	4	9	12	10	11	11	11	9	13	16	10	10	12	6
Fairly worried	34	30	34	28	23	27	33	27	28	32	32	32	28	34	30	30	32	22
<b>TOTAL WORRIED</b>	<b>44</b>	<b>41</b>	<b>42</b>	<b>42</b>	<b>27</b>	<b>36</b>	<b>45</b>	<b>37</b>	<b>39</b>	<b>43</b>	<b>43</b>	<b>41</b>	<b>41</b>	<b>50</b>	<b>40</b>	<b>40</b>	<b>44</b>	<b>28</b>
Not very worried	42	43	43	46	54	46	40	37	45	44	43	45	41	38	41	46	42	50
Not at all worried	10	10	12	8	16	13	8	15	9	10	10	10	12	9	13	8	9	14
<b>TOTAL NOT WORRIED</b>	<b>52</b>	<b>53</b>	<b>55</b>	<b>54</b>	<b>70</b>	<b>59</b>	<b>48</b>	<b>52</b>	<b>54</b>	<b>54</b>	<b>53</b>	<b>55</b>	<b>53</b>	<b>47</b>	<b>54</b>	<b>54</b>	<b>51</b>	<b>64</b>
Don't know	4	5	4	3	4	5	6	11	6	3	4	4	7	3	6	6	4	7

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

Very worried	26	24	10	40	17	22	25	19	21	28	23	23	24	23	21	21	29	24
Fairly worried	43	45	44	45	51	42	47	45	43	45	46	47	42	50	43	50	41	44
<b>TOTAL WORRIED</b>	<b>69</b>	<b>69</b>	<b>54</b>	<b>85</b>	<b>68</b>	<b>64</b>	<b>72</b>	<b>64</b>	<b>64</b>	<b>73</b>	<b>69</b>	<b>70</b>	<b>66</b>	<b>73</b>	<b>64</b>	<b>71</b>	<b>70</b>	<b>68</b>
Not very worried	24	24	37	12	28	28	20	23	27	22	24	25	23	23	27	22	21	25
Not at all worried	4	4	7	1	3	4	4	2	4	3	5	3	4	2	4	4	5	1
<b>TOTAL NOT WORRIED</b>	<b>28</b>	<b>28</b>	<b>44</b>	<b>13</b>	<b>31</b>	<b>32</b>	<b>24</b>	<b>25</b>	<b>31</b>	<b>25</b>	<b>29</b>	<b>28</b>	<b>27</b>	<b>25</b>	<b>31</b>	<b>26</b>	<b>26</b>	<b>26</b>
Don't know	3	4	2	2	0	4	4	12	5	2	2	2	7	2	5	3	4	5

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

Very worried	23	23	21	26	15	23	22	16	19	25	26	20	26	25	21	22	25	19
Fairly worried	31	31	30	34	26	27	35	26	27	35	32	31	31	31	33	32	28	27
<b>TOTAL WORRIED</b>	<b>54</b>	<b>54</b>	<b>51</b>	<b>60</b>	<b>41</b>	<b>50</b>	<b>57</b>	<b>42</b>	<b>46</b>	<b>60</b>	<b>58</b>	<b>51</b>	<b>57</b>	<b>56</b>	<b>54</b>	<b>54</b>	<b>53</b>	<b>46</b>
Not very worried	28	28	31	24	37	30	26	34	33	27	20	31	23	27	26	27	27	34
Not at all worried	13	13	15	10	20	15	11	14	14	9	17	14	12	13	14	12	12	14
<b>TOTAL NOT WORRIED</b>	<b>41</b>	<b>41</b>	<b>46</b>	<b>34</b>	<b>57</b>	<b>45</b>	<b>37</b>	<b>48</b>	<b>47</b>	<b>36</b>	<b>37</b>	<b>45</b>	<b>35</b>	<b>40</b>	<b>40</b>	<b>39</b>	<b>39</b>	<b>48</b>
Don't know	5	6	3	6	3	6	6	11	7	4	5	4	8	4	6	6	6	6

<b>Lose their job / have difficulty finding work</b>																		
Very worried	24	23	15	33	16	23	23	23	24	26	20	21	26	25	21	24	25	23
Fairly worried	40	39	39	42	42	38	41	41	40	42	35	41	37	41	37	43	38	37
<b>TOTAL WORRIED</b>	<b>64</b>	<b>62</b>	<b>54</b>	<b>75</b>	<b>58</b>	<b>61</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>68</b>	<b>55</b>	<b>62</b>	<b>63</b>	<b>66</b>	<b>58</b>	<b>67</b>	<b>63</b>	<b>60</b>
Not very worried	21	22	27	17	25	23	21	20	26	22	19	24	19	22	24	20	20	23
Not at all worried	11	10	14	5	15	11	9	4	5	6	22	10	10	9	11	8	12	10
<b>TOTAL NOT WORRIED</b>	<b>32</b>	<b>32</b>	<b>41</b>	<b>22</b>	<b>40</b>	<b>34</b>	<b>30</b>	<b>24</b>	<b>31</b>	<b>28</b>	<b>41</b>	<b>34</b>	<b>29</b>	<b>31</b>	<b>35</b>	<b>28</b>	<b>32</b>	<b>33</b>
Don't know	5	5	4	4	3	5	5	11	6	3	5	3	8	3	6	5	6	6
<b>Lose their home</b>																		
Very worried	15	15	8	22	9	14	15	13	14	15	15	12	17	16	13	15	16	13
Fairly worried	27	27	27	29	22	24	29	24	30	25	27	26	27	23	27	31	25	23
<b>TOTAL WORRIED</b>	<b>42</b>	<b>42</b>	<b>35</b>	<b>51</b>	<b>31</b>	<b>38</b>	<b>44</b>	<b>37</b>	<b>44</b>	<b>40</b>	<b>42</b>	<b>38</b>	<b>44</b>	<b>39</b>	<b>40</b>	<b>46</b>	<b>41</b>	<b>36</b>
Not very worried	36	37	39	36	45	39	35	40	39	41	30	41	33	40	36	35	36	40
Not at all worried	19	17	22	10	22	18	16	12	12	15	26	18	16	18	17	15	18	19
<b>TOTAL NOT WORRIED</b>	<b>55</b>	<b>54</b>	<b>61</b>	<b>46</b>	<b>67</b>	<b>57</b>	<b>51</b>	<b>52</b>	<b>51</b>	<b>56</b>	<b>56</b>	<b>59</b>	<b>49</b>	<b>58</b>	<b>53</b>	<b>50</b>	<b>54</b>	<b>59</b>
Don't know	4	5	4	3	1	5	5	13	6	4	2	3	7	3	6	4	5	5
<b>Suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																		
Very worried	14	13	7	19	7	13	13	14	11	14	13	10	17	15	11	12	15	13
Fairly worried	22	24	20	27	20	23	25	26	20	23	27	23	24	26	25	26	19	21
<b>TOTAL WORRIED</b>	<b>36</b>	<b>37</b>	<b>27</b>	<b>46</b>	<b>27</b>	<b>36</b>	<b>38</b>	<b>40</b>	<b>31</b>	<b>37</b>	<b>40</b>	<b>33</b>	<b>41</b>	<b>41</b>	<b>36</b>	<b>38</b>	<b>34</b>	<b>34</b>
Not very worried	36	37	44	34	44	37	37	34	40	41	31	41	33	38	36	38	38	40
Not at all worried	22	19	24	14	24	21	18	15	20	17	23	22	16	15	20	17	22	22
<b>TOTAL NOT WORRIED</b>	<b>58</b>	<b>56</b>	<b>68</b>	<b>48</b>	<b>68</b>	<b>58</b>	<b>55</b>	<b>49</b>	<b>60</b>	<b>58</b>	<b>54</b>	<b>63</b>	<b>49</b>	<b>53</b>	<b>56</b>	<b>55</b>	<b>60</b>	<b>62</b>
Don't know	5	7	5	6	5	6	7	11	8	5	6	5	9	7	7	7	7	5
<b>Suffer ill-health</b>																		
Very worried	14	15	7	22	8	13	16	14	8	16	19	12	18	14	13	15	17	16
Fairly worried	34	33	32	35	37	29	37	24	24	38	40	35	31	35	35	33	30	33
<b>TOTAL WORRIED</b>	<b>48</b>	<b>48</b>	<b>39</b>	<b>57</b>	<b>45</b>	<b>42</b>	<b>53</b>	<b>38</b>	<b>32</b>	<b>54</b>	<b>59</b>	<b>47</b>	<b>49</b>	<b>49</b>	<b>48</b>	<b>48</b>	<b>47</b>	<b>49</b>
Not very worried	37	37	45	31	40	40	33	36	45	36	30	39	34	37	36	39	36	35
Not at all worried	11	8	10	6	12	10	7	13	12	6	5	9	7	8	7	7	10	10
<b>TOTAL NOT WORRIED</b>	<b>48</b>	<b>45</b>	<b>55</b>	<b>37</b>	<b>52</b>	<b>50</b>	<b>40</b>	<b>49</b>	<b>57</b>	<b>42</b>	<b>35</b>	<b>48</b>	<b>41</b>	<b>45</b>	<b>43</b>	<b>46</b>	<b>46</b>	<b>45</b>
Don't know	5	7	6	6	3	8	7	14	10	4	6	5	9	6	9	6	7	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.
<b>Age and Gender</b>		
Male 18 to 24	67	136
Male 25 to 39	212	287
Male 40 to 54	404	376
Male 55 +	359	284
Female 18 to 24	85	128
Female 25 to 39	325	285
Female 40 to 54	469	383
Female 55 +	295	339
<b>Region</b>		
North England	525	547
Midlands	313	364
East England	203	212
London	308	283
South England	531	508
Wales	94	109
Scotland	242	193
<b>Social Grade</b>		
AB	849	608
C1	599	630
C2	304	456
DE	419	478
<b>Newspaper Type</b>		
Express / Mail	503	438
Sun / Star	324	494
Mirror / Record	193	347
Guardian / Independent	157	77
FT / Times / Telegraph	272	184
Other Paper	306	300
No Paper	459	375
<b>Political Party Identification</b>		
Labour	758	721
Conservative	536	633
Liberal Democrat	265	265
Others	240	69
None/ DK	417	529

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