

## YouGov / The Sun Survey Results

Sample Size: 1424 GB Adults  
Fieldwork: 4th - 5th July 2010

	Voting intention			Gender		Age				Social grade		Region					
	Total	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>1424</b>	477	428	189	694	730	171	364	485	404	790	631	182	468	304	348	123
Unweighted Sample	1424	501	403	183	689	735	107	336	504	477	911	510	208	465	269	347	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>40</b>	100	0	0	37	44	36	35	35	52	42	38	44	52	38	31	19	
Lab	<b>36</b>	0	100	0	39	33	37	37	45	25	33	40	32	24	39	49	48	
Lib Dem	<b>16</b>	0	0	100	17	15	19	18	15	15	17	14	13	20	15	15	12	
Other	<b>8</b>	0	0	0	7	9	9	9	5	8	8	8	11	4	8	6	21	
<b>Other Parties Voting Intention</b>																		
SNP / PCY	<b>2</b>	0	0	0	2	3	2	3	2	2	3	2	0	0	3	0	20	
UKIP	<b>2</b>	0	0	0	2	2	0	1	2	2	1	2	3	1	2	2	0	
BNP	<b>2</b>	0	0	0	2	1	7	1	1	2	1	3	4	1	1	3	0	
Green	<b>1</b>	0	0	0	0	3	0	3	0	2	2	1	3	2	1	0	1	
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Other	<b>0</b>	0	0	0	0	1	0	1	0	0	1	0	1	0	1	0	0	
<b>Non Voters</b>																		
Would Not Vote	<b>6</b>	0	0	0	5	7	10	8	7	1	6	7	8	5	6	7	7	
Don't know	<b>11</b>	0	0	0	10	11	14	10	10	10	10	11	9	10	10	12	9	
<b>Do you approve or disapprove of the Government's record to date?</b>																		
Approve	43	<b>42</b>	82	6	57	44	41	30	35	36	61	46	37	41	52	42	33	33
Disapprove	35	<b>38</b>	6	78	17	40	36	40	41	46	23	36	40	42	27	41	42	48
Don't know	22	<b>20</b>	12	16	26	17	24	30	24	18	16	18	23	17	21	16	25	19

**Weighted Sample**  
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
1424	477	428	189	694	730	171	364	485	404	790	631	182	468	304	348	123
1424	501	403	183	689	735	107	336	504	477	911	510	208	465	269	347	135
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

27 - 28  
June

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	42	45	33	49	78	49	41	42	48	46	42	47	43	44	44	46	43	54
I would vote in favour of keeping first-past-the-post	34	32	49	32	9	35	30	23	22	32	45	31	34	28	34	32	34	24
I wouldn't vote	5	6	2	2	1	5	7	9	9	5	3	5	6	9	6	4	6	5
Don't know	18	17	17	17	12	12	23	26	20	17	11	17	17	20	16	18	17	17

15 - 16  
June

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

Yes, the British troops are winning	10	7	6	10	4	10	4	18	9	4	4	5	9	7	6	8	6	10
No, they are not winning yet, but victory is possible eventually	33	27	27	33	24	30	24	22	27	30	25	26	28	25	26	23	33	26
No, they are not winning, and victory is not possible	42	53	52	47	55	52	54	41	45	56	61	55	50	50	53	61	48	50
Don't know	14	14	15	10	17	9	18	19	19	10	10	14	13	19	15	8	13	14

		Voting intention			Gender		Age				Social grade		Region						
		Total	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>1424</b>	477	428	189	694	730	171	364	485	404	790	631	182	468	304	348	123	
	Unweighted Sample	1424	501	403	183	689	735	107	336	504	477	911	510	208	465	269	347	135	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Should British troops be brought home from Afghanistan?</b>																			
	Yes - all troops should be withdrawn immediately	23	28	29	22	22	33	27	24	29	30	25	31	25	28	28	30	26	
	Yes - most troops should be withdrawn soon, and the rest within the next year or so	46	44	47	44	44	43	32	43	45	47	45	42	37	47	47	43	35	
	No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	22	19	16	26	21	14	27	21	18	15	21	17	23	16	15	20	30	
	Don't know	9	10	9	7	10	9	10	14	13	7	9	10	16	9	10	7	9	
		22 - 23																	
		June																	
<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	53	45	77	15	56	44	45	36	45	36	59	45	44	48	53	45	38	29
	Bad for the economy	28	36	9	73	20	42	31	40	33	45	26	37	36	33	26	40	42	54
	Don't know	19	19	14	12	24	14	24	24	22	19	15	18	20	19	21	16	20	17
	<b>Being done fairly or unfairly?</b>																		
	Fairly	45	41	74	12	47	43	39	36	38	33	55	43	38	43	46	43	35	28
	Unfairly	34	42	9	77	31	42	41	39	41	52	31	43	40	42	34	43	45	60
	Don't know	21	17	17	10	22	15	20	25	21	15	14	14	22	15	20	14	20	11
	<b>Having an impact on your own life, or not having an impact on your own life?</b>																		
	Having an impact on my life	61	59	54	70	55	61	57	51	60	67	52	62	56	58	58	60	57	66
	Not having an impact on my life	16	24	30	18	25	24	23	29	21	18	29	22	25	25	24	25	23	19
	Don't know	23	17	16	11	20	15	20	20	18	15	18	16	19	17	18	15	20	15
	<b>And who do you think is most to blame for the current spending cuts?</b>																		
	The Conservative-Liberal Democrat coalition	18	21	2	57	9	22	20	19	20	26	17	21	21	19	16	20	26	31
	The last Labour government	49	44	84	5	49	44	43	35	38	37	60	45	41	50	51	42	37	27
	Both	18	21	5	24	23	20	22	25	21	25	14	20	22	21	17	23	24	24
	Neither	9	8	3	11	14	10	5	2	11	8	6	8	8	5	8	10	7	9
	Don't know	6	7	6	3	5	4	9	18	10	4	2	5	8	6	8	5	6	9

	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	
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<b>Unweighted Sample</b>	1424	501	403	183	689	735	107	336	504	477	911	510	208	465	269	347	135	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	13 - 14																	
	June																	
<b>Thinking about the next two or three years, how worried are you that people like you will... not have enough money to live comfortably</b>																		
Very worried	23	23	14	31	17	18	27	17	24	27	18	24	21	17	19	33	22	19
Fairly worried	46	44	41	47	44	43	44	44	41	47	42	43	45	50	41	41	46	42
<b>TOTAL WORRIED</b>	<b>69</b>	<b>67</b>	<b>55</b>	<b>78</b>	<b>61</b>	<b>61</b>	<b>71</b>	<b>61</b>	<b>65</b>	<b>74</b>	<b>60</b>	<b>67</b>	<b>66</b>	<b>67</b>	<b>60</b>	<b>74</b>	<b>68</b>	<b>61</b>
Not very worried	24	24	32	16	27	26	22	26	24	20	29	24	24	24	29	19	23	23
Not at all worried	5	7	11	4	10	11	4	7	7	5	9	7	7	6	8	5	6	11
<b>TOTAL NOT WORRIED</b>	<b>29</b>	<b>31</b>	<b>43</b>	<b>20</b>	<b>37</b>	<b>37</b>	<b>26</b>	<b>33</b>	<b>31</b>	<b>25</b>	<b>38</b>	<b>31</b>	<b>31</b>	<b>30</b>	<b>37</b>	<b>24</b>	<b>29</b>	<b>34</b>
Don't know	3	3	2	1	1	2	3	5	4	1	2	2	3	2	2	2	3	5
<b>Be victims of burglary, robbery or mugging</b>																		
Very worried	9	11	9	13	5	8	14	5	10	15	10	10	12	14	11	13	10	5
Fairly worried	31	32	31	32	28	31	32	26	29	32	35	32	31	34	27	36	32	31
<b>TOTAL WORRIED</b>	<b>40</b>	<b>43</b>	<b>40</b>	<b>45</b>	<b>33</b>	<b>39</b>	<b>46</b>	<b>31</b>	<b>39</b>	<b>47</b>	<b>45</b>	<b>42</b>	<b>43</b>	<b>48</b>	<b>38</b>	<b>49</b>	<b>42</b>	<b>36</b>
Not very worried	47	43	48	42	47	46	41	55	45	40	41	46	41	42	46	39	44	46
Not at all worried	10	9	9	9	13	10	9	6	10	9	11	8	12	5	12	8	8	13
<b>TOTAL NOT WORRIED</b>	<b>57</b>	<b>52</b>	<b>57</b>	<b>51</b>	<b>60</b>	<b>56</b>	<b>50</b>	<b>61</b>	<b>55</b>	<b>49</b>	<b>52</b>	<b>54</b>	<b>53</b>	<b>47</b>	<b>58</b>	<b>47</b>	<b>52</b>	<b>59</b>
Don't know	4	4	2	3	6	4	5	8	6	4	2	4	4	5	4	3	5	6
<b>Suffer directly from cuts in spending on public services such as health, education and welfare</b>																		
Very worried	25	23	11	42	15	20	26	16	22	32	17	24	23	24	20	25	23	33
Fairly worried	45	47	43	44	56	45	48	54	41	45	51	47	46	45	46	46	49	44
<b>TOTAL WORRIED</b>	<b>70</b>	<b>70</b>	<b>54</b>	<b>86</b>	<b>71</b>	<b>65</b>	<b>74</b>	<b>70</b>	<b>63</b>	<b>77</b>	<b>68</b>	<b>71</b>	<b>69</b>	<b>69</b>	<b>66</b>	<b>71</b>	<b>72</b>	<b>77</b>
Not very worried	23	23	38	9	22	26	19	19	27	17	27	23	22	27	26	22	19	17
Not at all worried	4	4	5	3	4	5	2	4	6	3	3	3	4	2	3	5	5	3
<b>TOTAL NOT WORRIED</b>	<b>27</b>	<b>27</b>	<b>43</b>	<b>12</b>	<b>26</b>	<b>31</b>	<b>21</b>	<b>23</b>	<b>33</b>	<b>20</b>	<b>30</b>	<b>26</b>	<b>26</b>	<b>29</b>	<b>29</b>	<b>27</b>	<b>24</b>	<b>20</b>
Don't know	3	4	2	2	3	3	4	6	4	3	2	2	5	2	5	2	4	3
<b>Lose out because foreign factories and/or workers from abroad can do the same job more cheaply</b>																		
Very worried	21	21	22	24	13	18	24	15	15	26	23	21	22	24	22	22	20	18
Fairly worried	33	31	27	32	29	31	31	23	25	36	34	32	30	26	29	31	35	37
<b>TOTAL WORRIED</b>	<b>54</b>	<b>52</b>	<b>49</b>	<b>56</b>	<b>42</b>	<b>49</b>	<b>55</b>	<b>38</b>	<b>40</b>	<b>62</b>	<b>57</b>	<b>53</b>	<b>52</b>	<b>50</b>	<b>51</b>	<b>53</b>	<b>55</b>	<b>55</b>
Not very worried	29	28	32	28	27	28	28	39	34	23	24	29	27	30	27	31	26	26
Not at all worried	13	14	16	13	25	17	12	17	19	10	14	15	14	17	17	14	11	10
<b>TOTAL NOT WORRIED</b>	<b>42</b>	<b>42</b>	<b>48</b>	<b>41</b>	<b>52</b>	<b>45</b>	<b>40</b>	<b>56</b>	<b>53</b>	<b>33</b>	<b>38</b>	<b>44</b>	<b>41</b>	<b>47</b>	<b>44</b>	<b>45</b>	<b>37</b>	<b>36</b>
Don't know	4	5	4	4	5	5	6	7	7	5	4	4	7	3	5	3	8	9

		Voting intention			Gender		Age				Social grade		Region						
		Total	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>1424</b>	477	428	189	694	730	171	364	485	404	790	631	182	468	304	348	123	
	Unweighted Sample	1424	501	403	183	689	735	107	336	504	477	911	510	208	465	269	347	135	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Lose their job / have difficulty finding work</b>																			
	Very worried	24	24	17	34	19	22	25	20	19	32	19	24	23	26	19	27	26	22
	Fairly worried	40	38	35	37	40	36	39	42	41	36	35	38	37	33	38	41	37	39
	<b>TOTAL WORRIED</b>	<b>64</b>	<b>62</b>	<b>52</b>	<b>71</b>	<b>59</b>	<b>58</b>	<b>64</b>	<b>62</b>	<b>60</b>	<b>68</b>	<b>54</b>	<b>62</b>	<b>60</b>	<b>59</b>	<b>57</b>	<b>68</b>	<b>63</b>	<b>61</b>
	Not very worried	23	22	26	17	25	23	21	25	25	21	20	24	19	25	26	18	19	24
	Not at all worried	10	12	19	7	11	15	9	4	9	8	22	10	14	13	13	10	11	10
	<b>TOTAL NOT WORRIED</b>	<b>33</b>	<b>34</b>	<b>45</b>	<b>24</b>	<b>36</b>	<b>38</b>	<b>30</b>	<b>29</b>	<b>34</b>	<b>29</b>	<b>42</b>	<b>34</b>	<b>33</b>	<b>38</b>	<b>39</b>	<b>28</b>	<b>30</b>	<b>34</b>
	Don't know	4	5	3	4	5	4	5	8	6	4	4	3	7	4	4	3	7	5
<b>Lose their home</b>																			
	Very worried	14	14	11	22	7	13	16	11	12	19	11	15	14	16	12	16	15	11
	Fairly worried	26	28	23	29	28	24	31	21	26	28	32	27	28	25	26	25	33	29
	<b>TOTAL WORRIED</b>	<b>40</b>	<b>42</b>	<b>34</b>	<b>51</b>	<b>35</b>	<b>37</b>	<b>47</b>	<b>32</b>	<b>38</b>	<b>47</b>	<b>43</b>	<b>42</b>	<b>42</b>	<b>41</b>	<b>38</b>	<b>41</b>	<b>48</b>	<b>40</b>
	Not very worried	37	32	34	30	37	34	31	44	34	31	27	34	30	36	35	32	28	31
	Not at all worried	18	22	29	15	25	25	18	16	21	20	27	22	21	20	23	23	19	23
	<b>TOTAL NOT WORRIED</b>	<b>55</b>	<b>54</b>	<b>63</b>	<b>45</b>	<b>62</b>	<b>59</b>	<b>49</b>	<b>60</b>	<b>55</b>	<b>51</b>	<b>54</b>	<b>56</b>	<b>51</b>	<b>56</b>	<b>58</b>	<b>55</b>	<b>47</b>	<b>54</b>
	Don't know	4	4	3	4	4	4	4	9	6	2	3	3	6	4	3	4	5	6
<b>Suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																			
	Very worried	11	12	7	19	6	12	13	11	10	17	9	11	15	18	11	15	10	11
	Fairly worried	22	21	16	26	14	21	20	22	16	22	23	19	23	19	17	20	28	19
	<b>TOTAL WORRIED</b>	<b>33</b>	<b>33</b>	<b>23</b>	<b>45</b>	<b>20</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>26</b>	<b>39</b>	<b>32</b>	<b>30</b>	<b>38</b>	<b>37</b>	<b>28</b>	<b>35</b>	<b>38</b>	<b>30</b>
	Not very worried	40	37	42	30	40	35	40	36	38	36	39	41	32	39	40	34	36	37
	Not at all worried	22	24	31	20	31	29	19	21	29	20	25	25	23	20	25	26	21	28
	<b>TOTAL NOT WORRIED</b>	<b>62</b>	<b>61</b>	<b>73</b>	<b>50</b>	<b>71</b>	<b>64</b>	<b>59</b>	<b>57</b>	<b>67</b>	<b>56</b>	<b>64</b>	<b>66</b>	<b>55</b>	<b>59</b>	<b>65</b>	<b>60</b>	<b>57</b>	<b>65</b>
	Don't know	5	5	4	4	8	3	8	9	7	5	4	4	7	5	6	5	6	5
<b>Suffer ill-health</b>																			
	Very worried	13	14	11	20	10	14	15	6	11	19	15	12	17	21	12	19	11	8
	Fairly worried	33	33	29	35	33	31	35	26	26	35	41	35	31	21	30	31	42	44
	<b>TOTAL WORRIED</b>	<b>46</b>	<b>47</b>	<b>40</b>	<b>55</b>	<b>43</b>	<b>45</b>	<b>50</b>	<b>32</b>	<b>37</b>	<b>54</b>	<b>56</b>	<b>47</b>	<b>48</b>	<b>42</b>	<b>42</b>	<b>50</b>	<b>53</b>	<b>52</b>
	Not very worried	41	35	42	31	37	35	36	42	39	32	33	38	32	40	38	33	33	29
	Not at all worried	8	12	15	11	13	15	9	18	16	9	9	9	15	12	15	11	10	7
	<b>TOTAL NOT WORRIED</b>	<b>49</b>	<b>47</b>	<b>57</b>	<b>42</b>	<b>50</b>	<b>50</b>	<b>45</b>	<b>60</b>	<b>55</b>	<b>41</b>	<b>42</b>	<b>47</b>	<b>47</b>	<b>52</b>	<b>53</b>	<b>44</b>	<b>43</b>	<b>36</b>
	Don't know	5	6	3	4	7	6	6	8	9	5	3	5	6	6	5	5	4	12

## 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	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	45	87
Male 25 to 39	133	182
Male 40 to 54	249	240
Male 55 +	262	185
Female 18 to 24	62	84
Female 25 to 39	203	182
Female 40 to 54	255	245
Female 55 +	215	219
<b>Region</b>		
North England	347	348
Midlands	196	232
East England	147	136
London	208	182
South England	318	332
Wales	73	72
Scotland	135	123
<b>Social Grade</b>		
AB	553	392
C1	404	406
C2	178	293
DE	265	308
<b>Newspaper Type</b>		
Express / Mail	379	216
Sun / Star	165	304
Mirror / Record	108	217
Guardian / Independent	108	44
FT / Times / Telegraph	159	125
Other Paper	192	164
No Paper	310	352
<b>Political Party Identification 2010</b>		
Labour	471	463
Conservative	400	409
Liberal Democrat	172	170
Others	157	45
None/ DK	224	337