

YouGov / The Sun Survey Results

Sample Size: 2108 GB Adults
Fieldwork: 3rd - 4th October 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
Weighted Sample	2108	697	672	207	1029	1079	254	536	722	596	1186	894	270	691	447	517	183
Unweighted Sample	2108	652	671	196	1004	1104	132	553	810	613	1313	767	322	699	391	464	232
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	41	100	0	0	40	42	32	42	36	49	45	35	44	53	44	31	12
Lab	39	0	100	0	40	38	38	39	44	35	38	41	34	29	36	52	56
Lib Dem	12	0	0	100	12	12	23	12	12	8	12	13	17	13	12	9	12
Other	8	0	0	0	8	7	8	6	8	8	5	12	6	5	8	8	20

Other Parties Voting Intention

UKIP	3	0	0	0	3	3	0	2	3	5	2	4	2	3	4	4	2
SNP / PCY	2	0	0	0	2	2	4	1	2	2	1	3	1	0	1	0	15
Green	1	0	0	0	1	1	2	1	1	0	1	1	1	1	0	2	1
BNP	1	0	0	0	1	0	1	0	1	1	0	1	1	0	1	2	0
Respect	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	2	1	0	0	1	0	1	2	1	0

Non Voters

Would Not Vote	7	0	0	0	5	8	14	10	4	4	5	8	5	8	6	6	8
Don't know	12	0	0	0	8	17	12	13	12	12	11	14	17	14	11	10	10

30 Sep - 03 - 04
01 Oct Oct

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

Approve	41	41	87	6	53	45	37	29	40	39	50	45	35	47	46	44	34	25
Disapprove	41	39	4	80	23	41	37	39	39	42	35	36	43	37	33	39	44	52
Don't know	18	20	9	14	24	14	26	32	21	19	15	18	23	16	21	18	22	23

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
2108	697	672	207	1029	1079	254	536	722	596	1186	894	270	691	447	517	183
2108	652	671	196	1004	1104	132	553	810	613	1313	767	322	699	391	464	232
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

19-20
Sep

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 (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 candidates 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	36	35	28	35	77	39	32	32	40	33	35	39	30	36	36	35	35	31
I would vote in favour of keeping first-past-the-post	39	40	55	46	11	45	35	32	30	42	50	40	40	36	36	44	43	37
I wouldn't vote	8	7	2	3	1	6	8	14	9	5	5	5	10	8	9	6	4	8
Don't know	17	18	16	16	11	11	25	22	21	20	11	16	20	20	19	14	17	24

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

Yes, the British troops are winning	7	8	9	9	8	10	5	12	11	5	6	9	6	8	8	6	7	8
No, they are not winning yet, but victory is possible eventually	25	26	28	30	29	27	25	24	25	29	24	27	24	24	24	31	28	19
No, they are not winning, and victory is not possible	53	54	54	50	55	53	54	40	48	54	65	53	54	54	54	51	54	59
Don't know	14	13	9	11	9	9	16	25	16	12	5	11	15	15	14	12	11	14

Weighted Sample
Unweighted Sample

	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	
	2108	697	672	207	1029	1079	254	536	722	596	1186	894	270	691	447	517	183	
	2108	652	671	196	1004	1104	132	553	810	613	1313	767	322	699	391	464	232	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Should British troops be brought home from Afghanistan?																		
Yes -all troops should be withdrawn immediately	29	30	28	27	24	26	34	24	26	32	32	25	36	28	29	27	32	33
Yes -most troops should be withdrawn soon, and the rest within the next year or so	46	43	49	43	51	41	46	38	44	41	48	47	39	44	44	43	42	45
No -British troops should remain in Afghanistan as long as Afghanistan's government wants them there	17	18	18	23	20	26	10	17	19	20	15	21	14	20	18	19	17	15
Don't know	9	9	5	7	5	7	10	21	10	7	5	7	11	8	9	10	8	6
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	40	43	79	15	51	46	40	43	43	38	49	47	38	48	49	44	38	25
Bad for the economy	43	39	10	73	27	42	36	29	39	44	36	37	41	33	32	37	47	53
Don't know	17	18	11	12	22	13	24	28	18	18	15	16	21	19	19	19	15	21
Being done fairly or unfairly?																		
Fairly	30	33	72	7	35	37	30	20	37	30	38	39	25	36	39	35	26	20
Unfairly	51	46	10	83	42	47	46	50	45	50	41	42	53	40	39	45	58	59
Don't know	19	21	18	11	23	17	24	30	17	20	21	19	22	24	22	21	16	21
Having an impact on your own life, or not having an impact on your own life?																		
Having an impact on my life	59	56	54	62	51	55	56	47	54	62	53	56	55	52	57	54	59	52
Not having an impact on my life	25	25	29	23	30	29	22	22	29	24	25	27	23	27	24	25	25	27
Don't know	16	19	16	16	19	16	22	31	17	14	23	17	22	21	19	21	17	20
And who do you think is most to blame for the current spending cuts?																		
The Conservative-Liberal Democrat coalition	21	20	2	49	9	21	19	26	18	21	17	19	20	15	17	19	25	27
The last Labour government	44	44	88	5	56	46	43	31	41	43	55	49	38	48	52	49	35	25
Both	22	22	6	28	23	21	24	23	26	23	18	19	26	21	20	19	28	28
Neither	7	8	2	13	10	9	6	5	6	10	8	8	7	10	7	7	8	12
Don't know	6	6	1	4	2	3	8	15	9	4	2	4	8	6	5	6	5	9

Weighted Sample
Unweighted Sample

	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
2108	697	672	207	1029	1079	254	536	722	596	1186	894	270	691	447	517	183
2108	652	671	196	1004	1104	132	553	810	613	1313	767	322	699	391	464	232
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	25	14	30	18	23	27	24	25	28	22	20	31	25	24	27	26	22
Fairly worried	43	46	49	45	46	41	50	41	46	44	49	46	46	47	47	45	42	51
TOTAL WORRIED	69	71	63	75	64	64	77	65	71	72	71	66	77	72	71	72	68	73
Not very worried	24	22	30	20	27	27	18	20	24	21	24	27	16	20	22	20	27	20
Not at all worried	4	4	5	2	7	5	3	4	3	4	4	4	3	4	4	5	3	3
TOTAL NOT WORRIED	28	26	35	22	34	32	21	24	27	25	28	31	19	24	26	25	30	23
Don't know	3	3	2	3	1	4	3	11	3	2	1	2	4	4	4	3	2	3

be victims of burglary, robbery or mugging

Very worried	12	12	8	15	6	12	12	9	10	13	12	10	14	12	9	12	16	6
Fairly worried	33	35	40	34	27	34	37	27	33	35	43	35	36	38	36	41	34	21
TOTAL WORRIED	45	47	48	49	33	46	49	36	43	48	55	45	50	50	45	53	50	27
Not very worried	41	40	40	38	54	41	39	40	40	43	37	42	39	34	43	37	37	54
Not at all worried	10	8	8	10	10	9	7	12	11	7	6	10	6	8	8	5	9	13
TOTAL NOT WORRIED	51	48	48	48	64	50	46	52	51	50	43	52	45	42	51	42	46	67
Don't know	4	4	3	3	2	4	5	12	6	2	2	3	5	7	3	5	3	5

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

Very worried	27	25	10	40	17	22	29	17	21	29	28	24	28	22	22	25	32	21
Fairly worried	45	44	44	44	45	40	47	41	42	44	46	45	42	42	44	44	42	49
TOTAL WORRIED	72	69	54	84	62	62	76	58	63	73	74	69	70	64	66	69	74	70
Not very worried	21	25	40	12	32	31	19	28	30	23	23	26	24	26	28	26	21	24
Not at all worried	3	3	4	1	5	3	2	2	5	2	1	3	2	5	3	1	3	2
TOTAL NOT WORRIED	24	28	44	13	37	34	21	30	35	25	24	29	26	31	31	27	24	26
Don't know	4	3	2	3	1	3	3	12	3	2	2	2	5	5	4	3	1	5

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

Very worried	24	24	20	29	10	24	24	14	15	29	30	20	29	20	23	26	29	13
Fairly worried	32	33	36	32	36	32	34	26	30	34	38	32	35	32	35	32	30	39
TOTAL WORRIED	56	57	56	61	46	56	58	40	45	63	68	52	64	52	58	58	59	52
Not very worried	28	27	30	26	33	28	27	28	36	27	20	31	23	26	27	28	27	32
Not at all worried	12	11	11	9	21	12	10	17	15	8	10	14	7	15	10	10	12	11
TOTAL NOT WORRIED	40	38	41	35	54	40	37	45	51	35	30	45	30	41	37	38	39	43
Don't know	5	4	2	4	1	4	5	14	4	3	2	3	6	8	4	4	3	5

	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	
Weighted Sample	2108	697	672	207	1029	1079	254	536	722	596	1186	894	270	691	447	517	183	
Unweighted Sample	2108	652	671	196	1004	1104	132	553	810	613	1313	767	322	699	391	464	232	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their job / have difficulty finding work																		
Very worried	27	26	17	32	24	27	25	27	25	27	25	23	30	26	23	27	29	21
Fairly worried	35	37	39	36	37	36	37	40	38	39	32	37	36	36	38	38	32	43
TOTAL WORRIED	62	63	56	68	61	63	62	67	63	66	57	60	66	62	61	65	61	64
Not very worried	22	23	28	20	29	23	23	18	27	25	19	26	19	22	24	22	23	24
Not at all worried	10	10	12	8	9	10	9	3	6	7	20	11	8	10	10	8	12	8
TOTAL NOT WORRIED	32	33	40	28	38	33	32	21	33	32	39	37	27	32	34	30	35	32
Don't know	6	5	4	4	1	4	6	13	4	3	4	3	7	7	5	5	4	3
lose their home																		
Very worried	16	15	8	19	9	13	16	10	13	15	18	12	18	12	14	18	17	8
Fairly worried	24	27	27	28	23	25	29	20	28	27	29	25	29	24	29	25	26	31
TOTAL WORRIED	40	42	35	47	32	38	45	30	41	42	47	37	47	36	43	43	43	39
Not very worried	35	36	38	35	45	37	35	41	41	38	27	38	32	38	33	38	34	43
Not at all worried	19	18	23	15	21	21	16	16	15	18	24	21	15	19	19	16	20	13
TOTAL NOT WORRIED	54	54	61	50	66	58	51	57	56	56	51	59	47	57	52	54	54	56
Don't know	5	4	4	3	1	4	4	13	4	3	3	3	6	6	5	4	3	4
suffer discrimination or unfair treatment by employers or landlords or local councils or puic authorities																		
Very worried	14	13	6	20	5	14	11	10	9	14	16	10	16	11	12	14	15	6
Fairly worried	24	24	22	24	20	23	24	18	22	24	27	21	26	24	25	23	22	22
TOTAL WORRIED	38	37	28	44	25	37	35	28	31	38	43	31	42	35	37	37	37	28
Not very worried	36	37	42	35	40	36	38	36	43	38	31	41	31	34	36	40	35	44
Not at all worried	19	21	27	17	27	22	20	20	21	19	23	23	18	21	22	17	23	22
TOTAL NOT WORRIED	55	58	69	52	67	58	58	56	64	57	54	64	49	55	58	57	58	66
Don't know	6	6	3	4	8	6	7	16	6	5	4	4	9	9	6	6	5	5
suffer ill-health																		
Very worried	17	16	7	22	16	13	19	14	10	18	21	12	22	15	16	20	18	9
Fairly worried	32	34	35	35	28	32	37	20	31	36	42	34	35	35	36	31	34	38
TOTAL WORRIED	49	50	42	57	44	45	56	34	41	54	63	46	57	50	52	51	52	47
Not very worried	37	37	44	35	37	39	34	43	43	36	29	40	32	33	36	35	38	41
Not at all worried	9	7	9	5	11	9	5	7	10	6	5	8	4	7	7	8	6	5
TOTAL NOT WORRIED	46	44	53	40	48	48	39	50	53	42	34	48	36	40	43	43	44	46
Don't know	5	6	5	4	9	6	5	16	6	4	4	5	7	10	5	6	4	7

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	58	129
Male 25 to 39	227	269
Male 40 to 54	406	360
Male 55 +	313	271
Female 18 to 24	74	125
Female 25 to 39	326	267
Female 40 to 54	404	363
Female 55 +	300	324
Region		
North England	464	517
Midlands	291	343
East England	195	203
London	322	270
South England	504	488
Wales	100	104
Scotland	232	183
Social Grade		
AB	749	582
C1	564	603
C2	317	437
DE	450	458
Newspaper Type		
Express / Mail	436	318
Sun / Star	236	450
Mirror / Record	143	323
Guardian / Independent	186	64
FT / Times / Telegraph	236	182
Other Paper	210	241
No Paper	661	529
Political Party Identification		
Labour	699	684
Conservative	528	600
Liberal Democrat	227	252
Others	246	63
None/ DK	408	509