

YouGov / The Sun Survey Results

Sample Size: 2089 GB Adults
Fieldwork: 5th - 6th September 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	2089	685	602	208	1016	1073	249	539	719	582	1170	883	268	683	444	513	181
Unweighted Sample	2089	680	564	229	1011	1078	150	523	817	599	1338	715	318	662	430	487	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding don't know and wouldn't vote]

Con	42	100	0	0	41	43	34	40	37	52	46	36	47	52	44	34	17
Lab	37	0	100	0	37	37	40	34	45	29	33	43	36	25	37	49	48
Lib Dem	13	0	0	100	13	12	17	18	11	9	14	10	10	16	13	9	13
Other	8	0	0	0	8	8	9	8	7	10	6	12	6	7	6	8	22

Other Parties Voting Intention

UKIP	3	0	0	0	3	4	3	2	3	5	2	5	3	4	3	4	1
SNP / PCY	2	0	0	0	2	2	2	2	2	2	1	3	0	0	1	1	19
Green	1	0	0	0	1	2	2	1	1	1	1	1	1	2	1	1	1
BNP	1	0	0	0	2	0	1	2	1	1	1	2	2	1	1	2	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	0	0	1	1	0	0	1	1	0

Non Voters

Would Not Vote	7	0	0	0	6	8	12	10	6	3	4	10	5	7	7	10	2
Don't know	15	0	0	0	12	18	23	17	14	12	13	17	18	14	15	14	17

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

		02-03 Sept			05-06 Sept													
Approve	40	40	86	8	51	43	38	32	38	39	48	46	33	42	48	42	35	22
Disapprove	42	40	4	82	18	42	39	40	36	46	38	36	47	36	34	41	44	60
Don't know	18	19	10	10	31	15	23	28	26	15	14	18	20	22	18	17	21	18

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
2089	685	602	208	1016	1073	249	539	719	582	1170	883	268	683	444	513	181
2089	680	564	229	1011	1078	150	523	817	599	1338	715	318	662	430	487	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

30-31
Aug
05-06
Sept

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	37	35	26	37	68	41	29	35	36	35	33	39	28	36	36	36	29	43
I would vote in favour of keeping first-past-the-post	39	39	57	42	19	42	37	21	32	41	52	41	38	34	41	37	43	36
I wouldn't vote	5	8	2	4	1	6	9	11	12	7	3	4	12	6	7	9	9	5
Don't know	18	18	15	17	12	11	26	34	20	17	12	16	22	24	17	19	18	15
Do you think British troops are winning the war with the Taliban in Afghanistan, or not?																		
Yes, the British troops are winning	7	7	7	10	3	9	5	14	8	7	4	7	8	8	6	6	7	9
No, they are not winning yet, but victory is possible eventually	23	26	26	34	25	28	23	19	28	28	24	26	25	23	24	27	28	25
No, they are not winning, and victory is not possible	55	53	56	45	58	52	54	45	46	53	64	55	52	52	56	55	48	54
Don't know	15	14	11	11	14	10	18	23	19	13	8	13	16	18	14	11	16	11

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	
	2089	685	602	208	1016	1073	249	539	719	582	1170	883	268	683	444	513	181	
	2089	680	564	229	1011	1078	150	523	817	599	1338	715	318	662	430	487	192	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Should British troops be brought home from Afghanistan?																		
Yes - all troops should be withdrawn immediately	30	32	31	24	32	29	36	27	29	35	35	27	40	30	32	31	36	30
Yes - most troops should be withdrawn soon, and the rest within the next year or so	42	41	47	40	43	41	41	38	42	38	46	45	36	42	43	43	38	38
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	19	18	16	29	19	24	13	20	18	19	17	20	16	17	17	20	17	24
Don't know	10	8	6	7	6	6	9	15	11	8	2	8	8	11	7	5	9	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	43	42	80	13	47	47	38	31	42	38	53	48	34	44	48	47	35	27
Bad for the economy	39	38	8	76	32	39	38	35	36	46	34	36	42	32	33	36	45	57
Don't know	19	19	13	11	21	14	24	34	23	16	13	16	24	24	19	17	20	16
Being done fairly or unfairly?																		
Fairly	32	33	67	7	42	37	30	30	37	28	38	38	26	30	39	34	30	22
Unfairly	48	46	12	83	37	46	47	39	40	54	46	42	52	39	40	48	52	61
Don't know	19	20	20	10	21	17	23	31	23	18	16	20	21	31	21	18	17	16
Having an impact on your own life, or not having an impact on your own life?																		
Having an impact on my life	59	60	55	71	57	61	59	48	60	64	61	59	61	56	58	63	59	67
Not having an impact on my life	25	24	33	17	31	27	22	23	25	23	25	26	22	24	26	25	23	17
Don't know	16	16	13	12	12	12	19	29	15	13	14	15	17	20	15	12	17	16
And who do you think is most to blame for the current spending cuts?																		
The Conservative-Liberal Democrat coalition	23	22	2	58	11	21	23	18	18	27	21	22	23	17	19	19	27	36
The last Labour government	45	45	92	4	57	48	42	34	42	42	55	50	39	45	51	48	38	29
Both	20	20	3	23	23	19	22	24	23	19	18	17	24	20	17	24	21	23
Neither	6	6	2	9	9	7	5	4	7	7	4	7	5	7	6	5	7	7
Don't know	6	7	1	5	1	5	8	20	9	4	2	5	9	10	7	4	7	5

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
2089	685	602	208	1016	1073	249	539	719	582	1170	883	268	683	444	513	181
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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	24	24	14	32	13	21	27	18	22	27	24	18	32	21	24	26	23	25
Fairly worried	42	44	47	44	49	42	46	39	45	44	46	45	43	42	43	51	43	41
TOTAL WORRIED	66	68	61	76	62	63	73	57	67	71	70	63	75	63	67	77	66	66
Not very worried	24	22	31	15	33	25	20	19	23	21	25	28	15	21	25	18	24	23
Not at all worried	6	5	7	4	4	7	3	6	6	5	4	6	3	8	4	3	6	4
TOTAL NOT WORRIED	30	27	38	19	37	32	23	25	29	26	29	34	18	29	29	21	30	27
Don't know	4	4	2	4	0	5	3	18	3	3	1	3	6	8	3	2	4	7

be victims of burglary, robbery or mugging

Very worried	9	12	12	11	2	11	13	10	13	10	14	8	17	11	13	15	10	8
Fairly worried	33	33	33	33	31	34	32	24	30	35	37	33	32	35	31	32	38	27
TOTAL WORRIED	42	45	45	44	33	45	45	34	43	45	51	41	49	46	44	47	48	35
Not very worried	42	41	45	41	56	39	43	42	42	41	40	47	34	40	43	42	39	42
Not at all worried	10	9	7	10	10	10	7	9	9	9	7	9	9	7	8	8	8	15
TOTAL NOT WORRIED	52	50	52	51	66	49	50	51	51	50	47	56	43	47	51	50	47	57
Don't know	5	5	3	5	0	5	5	15	5	4	2	3	8	9	5	3	5	8

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

Very worried	24	27	13	44	14	24	29	21	23	30	30	23	32	22	26	29	28	29
Fairly worried	45	43	44	38	54	42	44	35	45	44	43	45	40	44	43	42	45	40
TOTAL WORRIED	69	70	57	82	68	66	73	56	68	74	73	68	72	66	69	71	73	69
Not very worried	23	21	33	12	26	24	19	19	24	19	23	24	18	25	22	22	20	18
Not at all worried	4	4	7	2	5	6	3	8	5	4	3	4	4	3	4	4	4	6
TOTAL NOT WORRIED	27	25	40	14	31	30	22	27	29	23	26	28	22	28	26	26	24	24
Don't know	4	5	3	4	1	5	5	17	4	4	1	3	7	7	5	3	3	8

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

Very worried	23	23	22	26	18	23	24	14	16	27	30	17	32	17	22	28	27	19
Fairly worried	33	32	33	31	37	32	33	26	33	34	33	32	33	28	33	32	36	31
TOTAL WORRIED	56	55	55	57	55	55	57	40	49	61	63	49	65	45	55	60	63	50
Not very worried	27	26	27	25	29	26	26	27	31	25	23	31	20	29	29	27	21	25
Not at all worried	11	12	15	12	12	14	11	17	16	10	10	16	7	17	12	10	11	15
TOTAL NOT WORRIED	38	38	42	37	41	40	37	44	47	35	33	47	27	46	41	37	32	40
Don't know	6	6	4	5	5	5	6	17	4	4	4	4	8	10	5	4	5	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their job / have difficulty finding work																		
Very worried	25	26	16	33	18	24	27	24	24	27	26	21	32	22	23	29	28	24
Fairly worried	38	38	41	39	41	37	38	36	42	41	31	40	35	39	38	37	37	37
TOTAL WORRIED	63	64	57	72	59	61	65	60	66	68	57	61	67	61	61	66	65	61
Not very worried	20	21	28	15	29	22	21	15	24	21	22	24	17	23	22	21	20	19
Not at all worried	11	10	12	9	10	11	9	6	6	8	18	12	8	6	12	9	10	10
TOTAL NOT WORRIED	31	31	40	24	39	33	30	21	30	29	40	36	25	29	34	30	30	29
Don't know	6	5	3	4	2	6	5	19	3	3	4	4	8	9	5	3	4	10
lose their home																		
Very worried	16	15	10	18	11	14	16	8	14	15	20	10	21	14	15	16	15	16
Fairly worried	28	28	28	33	24	26	31	27	30	29	28	27	31	29	28	31	29	23
TOTAL WORRIED	44	43	38	51	35	40	47	35	44	44	48	37	52	43	43	47	44	39
Not very worried	33	34	39	30	44	36	32	32	38	34	31	39	27	31	35	36	33	34
Not at all worried	18	17	21	15	19	19	15	13	14	19	19	20	14	18	16	14	19	19
TOTAL NOT WORRIED	51	51	60	45	63	55	47	45	52	53	50	59	41	49	51	50	52	53
Don't know	6	5	3	4	2	6	5	19	5	4	2	4	8	9	6	3	4	8
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																		
Very worried	12	14	10	18	5	15	14	14	13	14	16	11	19	14	14	17	13	15
Fairly worried	24	23	20	26	20	22	25	19	19	24	28	20	28	30	21	23	25	19
TOTAL WORRIED	36	37	30	44	25	37	39	33	32	38	44	31	47	44	35	40	38	34
Not very worried	36	36	41	33	42	35	37	36	40	36	33	41	30	30	37	37	38	39
Not at all worried	22	19	24	17	31	21	17	15	23	20	18	23	15	17	21	19	19	19
TOTAL NOT WORRIED	58	55	65	50	73	56	54	51	63	56	51	64	45	47	58	56	57	58
Don't know	6	6	5	5	3	6	7	17	4	6	4	5	8	9	7	5	5	9
suffer ill-health																		
Very worried	14	15	12	17	8	13	18	9	12	14	22	10	22	12	18	15	15	12
Fairly worried	34	37	35	40	39	34	39	28	25	40	47	35	38	39	35	38	36	37
TOTAL WORRIED	48	52	47	57	47	47	57	37	37	54	69	45	60	51	53	53	51	49
Not very worried	38	34	38	30	42	36	32	33	43	34	25	38	27	33	35	34	33	31
Not at all worried	7	8	11	6	9	10	6	10	14	6	4	10	5	6	6	8	10	11
TOTAL NOT WORRIED	45	42	49	36	51	46	38	43	57	40	29	48	32	39	41	42	43	42
Don't know	6	6	4	6	1	7	6	20	6	5	2	6	7	9	6	4	6	10

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	71	127
Male 25 to 39	236	271
Male 40 to 54	377	355
Male 55 +	327	263
Female 18 to 24	79	122
Female 25 to 39	287	268
Female 40 to 54	440	364
Female 55 +	272	319
Region		
North England	487	513
Midlands	311	341
East England	184	202
London	318	268
South England	478	481
Wales	119	104
Scotland	192	181
Social Grade		
AB	746	575
C1	592	595
C2	309	431
DE	406	452
Newspaper Type		
Express / Mail	427	310
Sun / Star	213	445
Mirror / Record	119	320
Guardian / Independent	179	65
FT / Times / Telegraph	280	181
Other Paper	238	243
No Paper	633	525
Political Party Identification		
Labour	645	677
Conservative	568	595
Liberal Democrat	244	249
Others	239	66
None/ DK	393	502