

YouGov / The Sun Survey Results

Sample Size: 2050 GB Adults
Fieldwork: 14th - 15th November 2010

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	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	
Weighted Sample	2050	638	658	152	635	584	441	994	1056	245	520	710	574	1151	868	262	671	438	499	180	
Unweighted Sample	2050	606	660	163	593	579	468	988	1062	161	545	772	572	1368	651	313	706	373	459	199	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	92	2	18	38	43	29	44	34	48	46	31	41	50	38	37	22
Lab	42	0	100	0	2	93	34	43	40	46	41	50	32	37	49	42	31	43	50	52
Lib Dem	10	0	0	100	1	1	39	10	9	17	10	8	9	10	8	8	13	10	6	9
Other	8	0	0	0	4	3	9	9	8	8	5	8	11	6	12	9	6	9	7	17

Other Parties Voting Intention

SNP / PCY	2	0	0	0	0	1	1	2	2	3	1	2	2	2	2	0	0	1	0	16
Green	1	0	0	0	0	0	4	1	1	3	1	1	1	1	2	3	2	1	1	0
UKIP	3	0	0	0	3	1	3	3	3	0	0	4	6	2	6	2	3	4	4	0
BNP	1	0	0	0	1	1	0	1	1	0	1	1	2	1	1	3	1	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	1	1	1	1	1	1	0	0	1	1	0	1	1	0

Non Voters

Would Not Vote	9	0	0	0	1	2	6	8	9	15	11	8	4	5	14	11	9	8	10	3
Don't know	14	0	0	0	10	9	21	10	19	16	19	16	8	14	15	19	15	10	14	17

11-12
Nov

14-15
Nov

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

Approve	37	37	89	4	57	77	7	34	39	35	27	38	32	47	45	27	37	42	37	33	30
Disapprove	47	47	4	88	21	13	80	50	49	46	47	41	54	45	40	57	45	40	48	55	56
Don't know	15	16	7	9	22	10	13	16	12	19	26	21	14	8	15	16	17	18	15	12	14

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	
2050	638	658	152	635	584	441	994	1056	245	520	710	574	1151	868	262	671	438	499	180	
Unweighted Sample	2050	606	660	163	593	579	468	988	1062	161	545	772	572	1368	651	313	706	373	459	199
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

31 Oct - 1 Nov
14-15 Nov

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 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	32	33	25	35	71	25	29	57	39	28	43	32	33	30	37	27	32	33	34	31	37
I would vote in favour of keeping first-past-the-post	43	40	57	45	15	55	47	24	43	38	22	34	41	53	43	37	39	42	37	42	41
I wouldn't vote	8	7	2	3	1	3	5	2	5	8	13	8	6	4	4	11	7	6	9	7	3
Don't know	17	20	17	17	13	17	19	17	13	26	23	27	20	12	16	25	22	19	20	20	19

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

Yes, the British troops are winning	7	7	10	8	7	9	7	7	11	4	10	10	7	4	8	7	7	7	9	8	4
No, they are not winning yet, but victory is possible eventually	25	25	29	29	24	28	29	21	26	23	29	25	24	23	26	23	25	28	19	24	28
No, they are not winning, and victory is not possible	55	55	51	54	59	52	52	60	54	55	35	47	59	65	54	55	48	53	60	56	55
Don't know	13	13	10	10	11	10	13	12	9	17	26	18	10	7	12	15	20	13	12	12	13

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	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
Weighted Sample	2050	638	658	152	635	584	441	994	1056	245	520	710	574	1151	868	262	671	438	499	180
Unweighted Sample	2050	606	660	163	593	579	468	988	1062	161	545	772	572	1368	651	313	706	373	459	199
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Should British troops be brought home from Afghanistan?

Yes - all troops should be withdrawn immediately	29	27	23	27	19	23	25	26	25	29	25	25	29	28	22	34	27	26	29	27	26
Yes - most troops should be withdrawn soon, and the rest within the next year or so	41	44	50	43	43	49	44	41	40	47	37	41	43	49	48	38	40	47	44	43	39
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	20	21	23	24	28	23	24	24	28	14	24	23	21	18	23	19	22	21	19	22	23
Don't know	10	8	4	6	10	5	7	10	6	10	14	10	7	5	8	9	11	6	8	9	12

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	41	82	12	50	75	13	39	43	40	37	38	36	53	47	33	41	46	43	37	31
Bad for the economy	40	42	7	79	26	12	74	43	46	39	41	40	48	37	38	47	39	36	42	48	54
Don't know	17	17	11	10	24	13	13	18	12	21	22	22	16	10	14	20	20	18	15	15	15

Being done fairly or unfairly?

Fairly	37	36	76	7	49	68	11	33	38	33	31	39	29	42	43	26	33	40	36	34	28
Unfairly	50	50	10	87	32	19	81	53	53	47	48	44	59	45	45	57	51	44	48	54	65
Don't know	12	14	13	6	19	13	9	15	9	19	21	17	11	13	13	17	16	15	16	13	8

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

Having an impact on my life	58	59	58	65	50	59	62	61	60	58	53	58	67	53	59	59	54	61	59	61	51
Not having an impact on my life	26	26	30	24	34	28	25	23	27	24	19	27	21	32	27	24	29	22	26	26	30
Don't know	16	15	11	12	17	13	13	16	13	18	29	15	12	15	15	17	17	16	15	13	19

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

The Conservative-Liberal Democrat coalition	20	22	2	54	11	3	48	21	25	20	26	20	25	20	20	26	22	18	24	26	28
The last Labour government	46	43	91	4	49	86	6	38	43	43	35	42	37	55	49	35	37	50	43	40	29
Both	22	23	4	30	23	8	31	28	21	25	22	24	27	17	20	27	24	21	22	23	30
Neither	7	7	2	9	13	2	10	9	7	6	2	7	7	7	7	5	7	6	6	6	9
Don't know	6	5	1	2	4	1	5	4	3	7	14	7	5	1	4	7	9	4	5	5	3

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	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
Weighted Sample	2050	638	658	152	635	584	441	994	1056	245	520	710	574	1151	868	262	671	438	499	180
Unweighted Sample	2050	606	660	163	593	579	468	988	1062	161	545	772	572	1368	651	313	706	373	459	199
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	23	13	32	18	16	31	22	19	27	17	24	28	20	17	32	22	22	27	23	25
Fairly worried	45	43	45	41	44	44	37	49	42	44	40	40	44	44	43	42	40	48	40	43	37
TOTAL WORRIED	69	66	58	73	62	60	68	71	61	71	57	64	72	64	60	74	62	70	67	66	62
Not very worried	23	25	34	21	30	31	23	23	29	21	22	26	22	28	31	16	25	26	25	22	27
Not at all worried	5	5	7	4	5	5	4	4	7	3	8	5	3	6	5	5	9	2	3	9	4
TOTAL NOT WORRIED	28	30	41	25	35	36	27	27	36	24	30	31	25	34	36	21	34	28	28	31	31
Don't know	3	4	2	2	3	3	4	2	3	5	14	5	3	1	4	5	5	3	5	4	6

be victims of burglary, robbery or mugging

Very worried	12	11	7	14	9	9	14	8	12	11	7	10	11	14	10	13	12	11	10	13	7
Fairly worried	33	33	35	33	30	37	33	31	29	37	22	29	35	38	33	32	38	32	36	30	26
TOTAL WORRIED	45	44	42	47	39	46	47	39	41	48	29	39	46	52	43	45	50	43	46	43	33
Not very worried	42	43	45	42	50	42	40	48	46	40	48	47	42	39	45	40	37	46	41	42	47
Not at all worried	9	8	10	9	8	9	9	10	9	7	8	7	8	8	8	8	8	6	7	11	12
TOTAL NOT WORRIED	51	51	55	51	58	51	49	58	55	47	56	54	50	47	53	48	45	52	48	53	59
Don't know	4	5	3	3	4	3	4	3	4	6	15	6	4	1	5	6	5	4	5	4	8

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

Very worried	24	25	11	38	20	15	36	27	23	27	18	21	31	24	21	30	24	24	25	27	25
Fairly worried	44	43	42	41	48	43	41	47	40	46	37	42	44	48	45	42	45	46	44	39	43
TOTAL WORRIED	68	68	53	79	68	58	77	74	63	73	55	63	75	72	66	72	69	70	69	66	68
Not very worried	25	23	37	14	25	33	15	21	28	18	25	26	19	24	27	17	20	24	23	23	21
Not at all worried	4	4	8	4	3	6	4	3	5	3	5	5	4	4	4	5	5	3	3	6	5
TOTAL NOT WORRIED	29	27	45	18	28	39	19	24	33	21	30	31	23	28	31	22	25	27	26	29	26
Don't know	3	4	2	2	3	3	4	2	4	5	14	6	3	1	4	5	6	4	4	4	6

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

Very worried	23	20	17	24	11	18	26	17	20	21	13	13	23	26	16	26	21	19	21	21	23
Fairly worried	30	33	34	34	23	35	31	28	31	34	16	29	37	38	31	35	28	33	34	34	30
TOTAL WORRIED	53	53	51	58	34	53	57	45	51	55	29	42	60	64	47	61	49	52	55	55	53
Not very worried	30	29	32	27	41	32	29	35	31	28	35	38	27	22	34	23	30	33	29	25	27
Not at all worried	11	11	14	9	17	12	8	14	13	10	21	11	9	10	13	9	13	9	10	14	11
TOTAL NOT WORRIED	41	40	46	36	58	44	37	49	44	38	56	49	36	32	47	32	43	42	39	39	38
Don't know	5	6	3	5	7	3	6	5	5	7	16	8	4	4	6	7	7	6	6	6	9

		Voting intention			2010 Vote			Gender		Age				Social grade		Region						
		Total	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	
	Weighted Sample	2050	638	658	152	635	584	441	994	1056	245	520	710	574	1151	868	262	671	438	499	180	
	Unweighted Sample	2050	606	660	163	593	579	468	988	1062	161	545	772	572	1368	651	313	706	373	459	199	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their job / have difficulty finding work																						
	Very worried	25	25	17	33	19	20	31	23	24	26	26	24	29	22	21	31	24	23	28	26	28
	Fairly worried	38	35	38	36	28	37	34	37	34	36	30	37	37	33	37	33	35	37	35	35	31
	TOTAL WORRIED	63	60	55	69	47	57	65	60	58	62	56	61	66	55	58	64	59	60	63	61	59
	Not very worried	23	24	29	18	39	29	21	26	26	22	29	28	23	20	27	21	23	25	25	23	24
	Not at all worried	9	10	14	9	10	12	9	10	10	10	2	5	7	22	10	10	12	10	8	12	7
	TOTAL NOT WORRIED	32	34	43	27	49	41	30	36	36	32	31	33	30	42	37	31	35	35	33	35	31
	Don't know	4	5	2	4	4	3	6	3	5	5	13	6	4	2	5	6	6	4	5	5	10
lose their home																						
	Very worried	15	15	9	21	10	11	19	14	14	17	7	13	17	18	11	21	18	16	13	15	16
	Fairly worried	27	27	24	30	21	27	27	26	25	29	15	29	31	24	26	27	22	27	30	27	23
	TOTAL WORRIED	42	42	33	51	31	38	46	40	39	46	22	42	48	42	37	48	40	43	43	42	39
	Not very worried	35	34	41	27	40	37	31	37	37	32	48	41	31	28	38	29	33	36	33	33	38
	Not at all worried	18	19	23	18	27	21	18	20	20	18	17	12	18	27	20	17	20	17	20	21	15
	TOTAL NOT WORRIED	53	53	64	45	67	58	49	57	57	50	65	53	49	55	58	46	53	53	53	54	53
	Don't know	5	5	2	4	2	3	5	2	4	5	13	6	3	2	5	5	7	4	4	5	8
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
	Very worried	15	12	5	18	9	8	18	10	13	12	9	7	14	15	9	17	15	11	14	12	8
	Fairly worried	23	23	18	29	16	20	27	21	23	23	22	21	25	23	22	25	26	23	22	21	25
	TOTAL WORRIED	38	35	23	47	25	28	45	31	36	35	31	28	39	38	31	42	41	34	36	33	33
	Not very worried	37	36	42	31	42	40	33	37	34	38	29	40	37	34	39	31	31	39	33	36	36
	Not at all worried	20	22	31	18	31	27	17	27	25	19	24	24	18	25	24	19	18	21	25	24	21
	TOTAL NOT WORRIED	57	58	73	49	73	67	50	64	59	57	53	64	55	59	63	50	49	60	58	60	57
	Don't know	6	7	4	4	3	5	6	4	5	8	16	7	6	3	6	8	9	6	5	6	11
suffer ill-health																						
	Very worried	17	16	9	23	12	11	20	14	14	18	9	12	17	22	12	22	16	15	18	17	15
	Fairly worried	33	33	32	37	27	34	36	33	32	35	23	22	37	43	33	34	34	36	34	30	29
	TOTAL WORRIED	50	49	41	60	39	45	56	47	46	53	32	34	54	65	45	56	50	51	52	47	44
	Not very worried	37	36	43	31	48	41	32	40	39	34	37	48	35	27	42	29	35	37	38	34	40
	Not at all worried	9	8	12	7	9	10	6	9	10	6	16	10	7	5	8	8	6	7	6	13	9
	TOTAL NOT WORRIED	46	44	55	38	57	51	38	49	49	40	53	58	42	32	50	37	41	44	44	47	49
	Don't know	5	6	4	3	4	5	5	3	5	6	16	7	4	3	6	6	9	5	5	6	8

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	62	125
Male 25 to 39	246	261
Male 40 to 54	375	348
Male 55 +	305	259
Female 18 to 24	99	120
Female 25 to 39	299	258
Female 40 to 54	397	362
Female 55 +	267	315
Region		
North England	459	499
Midlands	282	335
East England	200	198
London	313	262
South England	506	473
Wales	91	103
Scotland	199	180
Social Grade		
AB	775	565
C1	593	586
C2	253	424
DE	398	444
Newspaper Type		
Express / Mail	371	311
Sun / Star	258	437
Mirror / Record	158	315
Guardian / Independent	189	63
FT / Times / Telegraph	234	172
Other Paper	195	233
No Paper	645	520
Political Party Identification		
Labour	692	662
Conservative	517	587
Liberal Democrat	245	246
Others	246	61
None/ DK	350	494

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

<http://today.yougov.co.uk>