

YouGov / The Sun Survey Results

Sample Size: 2125 GB Adults
Fieldwork: 15th - 16th August 2010

	Voting intention			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2125	678	618	245	1033	1092	478	320	740	586	1191	898	269	697	457	519	183
Unweighted Sample	2125	632	622	250	1009	1116	374	349	845	557	1396	693	277	734	423	476	215
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	41	100	0	0	40	42	36	39	37	49	44	35	34	52	45	34	15
Lab	37	0	100	0	38	36	32	39	42	34	33	44	43	24	38	45	55
Lib Dem	15	0	0	100	14	16	22	17	12	11	18	11	18	18	11	13	13
Other	8	0	0	0	8	7	10	5	8	6	6	10	6	6	5	9	18

Other Parties Voting Intention

UKIP	2	0	0	0	3	2	1	1	3	3	2	3	3	3	2	2	3
SNP / PCY	1	0	0	0	1	1	1	0	1	1	1	1	0	0	0	0	12
Green	1	0	0	0	1	2	2	2	1	0	2	1	1	1	1	2	2
BNP	1	0	0	0	1	1	1	1	2	1	1	2	1	1	2	3	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	4	0	1	0	0	3	1	1	1	2	1

Non Voters

Would Not Vote	7	0	0	0	6	8	12	7	6	3	4	10	8	7	7	7	6
Don't know	15	0	0	0	12	17	19	16	13	12	14	15	16	14	13	16	15

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

		12-13 August			15-16 August													
Approve	41	40	86	5	53	43	37	33	44	36	49	45	34	40	47	47	29	28
Disapprove	39	39	3	82	18	39	38	35	34	44	38	36	43	43	30	34	47	54
Don't know	20	21	11	12	29	18	25	33	22	20	13	20	23	17	24	18	24	18

	Voting intention			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2125	678	618	245	1033	1092	478	320	740	586	1191	898	269	697	457	519	183
Unweighted Sample	2125	632	622	250	1009	1116	374	349	845	557	1396	693	277	734	423	476	215
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

1-2
August
15-16
August

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	41	37	33	34	68	40	35	37	44	39	33	42	32	42	37	37	36	37
I would vote in favour of keeping first-past-the-post	36	38	53	46	15	41	35	26	32	37	52	39	37	33	38	38	40	41
I wouldn't vote	5	7	1	5	1	6	9	12	7	7	3	4	10	8	6	7	8	7
Don't know	18	17	13	15	16	13	22	25	17	16	13	15	21	17	20	17	16	16

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

Yes, the British troops are winning	7	7	8	9	6	10	4	10	9	6	4	6	8	6	8	6	7	5
No, they are not winning yet, but victory is possible eventually	24	26	29	30	27	26	25	21	29	26	27	25	26	25	25	28	25	28
No, they are not winning, and victory is not possible	53	54	54	52	55	53	55	45	49	57	62	56	52	59	52	53	55	59
Don't know	15	13	9	9	13	11	15	24	12	11	7	12	13	11	15	13	13	9

	Voting intention			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2125	678	618	245	1033	1092	478	320	740	586	1191	898	269	697	457	519	183
Unweighted Sample	2125	632	622	250	1009	1116	374	349	845	557	1396	693	277	734	423	476	215
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Should British troops be brought home from Afghanistan?

Yes - all troops should be withdrawn immediately	32	31	30	26	31	27	34	28	25	31	36	27	35	32	29	28	35	31
Yes - most troops should be withdrawn soon, and the rest within the next year or so	43	45	47	46	46	45	45	44	50	44	44	47	42	42	47	47	42	46
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	17	17	17	23	18	21	13	15	18	18	16	18	15	21	16	18	15	18
Don't know	9	8	6	5	5	7	8	13	8	7	5	7	8	6	9	7	9	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	44	44	82	12	51	45	43	41	41	40	52	49	36	47	49	47	37	29
Bad for the economy	37	38	8	77	29	41	35	34	38	44	34	36	41	39	31	35	45	52
Don't know	19	18	10	11	20	14	22	24	21	15	14	15	22	15	19	17	18	19

Being done fairly or unfairly?

Fairly	37	36	74	9	49	38	35	31	39	33	43	41	29	32	43	44	27	21
Unfairly	45	46	11	82	37	47	44	46	41	49	43	43	50	52	36	40	53	66
Don't know	18	18	15	9	15	15	21	23	21	18	14	16	21	17	20	16	20	13

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

Having an impact on my life	55	56	53	67	46	56	55	50	61	59	54	55	55	57	53	59	57	58
Not having an impact on my life	28	29	34	22	43	31	27	28	28	27	32	31	26	30	31	26	27	28
Don't know	17	15	12	11	11	13	18	22	12	14	14	14	18	13	16	15	16	14

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

The Conservative-Liberal Democrat coalition	22	22	2	59	7	24	20	19	21	24	21	20	23	25	16	21	25	31
The last Labour government	45	45	88	4	59	46	43	38	43	42	54	49	39	46	55	47	35	27
Both	20	21	5	23	24	19	23	23	22	22	18	20	22	21	16	20	26	30
Neither	6	6	2	11	7	6	6	4	6	8	5	6	6	6	5	6	7	7
Don't know	7	7	2	3	3	5	8	16	8	4	2	4	10	2	9	6	7	5

	Voting intention			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2125	678	618	245	1033	1092	478	320	740	586	1191	898	269	697	457	519	183
Unweighted Sample	2125	632	622	250	1009	1116	374	349	845	557	1396	693	277	734	423	476	215
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	25	19	32	16	22	28	25	31	30	18	22	29	28	23	27	26	25
Fairly worried	43	43	43	45	44	43	44	44	42	44	42	41	46	41	45	43	41	48
TOTAL WORRIED	65	68	62	77	60	65	72	69	73	74	60	63	75	69	68	70	67	73
Not very worried	26	24	32	18	32	26	22	20	22	21	32	28	18	24	25	24	23	22
Not at all worried	5	5	6	4	7	7	3	5	3	3	9	6	5	5	4	6	3	3
TOTAL NOT WORRIED	31	29	38	22	39	33	25	25	25	24	41	34	23	29	30	28	29	25
Don't know	4	2	0	2	1	2	3	7	1	2	0	3	2	2	2	4	2	2

Be victims of burglary, robbery or mugging

Very worried	11	12	9	16	9	11	12	7	12	12	14	9	15	16	9	13	12	13
Fairly worried	30	33	36	35	29	32	35	28	35	36	34	31	36	30	33	34	36	32
TOTAL WORRIED	41	45	45	51	38	43	47	35	47	48	48	40	51	46	42	47	48	45
Not very worried	43	41	43	37	51	42	41	49	38	41	38	44	38	43	45	42	35	41
Not at all worried	10	10	10	9	11	13	7	8	11	9	12	12	8	9	10	8	12	12
TOTAL NOT WORRIED	53	51	53	46	62	55	48	57	49	50	50	56	46	52	55	50	47	53
Don't know	5	4	2	3	1	3	5	7	3	3	2	4	4	2	4	3	6	2

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

Very worried	24	26	13	42	19	24	28	19	29	31	25	24	30	29	21	24	31	34
Fairly worried	45	43	45	42	50	43	44	43	42	43	45	43	43	39	46	46	41	40
TOTAL WORRIED	69	69	58	84	69	67	72	62	71	74	70	67	73	68	67	70	72	74
Not very worried	24	23	36	12	27	25	22	26	22	21	24	26	20	26	25	24	20	20
Not at all worried	4	3	4	1	4	4	2	3	4	3	4	4	3	4	3	3	3	3
TOTAL NOT WORRIED	28	26	40	13	31	29	24	29	26	24	28	30	23	30	28	27	23	23
Don't know	4	4	2	2	1	3	4	8	3	3	2	3	4	2	4	3	5	2

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

Very worried	23	24	21	27	18	24	24	15	21	28	28	18	32	21	24	24	26	25
Fairly worried	31	32	35	34	27	31	33	27	27	35	35	32	32	32	32	33	32	31
TOTAL WORRIED	54	56	56	61	45	55	57	42	48	63	63	50	64	53	56	57	58	56
Not very worried	28	27	29	24	33	28	27	33	38	24	21	30	24	30	28	27	24	30
Not at all worried	13	12	12	11	21	14	11	17	12	9	13	15	8	14	12	12	12	12
TOTAL NOT WORRIED	41	39	41	35	54	42	38	50	50	33	34	45	32	44	40	39	36	42
Don't know	6	4	3	3	2	3	5	8	2	4	3	4	5	3	4	4	6	3

	Total	Voting intention			Gender		Age				Social grade		Region					
		Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2125	678	618	245	1033	1092	478	320	740	586	1191	898	269	697	457	519	183	
Unweighted Sample	2125	632	622	250	1009	1116	374	349	845	557	1396	693	277	734	423	476	215	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Lose their job / have difficulty finding work																		
Very worried	23	25	17	35	20	25	26	26	26	29	20	25	27	29	21	27	26	28
Fairly worried	39	38	42	37	38	37	39	37	40	41	33	36	40	33	38	41	36	42
TOTAL WORRIED	62	63	59	72	58	62	65	63	66	70	53	61	67	62	59	68	62	70
Not very worried	22	22	25	18	30	21	23	26	27	20	19	25	19	24	25	19	22	17
Not at all worried	10	10	16	7	12	13	8	5	6	6	23	11	10	12	12	9	9	10
TOTAL NOT WORRIED	32	32	41	25	42	34	31	31	33	26	42	36	29	36	37	28	31	27
Don't know	5	4	1	3	1	3	4	7	1	3	4	4	4	2	3	4	6	4
Lose their home																		
Very worried	15	16	10	22	10	13	18	12	14	17	17	13	19	17	12	19	16	18
Fairly worried	27	28	27	32	29	28	28	25	33	28	27	27	30	30	29	26	26	29
TOTAL WORRIED	42	44	37	54	39	41	46	37	47	45	44	40	49	47	41	45	42	47
Not very worried	37	34	39	26	39	33	35	39	38	33	28	36	31	33	37	35	33	27
Not at all worried	17	19	22	16	20	23	15	17	13	18	26	21	17	19	20	17	19	22
TOTAL NOT WORRIED	54	53	61	42	59	56	50	56	51	51	54	57	48	52	57	52	52	49
Don't know	5	3	1	3	1	3	4	7	2	3	2	3	4	2	2	3	6	4
Suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																		
Very worried	13	15	12	21	10	14	16	13	12	18	16	12	20	17	14	17	15	16
Fairly worried	24	21	17	27	20	20	22	20	18	21	25	21	22	22	20	20	22	23
TOTAL WORRIED	37	36	29	48	30	34	38	33	30	39	41	33	42	39	34	37	37	39
Not very worried	37	39	46	31	48	40	38	45	47	38	31	41	36	38	40	41	36	39
Not at all worried	19	19	24	17	19	21	18	16	20	18	24	22	16	19	22	18	19	17
TOTAL NOT WORRIED	56	58	70	48	67	61	56	61	67	56	55	63	52	57	62	59	55	56
Don't know	7	5	2	5	2	4	6	7	3	5	4	4	6	4	4	5	7	4
Suffer ill-health																		
Very worried	15	17	12	23	11	14	20	9	13	20	23	14	22	17	14	19	20	16
Fairly worried	33	30	28	31	30	27	32	21	24	31	38	29	31	27	32	26	29	33
TOTAL WORRIED	48	47	40	54	41	41	52	30	37	51	61	43	53	44	46	45	49	49
Not very worried	37	40	49	33	49	43	37	49	48	38	30	44	34	40	41	41	38	36
Not at all worried	8	9	9	9	8	11	6	13	11	7	7	10	8	13	9	8	6	12
TOTAL NOT WORRIED	45	49	58	42	57	54	43	62	59	45	37	54	42	53	50	49	44	48
Don't know	7	5	2	4	2	4	5	8	4	5	3	4	6	4	4	5	6	3

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	63	131
Male 25 to 39	234	270
Male 40 to 54	406	361
Male 55 +	306	271
Female 18 to 24	94	124
Female 25 to 39	332	273
Female 40 to 54	429	369
Female 55 +	261	325
Region		
North England	476	519
Midlands	308	351
East England	213	207
London	277	269
South England	521	490
Wales	115	106
Scotland	215	183
Social Grade		
AB	833	585
C1	563	606
C2	295	439
DE	398	460
Newspaper Type		
Express / Mail	404	320
Sun / Star	215	452
Mirror / Record	152	325
Guardian / Independent	197	68
FT / Times / Telegraph	267	182
Other Paper	210	242
No Paper	680	536
Political Party Identification		
Labour	704	687
Conservative	517	608
Liberal Democrat	246	253
Others	250	69
None/ DK	408	508

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