

## YouGov Survey / The Sun Results

Sample Size: 2007 GB Adults  
Fieldwork: 18th - 19th July 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
<b>Weighted Sample 2007</b>	667	551	237	979	1028	431	325	690	562	1124	849	263	655	426	489	174
Unweighted Sample 2007	661	539	246	976	1031	342	307	745	613	1308	665	309	666	369	472	191
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>42</b>	100	0	0	40	45	31	38	42	52	44	39	44	51	47	32	22
Lab	<b>35</b>	0	100	0	37	33	39	35	38	28	32	39	33	24	34	48	45
Lib Dem	<b>15</b>	0	0	100	15	15	20	21	11	13	17	12	16	19	11	15	10
Other	<b>8</b>	0	0	0	9	7	10	6	9	7	7	9	8	6	7	6	23

### Other Parties Voting Intention

SNP / PCY	<b>2</b>	0	0	0	3	2	2	1	3	2	2	3	0	0	2	0	20
Green	<b>2</b>	0	0	0	1	2	3	1	2	0	2	1	1	2	1	3	0
UKIP	<b>2</b>	0	0	0	3	2	1	3	3	2	2	3	2	3	2	2	2
BNP	<b>1</b>	0	0	0	2	1	3	1	0	1	1	1	2	1	2	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	1	0	1	1	0	1	2	1	1	0	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	8	9	19	6	6	4	7	10	7	7	9	9	7
Don't know	<b>13</b>	0	0	0	10	16	14	10	15	12	12	15	9	13	11	16	13

	Voting intention			Gender		Age				Social grade		Region				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Approve	42	41	83	6	59	43	40	28	44	40	52	48	33	43	47	46	33	29
Disapprove	37	37	4	81	15	42	33	38	34	41	33	33	42	32	30	35	46	50
Don't know	21	21	14	13	25	15	28	34	22	19	15	19	24	25	23	18	21	21

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?

	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
I would vote in favour of switching to the Alternative Vote	45	39	27	42	78	42	35	39	41	39	37	43	32	41	39	40	36	41
I would vote in favour of keeping first-past-the-post	32	38	57	40	10	40	35	24	35	40	47	38	38	38	38	35	40	37
I wouldn't vote	6	7	2	3	2	5	8	14	5	6	3	5	9	7	7	8	6	5
Don't know	17	17	15	15	10	12	22	23	18	16	12	14	21	14	17	16	18	18

	Total	Voting intention			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Do you think British troops are winning the war with the Taliban in Afghanistan, or not?</b>																		
Yes, the British troops are winning	7	7	6	9	5	9	5	9	7	6	6	7	8	7	6	7	9	7
No, they are not winning yet, but victory is possible eventually	27	28	32	32	26	31	25	25	30	29	26	28	27	26	27	32	25	29
No, they are not winning, and victory is not possible	53	54	53	49	53	54	54	44	48	56	63	55	53	55	54	52	55	56
Don't know	14	11	8	10	17	7	15	22	14	8	5	11	12	11	13	10	11	8
<b>Should British troops be brought home from Afghanistan?</b>																		
Yes - all troops should be withdrawn immediately	28	28	29	24	20	25	30	26	24	28	32	24	33	22	31	29	27	24
Yes - most troops should be withdrawn soon, and the rest within the next year or so	44	43	47	41	52	41	45	37	43	45	46	47	38	47	42	41	43	47
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	19	20	18	30	19	27	13	21	23	21	17	21	19	20	19	22	18	24
Don't know	10	9	6	6	9	6	11	17	10	6	5	8	10	10	8	8	11	5
<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	45	46	81	13	56	46	45	36	46	43	55	49	41	50	50	49	38	35
Bad for the economy	36	37	9	79	24	40	34	36	35	42	33	35	40	31	32	34	48	46
Don't know	19	17	10	9	19	14	20	28	20	14	12	16	20	20	18	17	15	19
<b>Being done fairly or unfairly?</b>																		
Fairly	41	38	75	6	53	41	36	33	40	36	44	45	30	42	42	42	30	35
Unfairly	42	45	11	87	30	45	44	41	44	48	44	39	53	40	39	43	55	47
Don't know	17	17	14	7	17	14	20	26	16	16	12	17	17	18	19	14	15	18
<b>Having an impact on your own life, or not having an impact on your own life?</b>																		
Having an impact on my life	59	57	52	65	55	58	55	50	59	63	53	55	59	58	55	56	59	57
Not having an impact on my life	24	28	35	21	32	29	27	27	27	24	33	31	23	26	30	30	27	19
Don't know	17	16	13	14	12	13	18	23	15	13	14	14	18	17	16	13	14	24

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

The Conservative-Liberal Democrat coalition	21	21	2	59	9	22	20	19	20	24	20	18	25	16	15	18	32	27
The last Labour government	44	48	92	4	58	49	47	38	48	48	56	53	41	53	57	49	37	34
Both	21	19	4	22	19	17	21	24	18	19	15	18	21	17	16	21	21	22
Neither	8	7	2	12	9	8	5	5	8	7	7	8	5	8	6	7	6	10
Don't know	7	5	1	2	5	3	7	14	6	2	2	4	7	6	5	6	4	7

**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	23	22	12	31	11	19	25	22	23	26	17	17	29	24	22	22	23	19
Fairly worried	44	44	48	44	45	42	46	40	45	45	45	42	46	40	44	46	44	45
<b>TOTAL WORRIED</b>	<b>67</b>	<b>66</b>	<b>60</b>	<b>75</b>	<b>56</b>	<b>61</b>	<b>71</b>	<b>62</b>	<b>68</b>	<b>71</b>	<b>62</b>	<b>59</b>	<b>75</b>	<b>64</b>	<b>66</b>	<b>68</b>	<b>67</b>	<b>64</b>
Not very worried	24	25	30	20	33	29	22	24	23	23	29	31	17	29	25	23	23	28
Not at all worried	7	6	9	4	10	8	5	6	6	6	8	8	5	6	7	7	7	4
<b>TOTAL NOT WORRIED</b>	<b>31</b>	<b>31</b>	<b>39</b>	<b>24</b>	<b>43</b>	<b>37</b>	<b>27</b>	<b>30</b>	<b>29</b>	<b>29</b>	<b>37</b>	<b>39</b>	<b>22</b>	<b>35</b>	<b>32</b>	<b>30</b>	<b>30</b>	<b>32</b>
Don't know	3	3	1	2	1	2	3	7	3	1	1	2	3	2	2	1	4	4

**Be victims of burglary, robbery or mugging**

Very worried	11	10	8	10	6	8	11	9	5	9	14	7	14	13	10	11	8	10
Fairly worried	32	34	36	37	23	33	35	32	32	37	33	32	37	35	30	34	40	35
<b>TOTAL WORRIED</b>	<b>43</b>	<b>44</b>	<b>44</b>	<b>47</b>	<b>29</b>	<b>41</b>	<b>46</b>	<b>41</b>	<b>37</b>	<b>46</b>	<b>47</b>	<b>39</b>	<b>51</b>	<b>48</b>	<b>40</b>	<b>45</b>	<b>48</b>	<b>45</b>
Not very worried	43	42	45	40	50	42	42	41	46	42	41	46	36	40	46	43	37	41
Not at all worried	9	10	8	10	18	14	7	9	13	10	10	12	8	9	11	10	10	10
<b>TOTAL NOT WORRIED</b>	<b>52</b>	<b>52</b>	<b>53</b>	<b>50</b>	<b>68</b>	<b>56</b>	<b>49</b>	<b>50</b>	<b>59</b>	<b>52</b>	<b>51</b>	<b>58</b>	<b>44</b>	<b>49</b>	<b>57</b>	<b>53</b>	<b>47</b>	<b>51</b>
Don't know	4	4	2	3	4	3	4	9	3	2	2	3	5	3	4	2	5	4

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

Very worried	23	26	10	46	15	24	28	24	27	31	21	22	32	24	25	27	27	29
Fairly worried	47	43	47	41	42	41	45	36	43	42	49	43	42	43	41	42	45	46
<b>TOTAL WORRIED</b>	<b>70</b>	<b>69</b>	<b>57</b>	<b>87</b>	<b>57</b>	<b>65</b>	<b>73</b>	<b>60</b>	<b>70</b>	<b>73</b>	<b>70</b>	<b>65</b>	<b>74</b>	<b>67</b>	<b>66</b>	<b>69</b>	<b>72</b>	<b>75</b>
Not very worried	23	24	36	10	34	27	21	26	21	23	25	28	19	28	25	28	18	19
Not at all worried	4	4	6	2	6	5	3	5	5	3	3	4	3	2	6	3	4	1
<b>TOTAL NOT WORRIED</b>	<b>27</b>	<b>28</b>	<b>42</b>	<b>12</b>	<b>40</b>	<b>32</b>	<b>24</b>	<b>31</b>	<b>26</b>	<b>26</b>	<b>28</b>	<b>32</b>	<b>22</b>	<b>30</b>	<b>31</b>	<b>31</b>	<b>22</b>	<b>20</b>
Don't know	4	3	2	1	2	3	3	8	4	2	1	2	5	2	3	1	6	4

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very worried	21	23	23	24	11	22	24	16	17	25	29	18	30	17	23	28	22	21
Fairly worried	31	31	35	32	25	29	33	24	29	37	31	33	30	32	30	29	33	33
<b>TOTAL WORRIED</b>	<b>52</b>	<b>54</b>	<b>58</b>	<b>56</b>	<b>36</b>	<b>51</b>	<b>57</b>	<b>40</b>	<b>46</b>	<b>62</b>	<b>60</b>	<b>51</b>	<b>60</b>	<b>49</b>	<b>53</b>	<b>57</b>	<b>55</b>	<b>54</b>
Not very worried	28	28	27	25	40	29	27	35	31	25	24	31	23	31	27	25	30	27
Not at all worried	14	13	13	14	21	17	10	15	19	10	12	15	10	15	16	14	8	12
<b>TOTAL NOT WORRIED</b>	<b>42</b>	<b>41</b>	<b>40</b>	<b>39</b>	<b>61</b>	<b>46</b>	<b>37</b>	<b>50</b>	<b>50</b>	<b>35</b>	<b>36</b>	<b>46</b>	<b>33</b>	<b>46</b>	<b>43</b>	<b>39</b>	<b>38</b>	<b>39</b>
Don't know	5	5	2	5	3	4	6	10	4	3	4	3	7	5	4	3	6	7

**Lose their job / have difficulty finding work**

Very worried	24	24	19	29	14	22	26	24	22	26	23	22	27	21	26	24	22	31
Fairly worried	38	40	41	43	38	40	40	42	41	44	33	40	39	43	38	42	41	34
<b>TOTAL WORRIED</b>	<b>62</b>	<b>64</b>	<b>60</b>	<b>72</b>	<b>52</b>	<b>62</b>	<b>66</b>	<b>66</b>	<b>63</b>	<b>70</b>	<b>56</b>	<b>62</b>	<b>66</b>	<b>64</b>	<b>64</b>	<b>66</b>	<b>63</b>	<b>65</b>
Not very worried	22	21	26	15	28	21	20	19	24	19	21	22	18	24	20	20	22	15
Not at all worried	12	11	12	8	17	13	9	6	10	8	18	12	9	10	10	12	9	13
<b>TOTAL NOT WORRIED</b>	<b>34</b>	<b>32</b>	<b>38</b>	<b>23</b>	<b>45</b>	<b>34</b>	<b>29</b>	<b>25</b>	<b>34</b>	<b>27</b>	<b>39</b>	<b>34</b>	<b>27</b>	<b>34</b>	<b>30</b>	<b>32</b>	<b>31</b>	<b>28</b>
Don't know	5	5	2	5	3	4	5	9	3	2	5	3	6	2	5	2	6	7

**Lose their home**

Very worried	14	15	11	19	5	12	17	14	12	16	15	12	19	13	16	15	15	12
Fairly worried	28	27	25	31	22	25	28	22	28	27	28	25	28	25	28	25	26	28
<b>TOTAL WORRIED</b>	<b>42</b>	<b>42</b>	<b>36</b>	<b>50</b>	<b>27</b>	<b>37</b>	<b>45</b>	<b>36</b>	<b>40</b>	<b>43</b>	<b>43</b>	<b>37</b>	<b>47</b>	<b>38</b>	<b>44</b>	<b>40</b>	<b>41</b>	<b>40</b>
Not very worried	32	36	39	29	46	36	35	42	37	37	28	39	30	38	35	33	36	39
Not at all worried	22	19	22	18	25	24	15	15	18	18	25	21	17	20	18	25	17	17
<b>TOTAL NOT WORRIED</b>	<b>54</b>	<b>55</b>	<b>61</b>	<b>47</b>	<b>71</b>	<b>60</b>	<b>50</b>	<b>57</b>	<b>55</b>	<b>55</b>	<b>53</b>	<b>60</b>	<b>47</b>	<b>58</b>	<b>53</b>	<b>58</b>	<b>53</b>	<b>56</b>
Don't know	4	4	2	4	2	3	5	8	4	2	4	3	5	4	3	2	6	5

**Suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities**

Very worried	12	14	9	20	4	14	13	12	10	14	17	10	19	11	16	13	13	11
Fairly worried	21	22	19	25	14	22	23	21	18	23	25	20	25	22	21	24	23	22
<b>TOTAL WORRIED</b>	<b>33</b>	<b>36</b>	<b>28</b>	<b>45</b>	<b>18</b>	<b>36</b>	<b>36</b>	<b>33</b>	<b>28</b>	<b>37</b>	<b>42</b>	<b>30</b>	<b>44</b>	<b>33</b>	<b>37</b>	<b>37</b>	<b>36</b>	<b>33</b>
Not very worried	37	36	42	30	47	35	38	39	38	38	31	41	30	40	35	36	34	39
Not at all worried	24	22	27	20	31	25	19	18	27	23	22	25	18	22	22	23	21	21
<b>TOTAL NOT WORRIED</b>	<b>61</b>	<b>58</b>	<b>69</b>	<b>50</b>	<b>78</b>	<b>60</b>	<b>57</b>	<b>57</b>	<b>65</b>	<b>61</b>	<b>53</b>	<b>66</b>	<b>48</b>	<b>62</b>	<b>57</b>	<b>59</b>	<b>55</b>	<b>60</b>
Don't know	5	5	4	5	4	4	7	10	6	3	5	4	7	4	5	3	8	7

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Suffer ill-health**

Very worried	14	14	10	20	7	12	16	8	9	15	19	9	21	14	14	14	14
Fairly worried	33	34	33	35	30	32	35	24	25	36	43	31	37	34	31	35	37
<b>TOTAL WORRIED</b>	<b>47</b>	<b>48</b>	<b>43</b>	<b>55</b>	<b>37</b>	<b>44</b>	<b>51</b>	<b>32</b>	<b>34</b>	<b>51</b>	<b>62</b>	<b>40</b>	<b>58</b>	<b>48</b>	<b>45</b>	<b>49</b>	<b>51</b>
Not very worried	35	37	40	32	50	38	35	41	45	37	29	44	27	37	40	35	33
Not at all worried	12	11	15	10	10	14	8	17	17	8	7	12	9	11	11	12	11
<b>TOTAL NOT WORRIED</b>	<b>47</b>	<b>48</b>	<b>55</b>	<b>42</b>	<b>60</b>	<b>52</b>	<b>43</b>	<b>58</b>	<b>62</b>	<b>45</b>	<b>36</b>	<b>56</b>	<b>36</b>	<b>48</b>	<b>51</b>	<b>47</b>	<b>44</b>
Don't know	6	5	3	5	4	4	6	9	4	4	3	4	5	4	5	4	6

## 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.
<b>Age and Gender</b>		
Male 18 to 24	60	122
Male 25 to 39	195	259
Male 40 to 54	379	341
Male 55 +	342	257
Female 18 to 24	101	118
Female 25 to 39	293	257
Female 40 to 54	363	344
Female 55 +	274	309
<b>Region</b>		
North England	472	489
Midlands	268	326
East England	182	192
London	309	263
South England	484	463
Wales	101	100
Scotland	191	174
<b>Social Grade</b>		
AB	764	553
C1	544	571
C2	289	413
DE	376	436
<b>Newspaper Type</b>		
Express / Mail	445	303
Sun / Star	263	424
Mirror / Record	207	307
Guardian / Independent	154	62
FT / Times / Telegraph	227	168
Other Paper	242	230
No Paper	463	507
<b>Political Party Identification</b>		
Labour	638	650
Conservative	549	572
Liberal Democrat	235	244
Others	239	63
None/ DK	346	478

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