

## YouGov / The Sun Survey Results

Sample Size: 2156 GB Adults

Fieldwork: 19th - 20th 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
<b>Weighted Sample</b>	2156	701	645	193	1049	1105	264	545	733	612	1215	914	272	705	460	529	187
<b>Unweighted Sample</b>	2156	682	639	216	992	1164	182	535	824	615	1456	675	287	739	425	513	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>42</b>	100	0	0	39	45	38	41	36	50	45	37	49	50	40	34	26
Lab	<b>38</b>	0	100	0	41	36	34	39	46	31	34	46	32	27	42	53	44
Lib Dem	<b>11</b>	0	0	100	11	12	14	15	11	9	14	8	11	17	10	8	6
Other	<b>8</b>	0	0	0	9	8	14	5	7	10	7	9	9	6	9	5	24

### Other Parties Voting Intention

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

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	6	7	12	10	6	3	5	9	6	7	9	6	4
Don't know	<b>15</b>	0	0	0	10	20	22	17	14	13	14	17	13	16	16	15	18

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

	16-17 Sep	19-20 Sep	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
Approve	38	<b>39</b>	85	6	56	44	35	29	37	37	48	45	30	43	48	35	32	28	
Disapprove	43	<b>41</b>	6	83	17	43	39	40	39	47	37	37	47	36	33	45	49	52	
Don't know	19	<b>20</b>	9	11	27	13	26	32	25	16	15	18	22	21	19	20	19	21	

	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
<b>Weighted Sample</b>	701	645	193	1049	1105	264	545	733	612	1215	914	272	705	460	529	187
Unweighted Sample	682	639	216	992	1164	182	535	824	615	1456	675	287	739	425	513	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

05-06  
Sept  
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 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	35	36	28	38	72	39	34	34	38	36	35	41	30	38	38	35	34	33
I would vote in favour of keeping first-past-the-post	39	39	54	43	14	43	35	30	31	40	48	38	39	37	38	36	39	48
I wouldn't vote	8	8	2	4	4	8	8	15	12	6	4	6	11	9	7	11	8	4
Don't know	18	17	16	15	10	10	24	21	19	17	14	16	19	15	17	18	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	8	7	11	4	15	7	6	5	6	8	8	9	7	5	9
No, they are not winning yet, but victory is possible eventually	26	25	28	31	26	27	24	19	29	24	26	27	22	25	26	26	24	23
No, they are not winning, and victory is not possible	53	53	54	51	57	52	55	41	44	60	59	53	54	52	53	51	57	53
Don't know	14	14	10	11	10	11	17	25	20	10	9	13	16	14	13	15	14	15

		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	
	<b>Weighted Sample</b>	2156	701	645	193	1049	1105	264	545	733	612	1215	914	272	705	460	529	187	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Should British troops be brought home from Afghanistan?</b>																			
	Yes - all troops should be withdrawn immediately	32	29	27	27	26	25	33	27	26	31	29	23	37	33	28	28	32	20
	Yes - most troops should be withdrawn soon, and the rest within the next year or so	41	46	51	46	47	45	46	33	47	45	50	50	40	39	49	47	44	44
	No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	18	17	17	20	22	23	11	22	15	16	17	19	14	18	17	14	15	25
	Don't know	8	9	5	7	5	7	10	17	12	7	5	8	10	9	6	10	10	11
<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	42	40	77	11	48	43	37	33	34	38	51	44	34	43	48	36	34	31
	Bad for the economy	38	43	10	80	34	45	40	39	44	49	35	41	46	37	35	46	49	55
	Don't know	19	17	13	9	17	12	22	28	22	13	14	16	20	19	17	18	17	14
<b>Being done fairly or unfairly?</b>																			
	Fairly	33	30	64	5	38	33	28	23	31	28	37	36	23	34	36	27	26	25
	Unfairly	46	51	17	87	41	52	49	47	47	57	48	46	57	43	43	53	58	64
	Don't know	20	19	18	8	22	14	23	30	22	15	15	19	19	23	21	20	16	11
<b>Having an impact on your own life, or not having an impact on your own life?</b>																			
	Having an impact on my life	60	59	57	70	50	60	58	50	51	67	58	58	59	54	57	60	62	58
	Not having an impact on my life	24	25	29	20	38	26	25	24	31	20	27	27	23	27	27	21	24	30
	Don't know	16	16	13	10	12	15	18	26	18	13	15	15	18	18	16	19	14	12
<b>And who do you think is most to blame for the current spending cuts?</b>																			
	The Conservative-Liberal Democrat coalition	22	21	3	54	8	22	21	18	20	26	19	19	25	16	17	22	27	30
	The last Labour government	45	44	88	5	62	45	43	33	42	41	55	48	39	51	54	41	35	32
	Both	20	22	5	27	21	22	22	28	22	23	18	21	22	18	19	23	26	24
	Neither	6	7	3	10	7	6	7	8	6	7	7	7	6	9	6	5	8	9
	Don't know	7	6	1	3	2	4	7	13	11	3	1	5	7	7	5	9	4	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
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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	26	18	32	15	24	27	26	24	32	19	20	33	24	25	26	27	22
Fairly worried	44	43	41	46	46	38	48	38	42	41	48	42	44	37	43	43	43	53
<b>TOTAL WORRIED</b>	<b>68</b>	<b>69</b>	<b>59</b>	<b>78</b>	<b>61</b>	<b>62</b>	<b>75</b>	<b>64</b>	<b>66</b>	<b>73</b>	<b>67</b>	<b>62</b>	<b>77</b>	<b>61</b>	<b>68</b>	<b>69</b>	<b>70</b>	<b>75</b>
Not very worried	22	24	33	18	30	29	19	25	25	20	27	28	18	27	25	23	23	16
Not at all worried	5	4	7	2	8	6	3	4	4	5	5	7	1	5	5	4	3	6
<b>TOTAL NOT WORRIED</b>	<b>27</b>	<b>28</b>	<b>40</b>	<b>20</b>	<b>38</b>	<b>35</b>	<b>22</b>	<b>29</b>	<b>29</b>	<b>25</b>	<b>32</b>	<b>35</b>	<b>19</b>	<b>32</b>	<b>30</b>	<b>27</b>	<b>26</b>	<b>22</b>
Don't know	4	3	2	2	1	3	4	7	5	2	1	3	4	7	2	4	3	2

be victims of burglary, robbery or mugging

Very worried	12	12	11	14	8	11	13	5	11	13	14	10	15	11	10	15	15	8
Fairly worried	33	33	35	33	25	30	35	24	31	34	36	32	33	35	33	36	30	30
<b>TOTAL WORRIED</b>	<b>45</b>	<b>45</b>	<b>46</b>	<b>47</b>	<b>33</b>	<b>41</b>	<b>48</b>	<b>29</b>	<b>42</b>	<b>47</b>	<b>50</b>	<b>42</b>	<b>48</b>	<b>46</b>	<b>43</b>	<b>51</b>	<b>45</b>	<b>38</b>
Not very worried	41	41	42	42	49	42	40	45	44	40	39	44	36	40	44	34	44	41
Not at all worried	9	10	9	8	14	13	7	19	8	9	10	10	10	8	11	12	7	17
<b>TOTAL NOT WORRIED</b>	<b>50</b>	<b>51</b>	<b>51</b>	<b>50</b>	<b>63</b>	<b>55</b>	<b>47</b>	<b>64</b>	<b>52</b>	<b>49</b>	<b>49</b>	<b>54</b>	<b>46</b>	<b>48</b>	<b>55</b>	<b>46</b>	<b>51</b>	<b>58</b>
Don't know	5	4	3	3	3	3	5	7	6	4	2	4	5	6	3	4	5	5

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

Very worried	27	27	15	40	17	25	29	24	22	32	26	24	31	25	23	31	28	27
Fairly worried	43	45	44	47	51	43	47	36	45	46	48	44	47	39	49	43	46	44
<b>TOTAL WORRIED</b>	<b>70</b>	<b>72</b>	<b>59</b>	<b>87</b>	<b>68</b>	<b>68</b>	<b>76</b>	<b>60</b>	<b>67</b>	<b>78</b>	<b>74</b>	<b>68</b>	<b>78</b>	<b>64</b>	<b>72</b>	<b>74</b>	<b>74</b>	<b>71</b>
Not very worried	21	21	34	11	26	25	18	27	24	17	22	25	16	27	22	18	20	23
Not at all worried	4	3	5	1	6	4	2	4	4	2	3	4	2	3	4	3	2	4
<b>TOTAL NOT WORRIED</b>	<b>25</b>	<b>24</b>	<b>39</b>	<b>12</b>	<b>32</b>	<b>29</b>	<b>20</b>	<b>31</b>	<b>28</b>	<b>19</b>	<b>25</b>	<b>29</b>	<b>18</b>	<b>30</b>	<b>26</b>	<b>21</b>	<b>22</b>	<b>27</b>
Don't know	5	4	2	1	1	3	4	8	5	2	1	3	4	7	2	6	3	3

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

Very worried	23	24	21	28	14	22	26	18	15	28	29	18	32	21	22	29	24	22
Fairly worried	32	32	34	30	32	30	33	27	28	35	34	31	34	25	33	29	35	39
<b>TOTAL WORRIED</b>	<b>55</b>	<b>56</b>	<b>55</b>	<b>58</b>	<b>46</b>	<b>52</b>	<b>59</b>	<b>45</b>	<b>43</b>	<b>63</b>	<b>63</b>	<b>49</b>	<b>66</b>	<b>46</b>	<b>55</b>	<b>58</b>	<b>59</b>	<b>61</b>
Not very worried	26	28	30	28	38	29	26	32	37	25	20	32	21	35	30	24	26	21
Not at all worried	12	12	13	10	15	14	10	16	13	8	13	15	7	13	13	11	10	14
<b>TOTAL NOT WORRIED</b>	<b>38</b>	<b>40</b>	<b>43</b>	<b>38</b>	<b>53</b>	<b>43</b>	<b>36</b>	<b>48</b>	<b>50</b>	<b>33</b>	<b>33</b>	<b>47</b>	<b>28</b>	<b>48</b>	<b>43</b>	<b>35</b>	<b>36</b>	<b>35</b>
Don't know	6	5	2	4	2	4	5	6	7	4	3	4	6	6	3	7	5	4

		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	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>lose their job / have difficulty finding work</b>																			
	Very worried	26	27	22	32	18	25	30	30	25	29	25	25	30	27	25	32	27	23
	Fairly worried	38	35	33	41	38	33	37	28	36	38	35	36	35	31	35	30	39	45
	<b>TOTAL WORRIED</b>	<b>64</b>	<b>62</b>	<b>55</b>	<b>73</b>	<b>56</b>	<b>58</b>	<b>67</b>	<b>58</b>	<b>61</b>	<b>67</b>	<b>60</b>	<b>61</b>	<b>65</b>	<b>58</b>	<b>60</b>	<b>62</b>	<b>66</b>	<b>68</b>
	Not very worried	21	22	27	17	27	25	19	22	28	23	16	24	19	26	23	20	21	21
	Not at all worried	10	10	14	5	15	11	8	8	4	6	20	10	9	9	13	9	7	9
	<b>TOTAL NOT WORRIED</b>	<b>31</b>	<b>32</b>	<b>41</b>	<b>22</b>	<b>42</b>	<b>36</b>	<b>27</b>	<b>30</b>	<b>32</b>	<b>29</b>	<b>36</b>	<b>34</b>	<b>28</b>	<b>35</b>	<b>36</b>	<b>29</b>	<b>28</b>	<b>30</b>
	Don't know	5	6	3	4	2	6	5	12	7	4	4	5	7	8	3	9	6	3
<b>lose their home</b>																			
	Very worried	15	16	13	20	9	13	20	13	15	15	21	14	20	17	15	19	18	11
	Fairly worried	28	24	23	27	19	23	25	16	25	25	25	24	24	21	25	23	24	28
	<b>TOTAL WORRIED</b>	<b>43</b>	<b>40</b>	<b>36</b>	<b>47</b>	<b>28</b>	<b>36</b>	<b>45</b>	<b>29</b>	<b>40</b>	<b>40</b>	<b>46</b>	<b>38</b>	<b>44</b>	<b>38</b>	<b>40</b>	<b>42</b>	<b>42</b>	<b>39</b>
	Not very worried	34	35	38	34	43	38	33	38	41	36	28	37	33	35	36	33	37	36
	Not at all worried	17	19	24	15	26	22	17	25	13	19	23	21	16	20	21	19	17	19
	<b>TOTAL NOT WORRIED</b>	<b>51</b>	<b>54</b>	<b>62</b>	<b>49</b>	<b>69</b>	<b>60</b>	<b>50</b>	<b>63</b>	<b>54</b>	<b>55</b>	<b>51</b>	<b>58</b>	<b>49</b>	<b>55</b>	<b>57</b>	<b>52</b>	<b>54</b>	<b>55</b>
	Don't know	5	5	2	4	2	4	5	9	6	4	2	4	6	7	2	6	4	6
<b>suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																			
	Very worried	14	14	10	18	7	14	14	14	12	13	17	11	19	17	12	18	12	14
	Fairly worried	23	24	21	28	18	24	24	18	22	25	28	22	27	22	22	25	26	28
	<b>TOTAL WORRIED</b>	<b>37</b>	<b>38</b>	<b>31</b>	<b>46</b>	<b>25</b>	<b>38</b>	<b>38</b>	<b>32</b>	<b>34</b>	<b>38</b>	<b>45</b>	<b>33</b>	<b>46</b>	<b>39</b>	<b>34</b>	<b>43</b>	<b>38</b>	<b>42</b>
	Not very worried	36	36	41	34	38	35	37	42	40	36	30	39	32	34	38	33	38	36
	Not at all worried	19	19	23	15	32	21	17	14	19	19	21	23	13	19	22	16	18	18
	<b>TOTAL NOT WORRIED</b>	<b>55</b>	<b>55</b>	<b>64</b>	<b>49</b>	<b>70</b>	<b>56</b>	<b>54</b>	<b>56</b>	<b>59</b>	<b>55</b>	<b>51</b>	<b>62</b>	<b>45</b>	<b>53</b>	<b>60</b>	<b>49</b>	<b>56</b>	<b>54</b>
	Don't know	6	6	4	5	5	6	7	12	7	6	4	5	8	8	5	9	6	4
<b>suffer ill-health</b>																			
	Very worried	15	17	15	19	11	15	19	10	11	18	23	12	23	12	16	22	17	16
	Fairly worried	37	32	32	36	32	29	35	17	25	37	40	33	31	36	34	30	30	31
	<b>TOTAL WORRIED</b>	<b>52</b>	<b>49</b>	<b>47</b>	<b>55</b>	<b>43</b>	<b>44</b>	<b>54</b>	<b>27</b>	<b>36</b>	<b>55</b>	<b>63</b>	<b>45</b>	<b>54</b>	<b>48</b>	<b>50</b>	<b>52</b>	<b>47</b>	<b>47</b>
	Not very worried	34	37	41	36	42	40	33	40	47	35	28	40	33	36	37	33	40	37
	Not at all worried	8	9	9	6	12	11	6	22	10	6	5	9	8	9	9	7	8	12
	<b>TOTAL NOT WORRIED</b>	<b>42</b>	<b>46</b>	<b>50</b>	<b>42</b>	<b>54</b>	<b>51</b>	<b>39</b>	<b>62</b>	<b>57</b>	<b>41</b>	<b>33</b>	<b>49</b>	<b>41</b>	<b>45</b>	<b>46</b>	<b>40</b>	<b>48</b>	<b>49</b>
	Don't know	6	5	3	3	3	4	6	11	7	4	3	5	6	8	4	7	5	5

## 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	72	134
Male 25 to 39	223	274
Male 40 to 54	380	363
Male 55 +	317	278
Female 18 to 24	110	130
Female 25 to 39	312	271
Female 40 to 54	444	370
Female 55 +	298	334
<b>Region</b>		
North England	513	529
Midlands	311	352
East England	200	208
London	287	272
South England	539	498
Wales	114	109
Scotland	192	187
<b>Social Grade</b>		
AB	804	600
C1	652	615
C2	287	443
DE	388	471
<b>Newspaper Type</b>		
Express / Mail	453	323
Sun / Star	234	456
Mirror / Record	136	329
Guardian / Independent	186	66
FT / Times / Telegraph	231	188
Other Paper	240	251
No Paper	676	541
<b>Political Party Identification</b>		
Labour	704	696
Conservative	592	618
Liberal Democrat	249	257
Others	236	65
None/ DK	375	518