

YouGov / The Sun Survey Results

Sample Size: 1548 GB Adults Fieldwork: 30th - 31st August 2010

Fieldwork: 30th - 31st August 2010	Г		Voti	ng inter	tion	Ge	nder		Δ	ae		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	d Sample	1548	525	460	141	750	798	187	398	531	433	869	656	203	506	327	375	137
Unweighted		1548	514	453	161	744	804	114	421	552	461	1018	507	221	591	278	322	136
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention						_	-	-				_		_				
Con		43	100	0	0	40	46	36	42	38	51	46	38	45	55	42	36	18
Lab		38	0	100	0	39	36	32	36	44	34	35	41	38	25	35	50	55
Lib Dem		11	0	0	100	12	11	12	16	11	9	11	12	9	14	12	9	9
Other		8	0	0	0	9	7	20	6	8	6	7	9	8	6	11	6	18
Other Parties Voting Intention		ı	Ì				Ī	Ī						•				
SNP / PCY		2	0	0	0	2	1	4	2	2	2	1	3	0	0	2	0	16
UKIP		2	0	0	0	2	2	6	1	1	1	2	2	1	3	2	2	1
BNP		2	0	0	0	3	1	0	2	3	3	2	2	7	0	3	2	0
Green		1	0	0	0	1	2	9	2	1	1	2	1	0	2	2	1	0
Respect		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other		0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Non Voters				0	•	۱ -	- 1	40	•	_	2	۱ ۵	_	۱ ۵	-	•	-	
Would Not Vote		6	0	0	0	5	7 20	10 20	9 16	5 16	3 10	6	5 17	6	5 15	6 16	7 13	4 19
Don't know		15	0	0	0	10	20	20	16	16	10	14	17	15	15	16	13	19
Do you approve or disapprove of the Government's record to date?	26-27 Aug	30-31 Aug																
Approve	41	40	83	6	54	41	39	35	38	37	48	45	34	40	49	42	31	27
Disapprove	40	39	6	83	22	42	36	33	35	43	40	34	46	36	31	35	49	56
Don't know	18	21	11	11	24	16	25	32	27	20	12	21	20	24	20	23	20	17
Don't know	70	۱ ۱			27	10	25	02	21	20	12		20	24	20	25	20	17
	16-17 August	30-31 Aug																
Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?						_								_				
Strongly support	9	9	20	1	16	10	8	5	7	7	15	10	8	6	12	9	6	9
Tend to support	41	39	65	10	64	37	41	33	42	38	40	43	34	38	45	42	33	28
TOTAL SUPPORT	50	48	85	11	80	47	49	38	49	45	55	53	42	44	57	51	39	37
Tend to oppose	23	23	11	37	18	24	22	32	22	23	20	23	23	29	19	24	22	27
Strongly oppose	18	19	1	49	2	21	16	9	14	23	21	15	24	15	14	15	27	29
TOTAL OPPOSE	41	42	12	86	20	45	38	41	36	46	41	38	47	44	33	39	49	56
Don't know	9	11	3	2	0	7	13	21	16	9	3	10	11	11	10	9	12	7



		Voti	ng inter	ntion	Ge	nder		Ą	ge		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	1548	525	460	141	750	798	187	398	531	433	869	656	203	506	327	375	137		
Unweighted Sample	1548	514	453	161	744	804	114	421	552	461	1018	507	221 591 278 322				136		
•	%	%	%	%	%	%	%	%	%	%	%	%	0/2 0/2 0/2 0/2						

The Conservative-Liberal Democrat government are committed to holding a referendum on changing the electoral system from first-past-thepost (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?

vote?	
I would vote in favour of switching to the Alternative Vote	37
I would vote in favour of keeping first-past-the-post	38
I wouldn't vote Don't know	7 17
Do you think British troops are winning the war with the Taliban in Afghanistan, or not?	
Yes, the British troops are winning	7
No, they are not winning yet, but victory is possible eventually	26

Don't know

3	7	31	38	66	43	32	35	39	39	35	41	33	42	39	34	34	44
3		57	42	21	39	39	31	31	39	50	39	40	34	39	43	38	42
1	5 8	1 11	3 17	1 12	4 13	6 23	7 27	8 22	4 17	3 12	5 15	5 22	6 19	6 17	3 20	8 20	1 13
Ι.					1					_			1			_	
1	7	7	10	3	10	4	15	8	6	5	7	7	11	6	8	5	11
2	3	27	28	22	26	21	20	24	23	24	22	24	23	22	27	19	28
5	5	58	52	62	55	55	37	48	59	66	55	55	51	56	49	63	54
1	5	8	10	12	9	20	28	20	13	6	15	13	16	16	16	13	7



			Votir	ng inter	ntion	Ge	nder		Ą	ge		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
•	ed Sample		525	460	141	750	798	187	398	531	433	869	656	203	506	327	375	137
Unweight	ed Sample		514	453	161	744	804	114	421	552	461	1018	507	221	591	278	322	136
Should British troops be brought home from Afghanistan? Yes - all troops should be withdrawn immediately	24	%	%	%	%	%	%	%	%	%	% 36	% I 25	%	% L 20	%	%	%	%
Yes - an troops should be withdrawn immediately Yes - most troops should be withdrawn soon, and the rest within the next year or so	31 45	30 42	49	29 40	24 49	27 40	32 44	40	23 41	43	42	25 43	37 40	28 40	28 45	29 43	36 40	25 33
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	17	19	18	23	22	25	12	19	20	17	19	21	15	21	18	18	15	30
Don't know	8	10	6	8	5	7	13	21	16	7	3	11	8	12	9	11	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 Bad for the economy Don't know	44 38 18	43 39 19	79 8 13	11 81 9	50 29 21	44 44 12	41 34 25	38 38 24	42 36 22	39 43 18	49 37 14	48 36 17	35 44 21	43 36 20	50 31 20	48 33 19	35 47 18	25 62 13
Being done fairly or unfairly? Fairly Unfairly Don't know	36 46 18	32 48 19	67 14 19	4 91 5	40 38 23	34 51 15	30 46 24	30 46 24	34 44 22	29 52 19	36 48 16	36 44 20	27 54 19	32 50 18	37 38 24	35 45 20	28 58 14	20 64 16
Having an impact on your own life, or not having an impact on your own life? Having an impact on my life Not having an impact on my life Don't know	56 29 15	59 25 16	55 32 13	70 19 11	63 29 8	60 28 13	58 23 19	47 28 25	57 26 17	65 22 14	58 28 13	58 28 14	60 23 18	53 28 19	56 29 15	62 23 14	62 21 16	58 27 16
And who do you think is most to blame for the current spending cuts? The Conservative-Liberal Democrat coalition The last Labour government Both Neither Don't know	22 45 21 6 7	23 45 20 6 6	2 91 4 2	60 5 24 10 1	11 53 26 7 2	24 46 19 7 4	21 44 22 4 8	18 41 22 2 17	19 42 22 7 10	28 41 20 7 4	21 54 19 5 1	20 49 18 7 6	26 39 23 5 7	21 44 21 4 10	16 55 17 6 6	22 43 23 5 6	28 39 24 4 6	34 26 18 17 5



		Vo	ting inte	ntion	Ge	ender		A	ge		Social	grade			Region		
	Tota	I Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted San	nple 1548	525	460	141	750	798	187	398	531	433	869	656	203	506	327	375	137
Unweighted Sar	nple 154 8		453	161	744	804	114	421	552	461	1018	507	221	591	278	322	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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 25	24	18	33	18	22	27	16	25	32	19	21	30	23	24	23	29	19
Fairly worried 43	42	40	40	46	42	41	50	41	39	42	40	44	40	40	47	40	44
TOTAL WORRIED 68	66	58	73	64	64	68	66	66	71	61	61	74	63	64	70	69	63
Not very worried 24		30	20	32	24	24	15	23	23	30	28	18	25	25	24	23	21
Not at all worried 5	6	9	5	4	8	5	3	8	5	8	8	3	6	7	3	5	13
TOTAL NOT WORRIED 29	30	39	25	36	32	29	18	31	28	38	36	21	31	32	27	28	34
Don't know 2	4	2	2	0	4	4	16	4	2	1	3	5	5	4	3	3	3
be victims of burglary, robbery or mugging		-			-		=				=		="				
Very worried 12	9	7	10	6	9	10	7	7	13	8	8	11	10	10	9	10	6
Fairly worried 33		38	36	21	32	34	23	30	34	40	32	35	42	29	37	35	24
TOTAL WORRIED 45	42	45	46	27	41	44	30	37	47	48	40	46	52	39	46	45	30
Not very worried 41	42	41	42	55	42	42	43	46	41	40	43	39	32	45	44	39	49
Not at all worried 10	10	10	9	16	12	9	8	12	10	10	13	7	10	11	7	10	16
TOTAL NOT WORRIED 51	52	51	51	71	54	51	51	58	51	50	56	46	42	56	51	49	65
Don't know 4	5	4	3	1	5	5	18	6	3	1	4	7	8	5	3	6	6
suffer directly from cuts in spending on public		•			-		=				•		•'				
, , ,																	
services such as health, education and welfare																	
Very worried 26	24	12	41	13	23	26	15	21	32	22	21	29	24	21	24	30	20
Fairly worried 43	45	45	40	54	42	47	42	41	43	52	45	44	40	45	50	41	47
TOTAL WORRIED 69	69	57	81	67	65	73	57	62	75	74	66	73	64	66	74	71	67
Not very worried 23	23	34	14	27	26	20	25	28	20	22	26	19	26	27	20	20	23
Not at all worried 3	4	5	2	4	4	3	1	6	3	4	4	3	4	3	3	4	6
TOTAL NOT WORRIED 26	27	39	16	31	30	23	26	34	23	26	30	22	30	30	23	24	29
Don't know 4	4	3	2	2	5	4	17	4	3	1	4	6	6	4	3	4	4
lose out because foreign factories and/or		-			-		=				-		•				
workers from abroad can do the same job more																	
cheaply																	
Very worried 24	23	20	27	16	22	24	12	16	28	28	18	30	23	22	22	25	20
Fairly worried 32		31	31	37	33	34	32	32	35	34	32	36	22	33	41	35	30
TOTAL WORRIED 56	56	51	58	53	55	58	44	48	63	62	50	66	45	55	63	60	50
Not very worried 27	27	31	26	28	26	27	30	33	24	23	31	20	32	27	26	22	30
Not at all worried 12		13	12	15	13	10	10	14	10	11	15	7	15	12	7	10	16
TOTAL NOT WORRIED 39	38	44	38	43	39	37	40	47	34	34	46	27	47	39	33	32	46
Don't know 4	6	4	4	4	6	5	17	6	4	3	5	7	7	6	4	7	4



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



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	Unweighte	ed Sample	1548	514	453	161	744	804	114	421	552	461	1018	507	221	591	278	322	136
		•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
suffer ill-health													_		_				
	Very worried	17	14	9	20	9	13	16	7	7	19	19	10	21	14	14	15	14	14
	Fairly worried	30	34	31	38	33	31	36	17	27	38	40	33	34	28	33	33	42	23
	TOTAL WORRIED	47	48	40	58	42	44	52	24	34	57	59	43	55	42	47	48	56	37
	Not very worried	40	38	45	30	47	41	36	48	46	32	34	42	33	42	40	38	32	43
	Not at all worried	9	7	9	7	9	8	7	8	13	6	4	10	4	6	8	8	6	13
	TOTAL NOT WORRIED	49	45	54	37	56	49	43	56	59	38	38	52	37	48	48	46	38	56
	Don't know	5	6	6	5	2	7	6	19	7	4	3	5	8	10	5	6	6	7



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	51	95
Male 25 to 39	178	196
Male 40 to 54	264	265
Male 55 +	251	195
Female 18 to 24	63	92
Female 25 to 39	243	202
Female 40 to 54	288	266
Female 55 +	210	238
Region		
North England	322	375
Midlands	212	251
East England	135	149
London	221	203
South England	456	356
Wales	66	76
Scotland	136	137
Social Grade		
AB	582	427
C1	436	442
C2	213	320
DE		336
Newspaper Type		
Express / Mail	312	233
Sun / Star		329
Mirror / Record	111	237
Guardian / Independent		51
FT / Times / Telegraph		132
Other Paper		179
No Paper		387
Political Party Identification		
Labour	507	503
Conservative		443
Liberal Democrat		185
Others		48
Strong		. •

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None/ DK

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