

YouGov / The Sun Survey Results

Sample Size: 2132 GB Adults

Fieldwork: 31st October - 1st November 2010

	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	
Weighted Sample	2132	687	641	175	1036	1096	257	546	730	599	1195	902	275	693	459	518	187
Unweighted Sample	2132	611	666	213	1023	1109	133	507	876	616	1404	693	304	698	422	498	210
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	40	43	33	41	37	50	48	33	48	56	37	31	21
Lab	39	0	100	0	40	37	50	38	45	28	35	45	39	26	40	50	49
Lib Dem	11	0	0	100	9	12	14	12	9	10	11	10	7	11	12	11	8
Other	9	0	0	0	11	8	3	9	9	12	7	12	7	7	11	8	21

Other Parties Voting Intention

UKIP	4	0	0	0	5	3	0	2	4	7	3	6	4	4	5	4	2
SNP / PCY	2	0	0	0	2	2	1	2	2	2	1	2	0	0	1	0	17
Green	1	0	0	0	1	2	1	2	1	1	1	2	1	1	1	1	2
BNP	1	0	0	0	2	1	0	2	1	2	1	2	2	1	2	2	1
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	0	1	1	1	1	1	0	1	2	1	0

Non Voters

Would Not Vote	7	0	0	0	7	8	15	10	5	4	6	9	8	8	8	8	3
Don't know	15	0	0	0	10	19	21	18	14	11	14	17	18	17	11	14	14

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

	28 - 29 Oct	31 Oct - 1 Nov	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
Approve	40	41	91	4	67	42	40	28	39	38	52	46	33	47	49	38	34	29
Disapprove	44	43	3	85	16	46	41	46	39	49	38	39	50	38	33	47	51	58
Don't know	16	16	6	11	17	13	19	26	22	13	10	15	17	16	19	15	15	13

Weighted Sample
Unweighted Sample

	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
2132	687	641	175	1036	1096	257	546	730	599	1195	902	275	693	459	518	187
2132	611	666	213	1023	1109	133	507	876	616	1404	693	304	698	422	498	210
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

17-18 Oct
31 Oct - 1 Nov

The Conservative-Liberal Democrat government are 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?

I would vote in favour of switching to the Alternative Vote	33	32	24	32	70	37	27	25	35	35	29	36	27	30	32	32	30	38
I would vote in favour of keeping first-past-the-post	41	43	62	49	14	46	40	37	36	41	54	45	40	44	42	45	45	35
I wouldn't vote	6	8	2	3	2	6	9	16	9	5	5	6	9	9	7	8	7	8
Don't know	19	17	12	15	14	12	23	22	20	19	12	13	24	17	18	16	18	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	8	10	7	10	4	12	7	7	4	8	5	5	8	8	5	8
No, they are not winning yet, but victory is possible eventually	26	25	30	29	24	28	22	23	28	25	24	26	24	30	25	21	28	24
No, they are not winning, and victory is not possible	53	55	52	52	61	52	59	44	48	58	64	56	55	51	54	59	55	59
Don't know	14	13	10	10	8	10	15	20	17	11	8	10	16	14	14	12	12	9

Should British troops be brought home from Afghanistan?

Yes - all troops should be withdrawn immediately	30	29	25	28	31	28	31	31	22	32	33	26	34	26	27	34	30	34
Yes - most troops should be withdrawn soon, and the rest within the next year or so	44	41	46	40	46	40	43	30	43	41	45	45	37	41	41	40	43	39
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	17	20	23	26	16	26	13	17	22	21	16	22	16	23	20	20	18	19
Don't know	10	10	6	7	6	6	13	21	13	6	6	8	13	10	13	6	9	9

	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	
Weighted Sample	2132	687	641	175	1036	1096	257	546	730	599	1195	902	275	693	459	518	187
Unweighted Sample	2132	611	666	213	1023	1109	133	507	876	616	1404	693	304	698	422	498	210
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		20-21 Oct	31 Oct - 1 Nov																
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	41	43	82	10	62	44	42	34	41	39	55	50	35	47	53	39	38	30
	Bad for the economy	41	40	7	78	18	43	38	42	37	46	35	36	45	38	30	44	46	54
	Don't know	18	17	10	12	20	13	20	24	22	15	11	14	20	15	17	17	16	16
Being done fairly or unfairly?																			
	Fairly	36	37	79	5	60	39	36	29	41	32	44	43	30	37	46	35	32	25
	Unfairly	50	50	12	91	30	52	49	56	44	56	48	47	56	49	41	52	57	66
	Don't know	14	12	9	3	10	10	14	15	15	12	8	11	14	14	13	13	10	9
Having an impact on your own life, or not having an impact on your own life?																			
	Having an impact on my life	62	58	52	66	58	58	58	42	57	69	54	57	60	48	59	61	59	62
	Not having an impact on my life	21	26	34	21	31	28	24	30	27	21	28	28	23	38	27	22	22	23
	Don't know	17	16	14	14	12	14	18	28	16	10	18	15	17	14	14	17	18	15
And who do you think is most to blame for the current spending cuts?																			
	The Conservative-Liberal Democrat coalition	17	20	1	52	5	21	19	17	16	24	19	19	21	21	14	25	22	22
	The last Labour government	47	46	91	7	69	47	44	38	41	42	57	51	38	49	53	43	38	38
	Both	20	22	5	25	18	20	24	24	28	22	17	20	25	19	21	23	24	23
	Neither	11	7	2	13	6	8	6	7	7	8	5	7	7	5	5	6	10	11
	Don't know	5	6	1	4	2	4	7	15	8	3	2	4	8	6	7	4	6	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
Weighted Sample	2132	687	641	175	1036	1096	257	546	730	599	1195	902	275	693	459	518	187
Unweighted Sample	2132	611	666	213	1023	1109	133	507	876	616	1404	693	304	698	422	498	210
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	17-18 Oct	31 Oct - 1 Nov																
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	24	13	32	19	20	28	23	21	30	21	19	32	19	21	27	28	26
Fairly worried	47	45	39	49	46	43	46	43	46	43	46	47	41	46	46	46	42	43
TOTAL WORRIED	70	69	52	81	65	63	74	66	67	73	67	66	73	65	67	73	70	69
Not very worried	22	23	36	13	27	27	19	23	22	20	26	27	17	25	25	21	21	20
Not at all worried	5	5	9	3	7	7	4	6	6	4	6	5	6	6	6	4	5	7
TOTAL NOT WORRIED	27	28	45	16	34	34	23	29	28	24	32	32	23	31	31	25	26	27
Don't know	3	3	2	3	1	3	3	5	5	2	1	2	3	4	2	2	4	3
be victims of burglary, robbery or mugging																		
Very worried	10	12	7	14	9	10	14	7	10	13	14	10	14	13	9	13	14	8
Fairly worried	36	33	33	36	35	30	36	31	29	36	34	33	34	32	34	34	35	22
TOTAL WORRIED	46	45	40	50	44	40	50	38	39	49	48	43	48	45	43	47	49	30
Not very worried	42	42	46	39	44	45	39	41	47	39	40	45	37	39	43	40	41	50
Not at all worried	9	9	11	8	9	12	6	15	8	9	9	9	10	9	11	8	6	15
TOTAL NOT WORRIED	51	51	57	47	53	57	45	56	55	48	49	54	47	48	54	48	47	65
Don't know	4	4	4	2	3	3	5	6	6	4	3	4	5	7	3	5	4	4
suffer directly from cuts in spending on public services such as health, education and welfare																		
Very worried	24	24	8	38	22	20	27	20	19	28	24	21	28	23	19	28	25	26
Fairly worried	47	44	42	46	44	42	45	29	43	46	47	45	43	38	44	44	45	46
TOTAL WORRIED	71	68	50	84	66	62	72	49	62	74	71	66	71	61	63	72	70	72
Not very worried	23	25	39	12	27	29	21	38	27	20	24	28	21	28	30	20	23	22
Not at all worried	3	4	9	1	2	6	3	6	5	2	5	4	4	7	4	4	3	3
TOTAL NOT WORRIED	26	29	48	13	29	35	24	44	32	22	29	32	25	35	34	24	26	25
Don't know	3	3	3	2	4	3	4	7	5	3	1	3	4	5	2	4	4	3

	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
Weighted Sample	2132	687	641	175	1036	1096	257	546	730	599	1195	902	275	693	459	518	187
Unweighted Sample	2132	611	666	213	1023	1109	133	507	876	616	1404	693	304	698	422	498	210
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very worried	21	23	22	25	14	21	25	13	17	28	28	19	29	21	21	29	23	22
Fairly worried	32	30	30	31	32	31	29	26	23	34	35	31	30	25	31	29	33	35
TOTAL WORRIED	53	53	52	56	46	52	54	39	40	62	63	50	59	46	52	58	56	57
Not very worried	32	30	32	29	33	29	30	32	39	26	24	33	25	33	32	29	27	25
Not at all worried	11	11	13	10	13	14	9	21	12	8	11	12	11	12	13	9	11	13
TOTAL NOT WORRIED	43	41	45	39	46	43	39	53	51	34	35	45	36	45	45	38	38	38
Don't know	4	5	3	5	7	4	6	9	8	4	3	5	6	9	4	4	6	5

lose their job / have difficulty finding work

Very worried	23	25	17	33	19	24	26	22	23	28	24	24	27	22	22	29	27	29
Fairly worried	39	38	34	38	40	36	39	40	39	42	30	38	36	41	38	39	35	39
TOTAL WORRIED	62	63	51	71	59	60	65	62	62	70	54	62	63	63	60	68	62	68
Not very worried	24	23	32	18	27	27	20	24	27	21	23	26	20	24	26	22	23	18
Not at all worried	10	9	13	7	11	9	9	8	6	5	19	9	10	8	12	6	8	12
TOTAL NOT WORRIED	34	32	45	25	38	36	29	32	33	26	42	35	30	32	38	28	31	30
Don't know	4	4	4	3	3	4	5	6	5	4	4	3	6	5	3	4	6	3

lose their home

Very worried	12	15	7	22	14	13	17	10	11	19	16	11	20	14	14	18	14	15
Fairly worried	28	27	23	28	25	25	29	18	30	26	30	27	28	21	27	26	30	32
TOTAL WORRIED	40	42	30	50	39	38	46	28	41	45	46	38	48	35	41	44	44	47
Not very worried	37	35	43	31	36	37	34	44	41	35	27	42	28	40	38	35	32	30
Not at all worried	19	18	23	14	25	21	15	21	12	16	24	17	19	16	19	17	18	18
TOTAL NOT WORRIED	56	53	66	45	61	58	49	65	53	51	51	59	47	56	57	52	50	48
Don't know	4	5	3	4	1	4	5	8	6	3	4	3	6	10	2	4	6	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
Weighted Sample	2132	687	641	175	1036	1096	257	546	730	599	1195	902	275	693	459	518	187
Unweighted Sample	2132	611	666	213	1023	1109	133	507	876	616	1404	693	304	698	422	498	210
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities

Very worried	10	15	8	21	14	14	15	12	11	16	17	10	21	16	12	20	13	13
Fairly worried	24	23	16	28	18	23	22	22	21	23	26	22	24	24	21	24	24	23
TOTAL WORRIED	34	38	24	49	32	37	37	34	32	39	43	32	45	40	33	44	37	36
Not very worried	38	37	47	31	43	36	38	37	43	39	30	41	31	32	41	34	37	35
Not at all worried	23	20	25	17	22	22	17	21	19	17	23	21	17	18	21	16	20	24
TOTAL NOT WORRIED	61	57	72	48	65	58	55	58	62	56	53	62	48	50	62	50	57	59
Don't know	5	6	5	4	4	4	7	9	7	4	5	5	7	9	4	6	6	4

suffer ill-health

Very worried	14	17	10	24	18	14	20	10	9	22	21	13	23	16	15	22	16	14
Fairly worried	38	33	30	34	33	29	36	22	24	33	44	32	34	28	34	28	35	40
TOTAL WORRIED	52	50	40	58	51	43	56	32	33	55	65	45	57	44	49	50	51	54
Not very worried	37	37	45	32	39	40	34	41	50	33	27	42	29	37	38	38	34	36
Not at all worried	6	9	11	6	7	12	5	18	11	8	4	8	9	11	9	7	9	7
TOTAL NOT WORRIED	43	46	56	38	46	52	39	59	61	41	31	50	38	48	47	45	43	43
Don't know	5	5	4	3	3	5	6	9	7	4	3	5	5	8	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	51	130
Male 25 to 39	212	273
Male 40 to 54	432	360
Male 55 +	328	272
Female 18 to 24	82	127
Female 25 to 39	295	272
Female 40 to 54	444	370
Female 55 +	288	327
Region		
North England	498	518
Midlands	308	352
East England	218	205
London	304	275
South England	480	487
Wales	114	107
Scotland	210	187
Social Grade		
AB	804	587
C1	600	608
C2	319	440
DE	374	461
Newspaper Type		
Express / Mail	446	321
Sun / Star	201	454
Mirror / Record	166	325
Guardian / Independent	192	67
FT / Times / Telegraph	239	184
Other Paper	217	248
No Paper	671	533
Political Party Identification		
Labour	732	693
Conservative	533	608
Liberal Democrat	295	256
Others	232	65
None/ DK	340	511

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

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