

YouGov / The Sun Survey Results

Sample Size: 2003 GB Adults
Fieldwork: 23rd - 24th January 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	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 2003	570	647	163	643	532	456	970	1033	240	515	685	563	1130	852	256	653	428	493	173
Unweighted Sample 2003	539	623	162	601	504	481	984	1019	132	511	752	608	1264	718	280	680	367	462	214
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	87	2	11	38	36	28	36	35	43	42	29	40	49	36	27	18
Lab	42	0	100	0	5	93	34	40	44	45	47	44	34	38	48	39	30	45	54	48
Lib Dem	11	0	0	100	1	1	43	9	12	11	10	10	12	11	10	8	12	11	9	10
Other	11	0	0	0	7	3	12	13	8	15	8	11	12	9	13	12	9	8	10	25

Other Parties Voting Intention

UKIP	4	0	0	0	4	1	3	5	4	0	2	5	7	3	6	6	5	4	4	2
SNP / PCY	2	0	0	0	1	0	2	3	1	5	1	2	2	2	2	0	0	1	0	20
Green	2	0	0	0	0	0	7	2	2	3	2	2	2	3	1	3	2	1	3	1
BNP	1	0	0	0	1	0	0	2	1	2	1	2	1	1	2	2	1	2	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	1	2	0	5	1	1	0	0	2	1	0	0	2	2

Non Voters

Would Not Vote	8	0	0	0	3	1	6	6	10	12	10	8	5	7	10	9	8	8	9	5
Don't know	14	0	0	0	11	10	24	9	20	16	19	11	14	13	16	16	15	14	14	14

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

	20-21 Jan	23-24 Jan	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Approve	32	33	80	4	58	63	7	31	37	28	26	32	29	40	38	26	37	38	31	28	24
Disapprove	54	53	7	93	27	22	84	55	52	54	56	50	56	50	50	57	46	46	52	62	66
Don't know	14	14	13	4	16	15	9	14	10	18	18	18	15	9	12	17	17	16	17	10	10

Weighted Sample
Unweighted Sample

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2003	570	647	163	643	532	456	970	1033	240	515	685	563	1130	852	256	653	428	493	173
2003	539	623	162	601	504	481	984	1019	132	511	752	608	1264	718	280	680	367	462	214
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

8-10
Jan
23-24
Jan

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	32	32	25	34	61	22	32	54	36	28	37	33	30	31	36	26	34	32	36	26	40
I would vote in favour of keeping first-past-the-post	41	41	60	42	25	59	42	24	44	38	31	33	42	51	42	41	37	42	40	44	35
I wouldn't vote	8	7	2	3	1	4	3	4	5	9	8	10	8	3	5	9	6	6	7	8	6
Don't know	18	20	12	20	13	15	22	18	15	25	24	24	20	15	17	24	23	20	17	22	19

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

Yes, the British troops are winning	9	8	9	12	4	8	12	4	11	5	9	8	8	6	8	7	10	7	8	6	12
No, they are not winning yet, but victory is possible eventually	24	22	30	23	28	28	23	20	25	20	19	24	25	19	23	21	21	22	22	24	20
No, they are not winning, and victory is not possible	54	55	50	53	53	52	52	61	53	57	46	47	55	66	55	55	50	55	55	58	53
Don't know	14	15	11	12	15	11	13	15	11	19	26	21	12	8	14	17	18	16	15	12	16

Weighted Sample
Unweighted Sample

	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
	2003	570	647	163	643	532	456	970	1033	240	515	685	563	1130	852	256	653	428	493	173	
	2003	539	623	162	601	504	481	984	1019	132	511	752	608	1264	718	280	680	367	462	214	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Should British troops be brought home from Afghanistan?																					
Yes - all troops should be withdrawn immediately	29	29	22	27	26	27	25	29	25	32	18	25	31	33	25	34	24	29	30	29	28
Yes - most troops should be withdrawn soon, and the rest within the next year or so	42	43	48	44	42	47	41	50	44	43	47	40	42	47	47	39	43	44	41	45	40
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	19	18	23	22	21	20	24	14	24	13	14	20	20	17	20	16	20	17	19	18	21
Don't know	10	10	7	8	10	6	9	8	8	11	21	15	7	4	8	11	14	10	10	7	10
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	38	36	74	7	55	65	10	33	39	32	26	35	32	45	41	29	39	41	33	32	26
Bad for the economy	47	47	14	83	28	22	76	51	48	47	51	45	52	43	45	51	38	42	52	51	60
Don't know	16	17	12	10	17	13	14	16	13	21	23	20	16	13	15	20	23	17	16	16	14
Being done fairly or unfairly?																					
Fairly	31	28	66	3	45	56	6	24	32	25	25	28	24	35	32	23	30	34	27	23	23
Unfairly	57	57	20	92	39	30	85	61	57	57	55	55	63	54	55	60	54	52	57	64	63
Don't know	12	15	14	5	15	14	9	14	11	18	20	18	13	11	13	17	16	14	16	14	14
Having an impact on your own life, or not having an impact on your own life?																					
Having an impact on my life	72	71	66	79	67	68	78	70	71	70	64	69	75	70	72	69	70	72	67	73	72
Not having an impact on my life	18	18	27	14	27	23	13	22	20	17	19	18	16	22	19	18	18	19	20	16	20
Don't know	10	11	7	7	6	9	9	8	8	13	17	13	9	8	9	13	12	9	13	11	8
And who do you think is most to blame for the current spending cuts?																					
The Conservative-Liberal Democrat coalition	22	26	3	63	8	6	59	21	26	26	29	21	28	26	24	27	20	21	25	32	35
The last Labour government	40	40	86	3	59	81	4	35	43	38	26	39	38	51	44	36	39	48	40	34	31
Both	25	24	6	25	25	10	25	33	21	26	27	26	25	18	23	25	26	21	27	24	21
Neither	8	5	3	6	6	2	7	6	5	4	5	6	5	3	5	4	7	4	3	5	9
Don't know	5	6	2	3	2	2	6	4	5	7	14	9	4	2	4	8	8	6	6	5	4

	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
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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	25	14	32	18	20	30	26	21	29	26	22	32	18	21	31	26	22	23	30	27
Fairly worried	46	44	43	44	44	42	45	44	44	43	41	43	40	49	43	44	44	45	44	41	42
TOTAL WORRIED	70	69	57	76	62	62	75	70	65	72	67	65	72	67	64	75	70	67	67	71	69
Not very worried	23	24	35	19	31	32	17	24	27	21	22	25	21	27	28	18	21	24	27	23	23
Not at all worried	4	4	5	4	7	4	4	4	5	3	2	4	4	6	5	3	2	6	4	4	4
TOTAL NOT WORRIED	27	28	40	23	38	36	21	28	32	24	24	29	25	33	33	21	23	30	31	27	27
Don't know	3	3	2	1	1	2	3	2	3	3	9	5	2	1	3	4	7	3	3	1	4

be victims of burglary, robbery or mugging

Very worried	11	11	6	14	4	8	14	10	11	11	8	8	13	12	9	13	13	9	9	14	7
Fairly worried	32	31	29	31	32	30	27	32	27	34	29	29	31	33	31	30	36	29	33	32	18
TOTAL WORRIED	43	42	35	45	36	38	41	42	38	45	37	37	44	45	40	43	49	38	42	46	25
Not very worried	45	44	49	44	48	48	45	43	46	42	43	48	44	41	45	43	36	48	42	41	52
Not at all worried	8	10	12	8	13	11	9	10	11	8	10	9	9	11	10	9	6	9	9	10	18
TOTAL NOT WORRIED	53	54	61	52	61	59	54	53	57	50	53	57	53	52	55	52	42	57	51	51	70
Don't know	4	5	4	3	3	3	5	4	5	6	11	7	3	4	5	6	9	5	6	3	5

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

Very worried	26	28	11	43	18	16	40	32	24	31	24	20	35	28	26	31	26	25	28	33	27
Fairly worried	44	44	46	42	51	44	43	46	42	46	42	45	40	47	45	42	46	44	43	44	40
TOTAL WORRIED	70	72	57	85	69	60	83	78	66	77	66	65	75	75	71	73	72	69	71	77	67
Not very worried	22	21	35	11	28	32	11	19	26	17	22	25	19	21	23	19	16	24	22	19	25
Not at all worried	4	3	6	2	2	6	2	1	4	2	1	4	2	4	3	3	4	3	3	2	2
TOTAL NOT WORRIED	26	24	41	13	30	38	13	20	30	19	23	29	21	25	26	22	20	27	25	21	27
Don't know	3	4	3	2	2	2	4	2	4	4	11	6	3	1	4	4	8	4	3	2	6

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

Very worried	23	25	21	25	18	25	25	21	23	26	17	12	31	31	20	31	23	23	26	26	23
Fairly worried	33	32	33	31	30	33	33	29	30	33	34	28	31	35	32	32	31	32	32	30	32
TOTAL WORRIED	56	57	54	56	48	58	58	50	53	59	51	40	62	66	52	63	54	55	58	56	55
Not very worried	27	27	28	29	36	28	26	31	30	25	26	38	24	22	30	24	29	28	25	29	26
Not at all worried	11	11	14	10	10	12	10	12	11	10	12	14	9	10	13	8	9	11	11	10	13
TOTAL NOT WORRIED	38	38	42	39	46	40	36	43	41	35	38	52	33	32	43	32	38	39	36	39	39
Don't know	4	6	3	4	5	2	6	7	5	6	11	7	4	3	6	5	9	5	6	4	5

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their job / have difficulty finding work																					
Very worried	26	27	16	36	25	20	33	30	25	29	28	19	34	26	25	30	24	23	30	31	27
Fairly worried	37	38	42	37	34	41	36	37	37	38	38	42	39	33	39	35	39	39	36	36	37
TOTAL WORRIED	63	65	58	73	59	61	69	67	62	67	66	61	73	59	64	65	63	62	66	67	64
Not very worried	21	21	27	18	25	25	18	21	24	19	21	28	19	18	23	20	22	23	20	21	19
Not at all worried	10	9	12	7	12	11	8	9	10	9	2	5	6	20	10	8	7	9	10	9	12
TOTAL NOT WORRIED	31	30	39	25	37	36	26	30	34	28	23	33	25	38	33	28	29	32	30	30	31
Don't know	5	5	3	3	4	3	5	4	5	4	10	6	2	4	4	6	9	5	4	3	4
lose their home																					
Very worried	17	17	8	23	11	12	20	18	14	19	15	13	16	21	13	21	16	14	20	19	13
Fairly worried	28	26	28	27	27	27	27	25	26	27	21	27	29	24	28	24	27	28	21	29	24
TOTAL WORRIED	45	43	36	50	38	39	47	43	40	46	36	40	45	45	41	45	43	42	41	48	37
Not very worried	35	34	42	32	40	37	31	36	36	32	39	38	33	30	35	33	32	36	35	32	32
Not at all worried	17	18	20	15	19	20	16	18	19	17	11	15	19	23	20	16	15	18	19	17	25
TOTAL NOT WORRIED	52	52	62	47	59	57	47	54	55	49	50	53	52	53	55	49	47	54	54	49	57
Don't know	4	5	3	3	2	4	5	3	4	5	13	7	3	2	4	6	10	4	4	3	7
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																					
Very worried	12	15	8	21	9	11	21	14	14	16	14	10	17	19	12	20	14	12	14	21	17
Fairly worried	25	23	17	28	27	18	28	25	22	24	26	18	24	26	23	24	26	22	24	25	17
TOTAL WORRIED	37	38	25	49	36	29	49	39	36	40	40	28	41	45	35	44	40	34	38	46	34
Not very worried	38	35	43	32	36	40	28	36	36	35	35	43	35	29	37	34	36	39	36	31	35
Not at all worried	20	20	28	15	24	26	16	21	23	17	14	21	20	22	24	15	15	22	19	19	24
TOTAL NOT WORRIED	58	55	71	47	60	66	44	57	59	52	49	64	55	51	61	49	51	61	55	50	59
Don't know	5	6	4	4	4	5	6	4	5	7	11	8	4	4	5	8	9	6	6	4	8
suffer ill-health																					
Very worried	17	18	11	23	10	14	22	18	15	20	12	10	21	23	14	22	16	16	16	22	16
Fairly worried	35	33	32	35	33	32	34	37	32	35	27	27	35	40	34	33	34	33	31	36	34
TOTAL WORRIED	52	51	43	58	43	46	56	55	47	55	39	37	56	63	48	55	50	49	47	58	50
Not very worried	36	36	43	33	47	39	32	34	39	33	38	44	35	28	38	33	32	39	38	31	40
Not at all worried	8	8	11	6	7	11	6	8	10	6	13	11	6	5	9	6	10	7	9	8	4
TOTAL NOT WORRIED	44	44	54	39	54	50	38	42	49	39	51	55	41	33	47	39	42	46	47	39	44
Don't know	5	5	3	3	3	4	6	4	4	6	10	7	4	3	5	7	9	5	6	3	7
If you had to choose, which would you prefer to see after the next election, a Conservative government led by David Cameron or a Labour government led by Ed Miliband?																					
Conservative government led by David Cameron	41	41	97	1	59	85	4	34	44	38	33	35	40	52	47	34	45	51	41	31	30
Labour government led by Ed Miliband	36	36	1	92	14	5	81	35	37	35	36	39	38	30	33	39	33	27	37	44	48
Don't know	23	23	2	6	27	11	15	31	19	27	31	27	21	18	20	27	22	23	22	25	22

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	54	123
	Male 25 to 39	220	256
	Male 40 to 54	370	337
	Male 55 +	340	255
	Female 18 to 24	78	117
	Female 25 to 39	291	260
	Female 40 to 54	382	348
	Female 55 +	268	308
Region			
	North England	462	493
	Midlands	264	329
	East England	211	193
	London	280	256
	South England	469	460
	Wales	103	99
	Scotland	214	173
Social Grade			
	AB	681	555
	C1	583	575
	C2	325	416
	DE	393	436
Newspaper Type			
	Express / Mail	406	306
	Sun / Star	225	426
	Mirror / Record	135	307
	Guardian / Independent	163	62
	FT / Times / Telegraph	222	168
	Other Paper	238	231
	No Paper	614	502
Political Party Identification			
	Labour	636	647
	Conservative	524	571
	Liberal Democrat	228	241
	Others	227	62
	None/ DK	388	482

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