

YouGov / The Sun Survey Results

Sample Size: 2114 GB Adults
Fieldwork: 28th - 29th November 2010

	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	
Weighted Sample	2114	653	642	162	666	525	457	1025	1089	254	539	731	591	1182	891	273	693	447	518	183
Unweighted Sample	2114	604	653	164	622	515	482	1011	1103	144	498	868	604	1348	725	288	730	389	509	198
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	91	3	11	39	41	38	40	35	47	44	35	44	49	44	31	22
Lab	40	0	100	0	3	94	36	39	40	34	45	44	32	37	44	41	28	38	51	52
Lib Dem	10	0	0	100	1	3	42	11	9	15	10	9	9	10	10	6	14	6	12	6
Other	10	0	0	0	4	1	10	10	9	13	5	11	11	9	11	9	9	11	6	20

Other Parties Voting Intention

UKIP	4	0	0	0	3	0	1	4	4	1	2	5	6	4	5	5	5	5	3	1
SNP / PCY	2	0	0	0	0	0	1	2	2	1	1	2	3	2	2	0	0	2	0	15
Green	2	0	0	0	0	0	4	1	2	2	1	2	1	2	2	3	1	1	1	3
BNP	2	0	0	0	0	0	3	3	1	8	1	1	1	2	2	2	2	3	1	0
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	0	0	1	1	1	1	0	1	0	1	0	1	0	1	0

Non Voters

Would Not Vote	8	0	0	0	2	2	5	8	9	13	10	9	4	7	10	8	10	5	10	6
Don't know	15	0	0	0	7	9	27	11	19	16	17	15	13	15	15	20	16	11	14	17

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

	25-26 Nov	28-29 Nov	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
Approve	36	39	88	5	58	77	9	33	43	35	34	36	36	47	44	31	39	44	40	35	23
Disapprove	50	45	5	89	14	14	81	49	44	46	40	45	51	42	42	50	47	36	46	50	64
Don't know	14	16	7	6	27	9	10	19	13	19	26	19	14	12	14	18	13	19	14	16	13

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

14-15
Nov

28-29
Nov

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?

I would vote in favour of switching to the Alternative Vote	33	35	27	34	76	26	31	60	37	32	37	34	33	35	39	29	30	35	40	33	32
I would vote in favour of keeping first-past-the-post	40	41	58	49	10	57	51	19	44	38	24	34	44	50	42	40	41	38	39	45	45
I wouldn't vote	7	7	2	4	0	3	2	4	6	9	15	11	7	3	6	10	5	9	4	9	9
Don't know	20	17	13	13	14	14	16	17	13	21	24	20	16	13	13	21	24	18	18	13	15

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

Yes, the British troops are winning	7	6	10	4	5	9	4	4	9	4	9	7	5	5	7	5	4	6	8	6	4
No, they are not winning yet, but victory is possible eventually	25	26	29	31	18	27	34	20	28	24	23	26	25	30	25	29	27	24	27	29	26
No, they are not winning, and victory is not possible	55	56	55	57	64	57	53	63	55	58	50	51	61	59	58	54	54	57	58	54	59
Don't know	13	11	7	8	13	7	9	13	8	14	18	16	9	6	11	11	15	12	8	11	11

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

Should British troops be brought home from Afghanistan?

Yes - all troops should be withdrawn immediately	27	29	26	26	24	28	26	24	24	33	21	25	33	31	26	32	28	27	32	29	26
Yes - most troops should be withdrawn soon, and the rest within the next year or so	44	45	48	46	52	47	44	50	43	47	48	44	43	48	46	44	43	46	43	47	43
No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	21	18	18	22	16	18	23	17	25	11	17	18	19	16	19	16	19	18	18	15	24
Don't know	8	8	7	5	7	7	7	9	7	10	14	13	6	5	8	8	10	8	7	9	7

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	81	10	61	73	13	38	47	39	43	39	39	52	47	38	45	48	44	40	26
Bad for the economy	42	42	9	81	23	14	76	45	41	42	38	43	44	38	39	46	38	35	43	45	57
Don't know	17	15	10	9	16	13	11	17	12	19	19	18	17	10	15	16	16	17	13	15	17

Being done fairly or unfairly?

Fairly	36	34	75	5	45	65	7	29	38	30	30	34	31	40	39	28	35	38	35	31	25
Unfairly	50	52	13	91	38	21	84	60	51	53	48	48	57	50	48	58	50	47	52	56	66
Don't know	14	14	12	4	18	14	8	11	11	16	21	18	11	9	13	15	15	15	14	13	9

Having an impact on your own life, or not having an impact on your own life?

Having an impact on my life	59	60	59	67	52	61	62	59	62	59	50	60	66	58	60	61	54	62	64	58	60
Not having an impact on my life	26	27	32	24	36	30	26	29	29	25	33	26	22	31	30	24	28	26	23	31	28
Don't know	15	13	9	9	11	9	12	12	9	16	17	14	11	11	11	15	17	12	13	11	12

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

The Conservative-Liberal Democrat coalition	22	21	2	55	6	3	51	21	21	21	23	21	22	20	19	24	20	15	23	24	33
The last Labour government	43	45	91	4	58	87	6	37	48	42	42	41	43	51	50	37	46	52	49	37	28
Both	23	23	5	27	23	8	27	29	21	25	22	26	24	20	21	26	21	21	20	28	26
Neither	7	7	1	12	9	1	14	8	7	6	1	5	9	8	6	7	8	6	7	6	10
Don't know	5	5	0	2	3	1	2	5	3	6	12	8	2	1	3	6	5	6	2	5	4

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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Unweighted Sample	2114	604	653	164	622	515	482	1011	1103	144	498	868	604	1348	725	288	730	389	509	198
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	21	14	30	15	15	25	22	17	26	18	20	25	20	19	25	16	19	26	23	24
Fairly worried	43	46	45	49	36	45	49	46	48	45	44	48	46	45	46	46	49	47	43	47	47
TOTAL WORRIED	66	67	59	79	51	60	74	68	65	71	62	68	71	65	65	71	65	66	69	70	71
Not very worried	25	25	33	18	42	32	21	26	28	23	25	25	22	29	28	21	27	26	24	25	22
Not at all worried	5	4	6	2	6	6	3	4	5	3	5	3	4	4	5	3	5	5	4	2	4
TOTAL NOT WORRIED	30	29	39	20	48	38	24	30	33	26	30	28	26	33	33	24	32	31	28	27	26
Don't know	4	3	2	1	0	2	2	2	2	4	8	5	2	1	2	5	3	3	3	3	4

be victims of burglary, robbery or mugging

Very worried	11	11	8	15	7	9	14	9	9	12	8	9	11	13	10	11	11	8	14	13	7
Fairly worried	33	34	36	37	24	36	38	26	32	35	28	31	38	33	33	36	38	30	34	38	27
TOTAL WORRIED	44	45	44	52	31	45	52	35	41	47	36	40	49	46	43	47	49	38	48	51	34
Not very worried	43	43	45	39	55	44	39	49	45	42	49	45	39	45	46	40	37	48	41	40	51
Not at all worried	8	8	9	7	13	8	7	10	10	6	8	8	9	6	9	7	9	9	8	6	12
TOTAL NOT WORRIED	51	51	54	46	68	52	46	59	55	48	57	53	48	51	55	47	46	57	49	46	63
Don't know	5	4	2	2	1	3	3	5	3	5	8	7	4	2	3	6	5	5	4	4	4

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

Very worried	25	25	13	40	14	15	37	26	20	29	15	21	28	27	22	28	24	22	27	26	23
Fairly worried	43	46	45	46	45	46	45	46	44	48	38	46	46	48	47	45	44	44	47	45	54
TOTAL WORRIED	68	71	58	86	59	61	82	72	64	77	53	67	74	75	69	73	68	66	74	71	77
Not very worried	23	23	34	12	35	33	15	21	29	18	34	24	20	21	25	19	23	27	19	23	15
Not at all worried	4	3	6	1	6	5	1	4	4	2	4	4	3	3	3	3	4	3	4	1	4
TOTAL NOT WORRIED	27	26	40	13	41	38	16	25	33	20	38	28	23	24	28	22	27	30	23	24	19
Don't know	4	3	1	1	1	2	2	3	3	3	8	5	2	1	2	4	4	3	3	4	4

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

Very worried	20	23	18	27	15	20	26	19	21	25	13	14	27	31	18	30	20	22	28	20	27
Fairly worried	33	33	34	36	28	34	34	31	31	34	34	29	35	33	33	33	27	29	34	40	33
TOTAL WORRIED	53	56	52	63	43	54	60	50	52	59	47	43	62	64	51	63	47	51	62	60	60
Not very worried	29	27	31	24	37	29	24	32	29	24	30	35	25	19	31	20	27	31	23	24	22
Not at all worried	11	12	14	9	15	13	9	14	13	10	12	16	7	13	14	8	16	12	10	9	12
TOTAL NOT WORRIED	40	39	45	33	52	42	33	46	42	34	42	51	32	32	45	28	43	43	33	33	34
Don't know	6	6	2	3	5	3	6	5	5	7	11	7	5	4	4	8	9	5	4	7	7

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
lose their job / have difficulty finding work																						
	Very worried	25	26	19	36	18	21	31	25	24	28	22	24	28	27	23	30	22	23	30	28	29
	Fairly worried	35	38	38	41	39	38	40	39	39	38	39	40	42	32	40	36	38	37	39	41	37
	TOTAL WORRIED	60	64	57	77	57	59	71	64	63	66	61	64	70	59	63	66	60	60	69	69	66
	Not very worried	24	21	28	12	25	26	14	23	22	20	23	23	20	19	23	18	23	26	17	17	18
	Not at all worried	10	9	13	6	13	12	8	8	10	7	6	6	6	17	10	8	11	9	9	8	8
	TOTAL NOT WORRIED	34	30	41	18	38	38	22	31	32	27	29	29	26	36	33	26	34	35	26	25	26
	Don't know	5	6	3	5	5	3	7	5	5	6	10	6	4	6	4	8	7	6	5	6	8
lose their home																						
	Very worried	15	16	10	22	9	12	21	15	12	19	7	13	16	21	14	18	13	14	19	17	15
	Fairly worried	27	28	26	34	18	27	31	24	26	29	17	31	29	28	28	28	22	27	26	32	33
	TOTAL WORRIED	42	44	36	56	27	39	52	39	38	48	24	44	45	49	42	46	35	41	45	49	48
	Not very worried	34	36	42	29	47	38	31	39	38	34	49	40	35	28	39	32	39	40	35	31	31
	Not at all worried	19	16	20	11	22	19	12	20	19	13	14	10	17	20	17	14	18	16	16	14	14
	TOTAL NOT WORRIED	53	52	62	40	69	57	43	59	57	47	63	50	52	48	56	46	57	56	51	45	45
	Don't know	5	5	2	4	4	3	6	3	4	6	13	6	3	3	3	7	8	4	3	7	6
suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities																						
	Very worried	12	13	6	19	4	7	19	11	12	14	7	10	14	16	10	16	15	11	12	14	13
	Fairly worried	23	24	20	26	19	25	22	22	23	24	19	22	26	25	22	26	21	24	25	23	26
	TOTAL WORRIED	35	37	26	45	23	32	41	33	35	38	26	32	40	41	32	42	36	35	37	37	39
	Not very worried	36	38	43	37	44	39	39	36	37	38	44	43	36	32	39	37	34	39	39	39	34
	Not at all worried	22	20	27	13	28	26	14	25	23	16	19	19	20	20	24	13	23	22	18	16	21
	TOTAL NOT WORRIED	58	58	70	50	72	65	53	61	60	54	63	62	56	52	63	50	57	61	57	55	55
	Don't know	7	6	3	4	5	4	6	5	5	7	11	7	4	6	5	8	8	5	6	7	6
suffer ill-health																						
	Very worried	16	15	11	20	3	13	17	14	12	18	8	7	18	22	12	19	14	14	19	15	14
	Fairly worried	33	35	33	38	42	32	39	34	32	37	27	27	36	44	32	38	31	35	36	33	40
	TOTAL WORRIED	49	50	44	58	45	45	56	48	44	55	35	34	54	66	44	57	45	49	55	48	54
	Not very worried	36	37	43	33	42	41	33	39	41	33	40	47	37	26	41	32	41	37	34	37	35
	Not at all worried	8	7	10	6	7	10	5	8	9	6	12	12	5	4	9	4	7	9	5	7	6
	TOTAL NOT WORRIED	44	44	53	39	49	51	38	47	50	39	52	59	42	30	50	36	48	46	39	44	41
	Don't know	6	6	3	3	6	4	5	6	6	6	13	7	5	3	5	7	7	5	5	8	5

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

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	44	99	1	59	90	6	34	47	42	45	41	39	54	50	37	49	51	49	37	23
Labour government led by Ed Miliband	34	1	91	18	4	81	37	36	32	33	35	38	30	32	38	33	26	34	42	47
Don't know	22	1	8	23	6	13	29	17	26	23	24	23	17	18	26	18	24	17	21	30

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	64	124
Male 25 to 39	229	258
Male 40 to 54	385	344
Male 55 +	293	262
Female 18 to 24	72	118
Female 25 to 39	295	260
Female 40 to 54	425	349
Female 55 +	261	310
Region		
North England	464	495
Midlands	285	331
East England	191	193
London	273	264
South England	493	470
Wales	111	99
Scotland	207	173
Social Grade		
AB	751	553
C1	586	573
C2	287	415
DE	351	435
Newspaper Type		
Express / Mail	395	313
Sun / Star	226	430
Mirror / Record	135	308
Guardian / Independent	181	66
FT / Times / Telegraph	241	173
Other Paper	217	230
No Paper	629	504
Political Party Identification		
Labour	636	659
Conservative	569	585
Liberal Democrat	230	240
Others	249	61
None/ DK	340	479

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

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