

YouGov Survey / The Sun Results

Sample Size: 2484 GB Adults
Fieldwork: 3rd - 4th April 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	2484	733	834	174	760	647	568	1207	1277	301	633	850	700	1416	1068	318	807	532	611	216
Unweighted Sample	2484	736	771	173	756	601	565	1191	1293	183	621	934	746	1661	823	422	806	504	535	217
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	87	2	15	35	40	26	31	38	46	42	31	46	46	35	31	15
Lab	42	0	100	0	5	92	38	44	40	49	50	41	36	37	50	38	34	42	52	53
Lib Dem	9	0	0	100	2	2	33	9	8	13	11	7	8	10	8	9	10	11	7	7
Other	11	0	0	0	6	4	15	11	11	12	8	14	10	11	11	7	10	12	10	25

Other Parties Voting Intention

UKIP	4	0	0	0	4	1	3	4	3	1	1	5	5	3	4	3	5	3	3	1
Green	3	0	0	0	0	1	7	2	3	6	2	3	1	3	2	3	3	2	2	1
SNP / PCY	2	0	0	0	1	1	1	2	3	2	2	3	2	2	3	0	0	1	0	21
BNP	2	0	0	0	1	0	2	2	1	3	1	3	2	2	2	0	2	3	2	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	1	1	1	1	0	2	1	1	1	1	1	0	1	2	1

Non Voters

Would Not Vote	7	0	0	0	2	2	8	6	8	12	9	6	4	6	8	8	7	6	8	5
Don't know	14	0	0	0	10	7	20	10	18	11	19	13	12	13	14	12	16	14	12	14

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

	31 Mar-1 Apr	3-4 Apr																			
Approve	30	32	82	3	53	66	7	27	34	30	26	28	32	39	38	25	36	38	31	28	20
Disapprove	54	54	7	92	31	20	84	59	54	54	53	56	55	51	49	61	50	45	55	62	68
Don't know	15	14	10	5	16	14	9	14	12	16	20	15	14	10	14	14	14	17	14	9	13
	20-21 Mar	3-4 Apr																			

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

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	34	20	39	79	18	33	61	39	30	46	39	31	28	36	31	35	34	34	33	36
I would vote in favour of keeping first-past-the-post	44	42	66	40	13	66	45	19	43	41	23	30	45	57	42	42	38	43	41	44	42
I wouldn't vote	7	7	2	4	2	2	4	6	7	6	10	9	6	3	5	9	8	6	6	8	3
Don't know	17	17	12	17	6	14	18	15	11	23	21	22	17	12	16	18	19	16	18	16	19

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

**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	35	35	76	10	46	66	11	29	37	33	36	27	35	42	39	30	42	41	35	30	20
Bad for the economy	50	50	12	83	36	20	79	55	49	50	44	52	53	46	46	54	42	43	49	58	64
Don't know	15	15	12	7	18	14	10	16	14	17	19	21	12	15	16	17	16	16	12	16	

Being done fairly or unfairly?

Fairly	26	27	67	5	34	56	6	21	29	26	22	25	26	34	32	21	27	32	28	25	18
Unfairly	60	59	20	90	51	31	86	65	58	60	60	58	63	55	54	66	55	54	59	65	69
Don't know	14	13	13	5	15	13	8	14	12	15	18	18	10	11	13	13	18	15	13	11	13

Necessary or unnecessary?

Necessary	55	56	93	27	76	86	29	56	58	54	53	53	58	59	63	47	62	64	54	51	40
Unnecessary	32	31	4	62	15	8	58	32	32	30	28	32	31	33	26	38	25	23	34	38	46
Don't know	12	12	3	11	9	6	13	12	9	15	18	15	11	8	11	14	14	12	12	11	14

Too deep, too shallow or at about the right level?

Too deep	49	50	17	81	35	24	78	55	51	48	39	48	54	50	46	54	43	46	51	52	60
Too shallow	7	8	8	7	12	8	6	7	8	7	9	9	7	7	7	8	8	7	8	10	4
About the right level	27	28	65	4	44	56	7	22	31	26	27	23	27	35	33	22	31	33	27	25	18
Don't know	16	15	10	7	9	11	9	16	10	18	25	20	12	9	14	16	18	14	13	13	18

Being done too quickly, too slowly, or at about the right pace?

Too quickly	57	56	21	88	43	30	83	62	55	58	49	56	61	55	52	62	52	53	56	60	66
Too slowly	5	5	6	2	9	6	2	5	6	4	5	6	4	4	5	4	4	5	6	5	2
About the right pace	27	29	66	6	41	57	8	23	32	27	28	27	27	35	35	22	32	32	30	26	22
Don't know	11	10	6	4	7	7	6	10	7	12	17	12	8	7	9	11	13	10	8	9	10

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

Having an impact on my life	72	70	62	80	62	64	77	69	69	70	66	67	74	69	69	70	66	69	71	72	68
Not having an impact on my life	20	20	29	13	28	26	14	21	23	18	22	21	17	23	22	18	22	20	20	19	21
Don't know	9	10	8	7	10	10	9	10	8	12	12	13	9	8	9	12	12	11	9	9	10

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

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

The Conservative-Liberal Democrat coalition	23	25	2	57	9	4	52	24	24	25	34	25	24	22	21	29	22	21	25	29	30
The last Labour government	38	40	90	3	58	84	5	30	42	39	30	32	43	50	45	34	43	47	40	35	27
Both	26	25	4	29	24	9	30	32	23	26	21	30	25	21	24	25	22	23	23	26	32
Neither	7	6	2	9	6	2	10	8	7	5	5	6	7	6	6	6	7	5	8	6	7
Don't know	5	4	1	2	3	1	3	5	3	6	11	7	2	1	3	5	6	4	4	3	5

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	27	28	17	40	13	20	35	27	24	31	28	28	30	23	21	37	26	28	26	29	27
Fairly worried	44	42	39	43	45	40	44	44	40	44	37	43	44	41	44	40	42	41	47	40	43
TOTAL WORRIED	71	70	56	83	58	60	79	71	64	75	65	71	74	64	65	77	68	69	73	69	70
Not very worried	23	23	36	14	34	33	15	24	27	20	21	21	21	28	27	17	24	23	21	25	22
Not at all worried	5	5	7	4	7	6	5	4	7	3	10	4	3	7	6	4	4	5	5	5	6
TOTAL NOT WORRIED	28	28	43	18	41	39	20	28	34	23	31	25	24	35	33	21	28	28	26	30	28
Don't know	2	2	1	0	0	1	1	2	2	2	5	4	1	1	2	3	4	2	1	1	2

be victims of burglary, robbery or mugging

Very worried	11	12	6	18	4	9	17	9	11	12	5	13	11	15	9	15	12	10	12	13	15
Fairly worried	34	35	35	36	30	35	37	30	35	34	36	31	35	37	33	37	38	34	32	38	28
TOTAL WORRIED	45	47	41	54	34	44	54	39	46	46	41	44	46	52	42	52	50	44	44	51	43
Not very worried	42	42	47	37	53	44	37	47	41	42	42	40	44	39	44	38	38	44	45	37	42
Not at all worried	10	8	9	8	11	9	7	10	9	7	10	9	7	7	9	7	8	8	7	9	11
TOTAL NOT WORRIED	52	50	56	45	64	53	44	57	50	49	52	49	51	46	53	45	46	52	52	46	53
Don't know	3	4	2	2	1	3	2	4	4	4	7	6	2	3	4	4	4	5	4	3	4

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

Very worried	30	28	8	49	14	13	45	29	25	31	25	28	28	30	24	34	27	27	28	31	27
Fairly worried	44	43	45	38	51	46	41	45	41	45	37	42	46	42	44	42	42	43	43	43	47
TOTAL WORRIED	74	71	53	87	65	59	86	74	66	76	62	70	74	72	68	76	69	70	71	74	74
Not very worried	21	23	40	10	30	34	11	20	27	19	28	20	22	23	26	18	23	24	23	22	19
Not at all worried	4	3	5	2	5	5	1	3	4	2	4	4	2	3	3	2	3	3	3	2	4
TOTAL NOT WORRIED	25	26	45	12	35	39	12	23	31	21	32	24	24	26	29	20	26	27	26	24	23
Don't know	2	3	2	1	1	2	2	2	3	3	5	6	2	1	3	3	5	4	3	2	4

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

lose out because foreign factories and/or workers from abroad can do the same job more cheaply																					
Very worried	24	22	14	27	13	18	29	18	19	25	14	17	23	28	17	29	19	20	23	24	22
Fairly worried	32	34	39	34	27	38	34	33	35	34	31	30	36	38	33	36	28	34	37	35	36
TOTAL WORRIED	56	56	53	61	40	56	63	51	54	59	45	47	59	66	50	65	47	54	60	59	58
Not very worried	29	29	33	27	39	30	25	34	29	29	37	35	27	23	34	22	33	30	27	29	26
Not at all worried	11	10	11	9	19	12	8	11	13	8	11	12	9	9	12	8	15	10	9	9	11
TOTAL NOT WORRIED	40	39	44	36	58	42	33	45	42	37	48	47	36	32	46	30	48	40	36	38	37
Don't know	4	4	3	3	2	3	4	3	5	4	8	5	4	3	4	5	5	5	4	4	4
lose their job / have difficulty finding work																					
Very worried	28	27	16	39	13	20	37	28	24	31	30	27	30	24	23	33	25	26	29	30	29
Fairly worried	38	37	38	37	40	38	36	38	38	37	34	41	41	32	40	34	37	38	39	35	38
TOTAL WORRIED	66	64	54	76	53	58	73	66	62	68	64	68	71	56	63	67	62	64	68	65	67
Not very worried	21	21	28	16	29	25	18	21	23	20	21	21	20	23	23	19	23	21	20	23	19
Not at all worried	9	10	15	6	16	14	6	9	11	8	8	6	6	17	10	8	10	11	8	8	10
TOTAL NOT WORRIED	30	31	43	22	45	39	24	30	34	28	29	27	26	40	33	27	33	32	28	31	29
Don't know	4	4	3	2	2	3	3	4	5	4	7	5	3	4	4	5	5	5	4	4	4
lose their home																					
Very worried	18	17	10	25	9	13	23	15	15	19	10	15	17	22	12	23	15	16	19	19	15
Fairly worried	27	28	24	30	29	25	31	31	26	30	25	29	30	26	28	28	26	30	27	26	32
TOTAL WORRIED	45	45	34	55	38	38	54	46	41	49	35	44	47	48	40	51	41	46	46	45	47
Not very worried	33	35	41	31	37	37	31	37	37	33	45	38	34	27	37	31	39	32	35	34	35
Not at all worried	18	16	22	11	24	22	13	14	18	15	12	12	17	22	18	14	15	17	15	18	13
TOTAL NOT WORRIED	51	51	63	42	61	59	44	51	55	48	57	50	51	49	55	45	54	49	50	52	48
Don't know	4	4	2	3	1	3	2	4	5	3	8	5	2	3	4	4	5	5	3	2	5

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

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

Very worried	15	13	5	23	4	7	21	12	13	13	5	13	12	18	9	19	11	13	12	15	14
Fairly worried	24	23	20	26	22	21	26	22	23	23	22	20	25	24	22	25	23	22	24	24	25
TOTAL WORRIED	39	36	25	49	26	28	47	34	36	36	27	33	37	42	31	44	34	35	36	39	39
Not very worried	37	39	46	32	45	44	33	46	37	41	46	41	40	34	43	34	43	38	38	39	42
Not at all worried	20	19	27	14	26	24	17	15	21	17	18	19	19	20	21	16	18	20	20	19	14
TOTAL NOT WORRIED	57	58	73	46	71	68	50	61	58	58	64	60	59	54	64	50	61	58	58	58	56
Don't know	5	5	3	4	3	4	4	5	6	5	8	7	4	5	5	7	6	7	6	3	5

suffer ill-health

Very worried	18	15	7	22	11	10	22	13	13	17	7	10	17	21	10	22	14	15	16	18	11
Fairly worried	35	34	31	37	34	33	34	35	32	36	22	28	36	43	33	35	32	33	35	37	34
TOTAL WORRIED	53	49	38	59	45	43	56	48	45	53	29	38	53	64	43	57	46	48	51	55	45
Not very worried	36	39	48	31	44	44	34	41	42	36	50	45	37	30	43	32	40	39	37	36	43
Not at all worried	7	7	10	6	8	9	7	7	9	6	13	10	7	3	9	6	9	8	7	7	4
TOTAL NOT WORRIED	43	46	58	37	52	53	41	48	51	42	63	55	44	33	52	38	49	47	44	43	47
Don't know	4	5	4	3	3	3	3	4	5	5	8	7	3	3	4	5	5	5	5	2	8

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	40	42	99	2	57	87	7	31	43	41	35	36	42	50	47	35	47	47	43	36	28
Labour government led by Ed Miliband	40	38	1	92	18	5	82	38	41	36	45	42	37	33	35	43	32	32	37	45	52
Don't know	20	20	0	6	25	8	11	30	17	23	20	21	21	18	18	22	20	21	20	20	20

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	84	154
	Male 25 to 39	282	318
	Male 40 to 59	442	420
	Male 60 +	383	315
	Female 18 to 24	99	147
	Female 25 to 39	339	315
	Female 40 to 59	492	430
	Female 60 +	363	385
Region			
	North England	535	611
	Midlands	363	407
	East England	228	238
	London	422	318
	South England	578	569
	Wales	141	124
	Scotland	217	216
Social Grade			
	AB	981	696
	C1	680	720
	C2	380	522
	DE	443	546
Newspaper Type			
	Express / Mail	512	356
	Sun / Star	297	527
	Mirror / Record	169	374
	Guardian / Independent	168	72
	FT / Times / Telegraph	217	203
	Other Paper	293	282
	No Paper	743	600
Political Party Identification			
	Labour	740	788
	Conservative	665	676
	Liberal Democrat	277	294
	Others	188	70
	None/ DK	529	585

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