

YouGov / The Sun Survey Results

Sample Size: 1472 GB Adults

Fieldwork: 24th - 25th February 2010

Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1472	451	379	182	705	767	416	541	515	808	664	188	477	314	363	129
1472	495	343	175	679	793	399	510	563	833	639	187	478	295	317	195
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	39	100	0	0	40	39	39	37	42	45	32	47	47	39	34	16
Lab	33	0	100	0	30	36	36	34	30	31	36	29	20	40	44	41
Lib Dem	16	0	0	100	17	15	17	16	15	14	18	14	20	12	15	15
Other	12	0	0	0	13	10	8	13	13	10	14	10	12	9	7	27

Other Parties Voting Intention

UKIP	5	0	0	0	5	4	2	5	6	4	6	3	7	5	4	2
Green	3	0	0	0	3	2	4	2	2	3	3	4	4	1	2	1
SNP / PCY	2	0	0	0	3	2	2	1	4	2	3	0	0	0	0	24
BNP	2	0	0	0	2	1	0	3	1	1	2	3	2	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	0	1	1	1	1	1	1	1	0	1

Non Voters

Would Not Vote	7	0	0	0	6	8	13	6	4	6	9	7	5	8	10	5
Don't know	15	0	0	0	12	18	19	15	12	13	18	15	14	14	17	14

Do you think the following will or will not happen if the Conservatives win the coming election?

The quality of education in state schools will improve

Will	24	60	6	10	25	24	24	20	29	27	21	29	27	27	21	13
Will not	47	13	82	64	50	44	41	51	48	45	49	43	42	49	50	59
Don't know	29	28	12	26	25	32	35	29	23	27	30	28	31	24	30	28

The number of crimes committed each year will fall

Will	18	44	4	10	21	15	19	16	19	20	15	24	18	17	17	13
Will not	54	24	84	70	56	53	48	59	54	52	57	48	51	60	56	61
Don't know	28	33	12	20	23	32	33	25	27	28	27	28	31	24	28	26

Fewer immigrants and asylum seekers will enter Britain each year

Will	41	74	28	38	46	37	41	39	44	46	35	53	44	39	35	40
Will not	35	9	56	40	35	36	29	40	36	30	41	26	34	37	38	39
Don't know	24	18	17	21	19	28	30	22	20	24	24	21	22	25	27	21

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

Britain's economy will grow stronger

Will	31	72	8	21	36	27	31	28	35	37	25	39	37	30	25	21
Will not	40	8	75	48	42	38	35	42	43	37	45	33	35	44	44	51
Don't know	29	20	17	31	22	34	34	30	23	27	31	28	29	26	31	29

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	Weighted no.
Age and Gender		
Male 18 to 24	60	88
Male 25 to 39	163	191
Male 40 to 54	174	191
Male 55 +	282	235
Female 18 to 24	80	89
Female 25 to 39	239	191
Female 40 to 54	193	207
Female 55 +	281	280
Region		
North England	317	363
Midlands	217	241
East England	144	141
London	187	188
South England	334	336
Wales	78	73
Scotland	195	129
Social Grade		
ABC1	833	808
C2DE	639	664
Newspaper Type		
Express / Mail	318	235
Sun / Star	203	323
Mirror / Record	118	235
Guardian / Independent	143	59
FT / Times / Telegraph	217	140
Other Paper	213	184
No Paper	257	294
Political Party Identification		
Labour Loyal	305	382
Labour Disloyal	97	89
Conservative	425	383
Liberal Democrat	145	176
Others	75	44
None	373	360
Don't know	52	38