

# YouGov / The Sun Survey Results

Sample Size: 1626 GB Adults  
Fieldwork: 7th - 8th April 2010

**Weighted Sample**  
Unweighted Sample

| 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 |
| <b>1626</b> | 503              | 404 | 228     | 780    | 846    | 480   | 577   | 569 | 894          | 731  | 208    | 529           | 348              | 400   | 141      |
| 1626        | 527              | 368 | 225     | 781    | 845    | 477   | 526   | 623 | 1018         | 607  | 247    | 525           | 330              | 378   | 146      |
| %           | %                | %   | %       | %      | %      | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

## Headline Voting Intention

[Taking into account likelihood to vote]

23-24 Mar

07-08  
Apr

|         |           |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>40</b> | 100 | 0   | 0   | 38 | 42 | 39 | 36 | 43 | 45 | 32 | 38 | 48 | 41 | 40 | 9  |
| Lab     | <b>31</b> | 0   | 100 | 0   | 33 | 30 | 27 | 37 | 29 | 28 | 36 | 31 | 23 | 35 | 34 | 47 |
| Lib Dem | <b>18</b> | 0   | 0   | 100 | 16 | 19 | 26 | 14 | 16 | 18 | 17 | 18 | 22 | 14 | 17 | 14 |
| Other   | <b>11</b> | 0   | 0   | 0   | 14 | 9  | 9  | 12 | 12 | 9  | 14 | 13 | 8  | 10 | 9  | 29 |

## Other Parties Voting Intention

|           |          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----------|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP      | <b>4</b> | 0 | 0 | 0 | 5 | 3 | 2 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 6 | 1  |
| SNP / PCY | <b>3</b> | 0 | 0 | 0 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 0 | 0 | 2 | 0 | 24 |
| BNP       | <b>2</b> | 0 | 0 | 0 | 3 | 2 | 2 | 4 | 1 | 1 | 4 | 5 | 2 | 3 | 1 | 1  |
| Green     | <b>1</b> | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 2  |
| Respect   | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  |
| Other     | <b>1</b> | 0 | 0 | 0 | 2 | 1 | 0 | 1 | 2 | 1 | 2 | 2 | 0 | 3 | 1 | 1  |

The general election will be held on May 6. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

|                                 |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Certain NOT to vote         | <b>5</b>  | 0  | 0  | 0  | 5  | 4  | 9  | 4  | 2  | 4  | 6  | 3  | 3  | 4  | 7  | 6  |
| 1                               | <b>1</b>  | 0  | 0  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 0  | 0  | 1  |
| 2                               | <b>1</b>  | 0  | 0  | 0  | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 0  | 1  | 1  | 1  | 0  |
| 3                               | <b>1</b>  | 1  | 1  | 1  | 1  | 2  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 3  |
| 4                               | <b>1</b>  | 1  | 0  | 0  | 1  | 1  | 2  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  |
| 5                               | <b>3</b>  | 1  | 4  | 2  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 5  | 3  | 3  | 4  | 2  |
| 6                               | <b>2</b>  | 1  | 1  | 1  | 2  | 2  | 3  | 3  | 0  | 2  | 2  | 2  | 3  | 1  | 2  | 3  |
| 7                               | <b>4</b>  | 2  | 3  | 6  | 3  | 4  | 6  | 3  | 2  | 4  | 3  | 3  | 3  | 5  | 4  | 5  |
| 8                               | <b>6</b>  | 6  | 7  | 6  | 5  | 7  | 8  | 5  | 5  | 6  | 6  | 6  | 5  | 6  | 9  | 3  |
| 9                               | <b>10</b> | 11 | 10 | 13 | 10 | 9  | 12 | 10 | 7  | 10 | 9  | 7  | 11 | 11 | 9  | 9  |
| 10 - Absolutely certain to vote | <b>65</b> | 75 | 73 | 69 | 68 | 63 | 50 | 66 | 77 | 67 | 63 | 68 | 67 | 64 | 62 | 67 |
| Don't know                      | <b>2</b>  | 0  | 1  | 0  | 1  | 2  | 2  | 1  | 1  | 1  | 2  | 3  | 1  | 3  | 1  | 1  |

**Weighted Sample**  
Unweighted Sample

| 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 |
| <b>1626</b> | 503              | 404 | 228     | 780    | 846    | 480   | 577   | 569 | 894          | 731  | 208    | 529           | 348              | 400   | 141      |
| <b>1626</b> | 527              | 368 | 225     | 781    | 845    | 477   | 526   | 623 | 1018         | 607  | 247    | 525           | 330              | 378   | 146      |
| %           | %                | %   | %       | %      | %      | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

**Headline Voting Intention**

[All those to name a party]

|         |           |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>39</b> | 100 | 0   | 0   | 37 | 41 | 37 | 36 | 42 | 45 | 32 | 39 | 47 | 40 | 38 | 9  |
| Lab     | <b>31</b> | 0   | 100 | 0   | 33 | 30 | 28 | 37 | 28 | 27 | 36 | 32 | 22 | 35 | 35 | 47 |
| Lib Dem | <b>18</b> | 0   | 0   | 100 | 16 | 20 | 24 | 14 | 16 | 18 | 17 | 18 | 21 | 14 | 17 | 15 |
| Other   | <b>12</b> | 0   | 0   | 0   | 15 | 10 | 11 | 12 | 13 | 10 | 15 | 12 | 10 | 11 | 10 | 29 |

**Other Parties Voting Intention**

|           |          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----------|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| SNP / PCY | <b>2</b> | 0 | 0 | 0 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 0 | 0 | 2 | 0 | 24 |
| Green     | <b>1</b> | 0 | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 2  |
| UKIP      | <b>5</b> | 0 | 0 | 0 | 6 | 3 | 3 | 4 | 6 | 4 | 5 | 4 | 5 | 3 | 7 | 1  |
| BNP       | <b>3</b> | 0 | 0 | 0 | 3 | 2 | 3 | 3 | 1 | 1 | 4 | 5 | 3 | 3 | 1 | 1  |
| Respect   | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  |
| Other     | <b>1</b> | 0 | 0 | 0 | 1 | 1 | 0 | 2 | 1 | 1 | 2 | 2 | 0 | 3 | 1 | 1  |

**Non Voters**

|                |           |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|-----------|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | <b>5</b>  | 0 | 0 | 0 | 5  | 4  | 9  | 4  | 2  | 4  | 6  | 3  | 3  | 4  | 7  | 6  |
| Don't know     | <b>16</b> | 0 | 0 | 0 | 11 | 20 | 20 | 15 | 13 | 16 | 15 | 17 | 16 | 15 | 17 | 13 |

**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       | 25 | <b>26</b> | 63 | 7  | 10 | 27 | 26 | 25 | 21 | 32 | 28 | 24 | 25 | 30 | 28 | 25 | 12 |
| Will not   | 46 | <b>46</b> | 9  | 79 | 66 | 49 | 43 | 41 | 51 | 46 | 45 | 48 | 47 | 41 | 42 | 48 | 70 |
| Don't know | 29 | <b>28</b> | 28 | 14 | 24 | 24 | 31 | 34 | 28 | 22 | 27 | 28 | 29 | 29 | 30 | 27 | 19 |

The number of crimes committed each year will fall

|            |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Will       | 22 | <b>20</b> | 49 | 5  | 7  | 23 | 17 | 20 | 18 | 23 | 21 | 19 | 23 | 23 | 20 | 19 | 11 |
| Will not   | 47 | <b>52</b> | 18 | 78 | 73 | 53 | 50 | 47 | 56 | 52 | 49 | 55 | 49 | 48 | 50 | 52 | 73 |
| Don't know | 31 | <b>28</b> | 33 | 17 | 20 | 23 | 32 | 34 | 26 | 25 | 30 | 26 | 28 | 29 | 30 | 30 | 16 |

Fewer immigrants and asylum seekers will enter Britain each year

|            |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Will       | 40 | <b>43</b> | 74 | 27 | 34 | 46 | 41 | 47 | 39 | 45 | 47 | 39 | 49 | 47 | 40 | 39 | 41 |
| Will not   | 33 | <b>34</b> | 7  | 52 | 47 | 32 | 36 | 27 | 37 | 36 | 31 | 37 | 28 | 31 | 35 | 36 | 40 |
| Don't know | 26 | <b>23</b> | 19 | 21 | 19 | 22 | 24 | 27 | 23 | 19 | 22 | 24 | 22 | 21 | 25 | 24 | 19 |

Britain's economy will grow stronger

|            |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Will       | 32 | <b>34</b> | 81 | 9  | 13 | 35 | 34 | 34 | 30 | 39 | 38 | 30 | 36 | 37 | 38 | 31 | 19 |
| Will not   | 36 | <b>37</b> | 3  | 73 | 46 | 38 | 35 | 34 | 39 | 37 | 34 | 39 | 32 | 34 | 33 | 39 | 54 |
| Don't know | 32 | <b>29</b> | 16 | 18 | 41 | 27 | 31 | 33 | 32 | 24 | 28 | 31 | 32 | 30 | 29 | 29 | 27 |

## 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. |
|---------------------------------------|----------------|--------------|
| <b>Age and Gender</b>                 |                |              |
| Male 18 to 24                         | 80             | 98           |
| Male 25 to 39                         | 194            | 211          |
| Male 40 to 54                         | 189            | 211          |
| Male 55 +                             | 318            | 260          |
| Female 18 to 24                       | 97             | 98           |
| Female 25 to 39                       | 252            | 211          |
| Female 40 to 54                       | 191            | 229          |
| Female 55 +                           | 305            | 309          |
| <b>Region</b>                         |                |              |
| North England                         | 378            | 400          |
| Midlands                              | 256            | 267          |
| East England                          | 130            | 156          |
| London                                | 247            | 208          |
| South England                         | 395            | 373          |
| Wales                                 | 74             | 81           |
| Scotland                              | 146            | 141          |
| <b>Social Grade</b>                   |                |              |
| ABC1                                  | 1018           | 894          |
| C2DE                                  | 607            | 731          |
| <b>Newspaper Type</b>                 |                |              |
| Express / Mail                        | 352            | 260          |
| Sun / Star                            | 222            | 358          |
| Mirror / Record                       | 124            | 261          |
| Guardian / Independent                | 143            | 65           |
| FT / Times / Telegraph                | 212            | 154          |
| Other Paper                           | 237            | 203          |
| No Paper                              | 336            | 325          |
| <b>Political Party Identification</b> |                |              |
| Labour Loyal                          | 376            | 423          |
| Labour Disloyal                       | 85             | 99           |
| Conservative                          | 443            | 423          |
| Liberal Democrat                      | 169            | 195          |
| Others                                | 88             | 49           |
| None                                  | 400            | 398          |
| Don't know                            | 65             | 41           |