

YouGov / The Sun Survey Results

Sample Size: 1524 GB Adults
Fieldwork: 8th - 9th March 2010

	Voting intention			Gender		Age			Social Grade		Region						
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1524	440	393	247	731	793	441	551	532	838	684	197	495	325	374	132	
Unweighted Sample	1524	486	343	243	691	833	471	515	538	911	611	173	522	285	391	153	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	22 - 23	08 - 09															
	Feb	Mar															
Headline Voting Intention																	
<i>[Excluding Don't Knows and Wouldn't Votes]</i>																	
Con	36	100	0	0	35	37	31	36	39	36	36	32	45	41	29	15	
Lab	32	0	100	0	35	29	37	33	27	32	31	33	23	32	41	37	
Lib Dem	20	0	0	100	18	22	24	18	20	22	17	23	24	16	18	19	
Other	12	0	0	0	12	13	8	13	14	10	16	12	9	11	12	29	
Other Parties Voting Intention																	
UKIP	4	0	0	0	4	4	1	3	6	3	5	4	5	3	3	2	
BNP	3	0	0	0	3	4	2	5	3	2	4	3	1	3	6	2	
SNP / PCY	3	0	0	0	3	3	2	3	3	2	4	1	0	2	0	23	
Green	2	0	0	0	1	3	2	2	2	2	2	2	2	2	2	2	
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Other	1	0	0	0	1	0	1	1	0	1	1	2	0	1	0	1	
Non Voters																	
Would Not Vote	7	0	0	0	6	8	13	6	5	5	11	5	7	10	8	3	
Don't know	12	0	0	0	7	16	14	12	10	11	13	10	13	12	11	10	
How much progress do you think has been made in the last few years to...																	
Build a strong economy																	
A lot of progress	3	2	1	5	1	3	2	4	2	0	2	3	3	2	1	3	4
Some progress	17	19	7	45	16	22	15	20	18	18	20	17	22	18	18	21	
TOTAL SOME / A LOT OF PROGRESS	20	21	7	50	16	25	17	24	21	18	21	20	26	20	18	20	25
Not much progress	33	33	26	34	37	29	36	31	34	33	33	33	27	32	35	42	
No progress	44	43	66	15	44	45	43	39	43	48	44	43	45	44	43	32	
TOTAL NOT MUCH / NO PROGRESS	77	76	92	49	81	74	79	71	77	80	77	75	71	76	79	78	73
Don't know	3	3	1	1	3	1	4	6	2	1	2	5	3	4	3	2	

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

Improve the NHS

A lot of progress	8	6	1	19	4	9	4	3	7	8	8	5	9	7	2	8	7
Some progress	32	32	22	52	38	33	31	35	31	30	35	28	33	30	31	33	37
TOTAL SOME / A LOT OF PROGRESS	40	38	24	70	42	42	35	39	38	38	43	33	42	37	33	41	44
Not much progress	33	35	39	22	35	34	35	37	35	32	34	36	30	35	38	33	37
No progress	23	24	37	6	20	22	26	16	25	29	22	26	24	25	26	24	17
TOTAL NOT MUCH / NO PROGRESS	56	59	76	28	55	56	61	54	60	61	55	62	54	59	64	57	54
Don't know	4	3	1	1	3	2	4	7	2	1	2	5	4	4	3	2	3

Improve standards of education in state schools

A lot of progress	5	5	1	16	1	7	3	3	6	6	5	4	7	6	2	5	4
Some progress	30	29	14	52	34	27	31	34	32	21	31	26	33	25	25	34	35
TOTAL SOME / A LOT OF PROGRESS	35	34	15	68	35	34	33	37	38	27	36	31	40	31	27	38	39
Not much progress	33	34	38	23	35	34	33	34	31	37	33	34	25	36	38	31	36
No progress	25	26	44	6	22	27	25	18	27	32	25	27	26	26	29	26	19
TOTAL NOT MUCH / NO PROGRESS	58	60	82	29	57	62	58	51	57	69	58	61	51	61	66	57	55
Don't know	7	6	4	4	8	4	9	12	5	5	5	8	9	8	7	5	6

Reduce the crime rate

A lot of progress	4	4	1	12	3	6	2	5	5	2	4	5	6	4	3	3	7
Some progress	29	28	14	48	34	26	30	35	28	23	32	23	37	27	22	30	30
TOTAL SOME / A LOT OF PROGRESS	33	32	15	60	37	32	32	40	33	26	36	28	43	31	25	33	37
Not much progress	32	34	33	29	36	34	34	33	33	34	35	32	25	35	38	31	35
No progress	30	30	50	9	24	32	29	19	32	39	27	34	29	30	32	33	25
TOTAL NOT MUCH / NO PROGRESS	62	64	84	38	60	66	63	52	65	73	62	67	54	65	71	64	60
Don't know	5	4	1	2	3	2	5	8	3	1	2	5	3	4	5	3	3

Increase the standards of living of retired people

A lot of progress	2	2	1	6	1	3	2	3	3	1	2	2	1	3	0	3	5
Some progress	21	20	9	42	19	20	19	22	24	13	22	17	27	16	19	18	27
TOTAL SOME / A LOT OF PROGRESS	23	22	10	47	20	23	20	24	27	14	24	19	27	19	19	21	32
Not much progress	31	34	30	33	40	32	37	40	30	34	34	35	27	38	30	38	32
No progress	39	37	58	13	33	39	36	19	38	51	36	38	34	36	44	38	30
TOTAL NOT MUCH / NO PROGRESS	70	71	87	46	73	70	73	59	68	85	70	73	61	74	74	76	61
Don't know	7	7	3	7	8	7	7	17	5	1	5	9	12	7	7	4	7

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

Implement sensible policies towards immigration and asylum-seekers

A lot of progress	2	1	0	4	0	2	1	2	2	0	1	2	3	1	1	1	3
Some progress	14	14	6	34	15	17	12	19	14	11	15	14	20	13	12	15	16
TOTAL SOME / A LOT OF PROGRESS	16	15	6	37	15	19	13	21	16	11	16	15	23	14	12	16	19
Not much progress	25	26	18	32	36	24	29	31	27	22	29	24	25	27	26	24	37
No progress	53	53	74	28	43	55	51	37	54	64	51	54	45	53	57	57	39
TOTAL NOT MUCH / NO PROGRESS	78	79	92	59	78	78	80	67	81	86	80	77	71	80	82	80	76
Don't know	6	6	2	3	7	3	7	12	3	3	4	7	7	6	5	4	5

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	72	91
Male 25 to 39	164	198
Male 40 to 54	186	199
Male 55 +	269	243
Female 18 to 24	105	92
Female 25 to 39	280	198
Female 40 to 54	179	214
Female 55 +	269	289
Region		
North England	391	374
Midlands	207	249
East England	150	146
London	173	197
South England	372	349
Wales	78	76
Scotland	153	132
Social Grade		
ABC1	911	838
C2DE	611	684
Newspaper Type		
Express / Mail	340	243
Sun / Star	222	335
Mirror / Record	128	243
Guardian / Independent	138	61
FT / Times / Telegraph	225	144
Other Paper	183	191
No Paper	287	305
Political Party Identification		
Labour Loyal	302	395
Labour Disloyal	102	92
Conservative	434	395
Liberal Democrat	152	183
Others	63	46
None	411	375
Don't know	60	38