

# YouGov / The Sun Survey Results

Sample Size: 1473 GB Adults  
Fieldwork: 9th - 10th March 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>1473</b>	440	375	205	707	766	445	512	515	808	664	188	480	316	362	128
1473	468	341	207	665	808	418	433	622	903	569	215	536	280	319	123
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

	23 - 24 Feb	09 - 10 Mar														
Con	37	100	0	0	36	38	38	36	38	38	36	38	47	36	33	15
Lab	32	0	100	0	33	30	30	35	29	31	32	34	25	25	40	49
Lib Dem	17	0	0	100	17	18	22	14	17	19	15	17	18	22	16	9
Other	14	0	0	0	14	14	10	15	16	11	16	11	11	17	11	27

## Other Parties Voting Intention

UKIP	4	0	0	0	3	4	1	4	6	3	4	2	5	4	4	2
BNP	4	0	0	0	4	4	2	5	4	3	5	2	3	6	5	4
SNP / PCY	3	0	0	0	4	2	2	3	3	2	3	2	1	3	0	20
Green	2	0	0	0	2	3	4	2	2	2	3	3	3	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	1	1	1	1	1	1	3	1	1	0	0

## Non Voters

Would Not Vote	6	0	0	0	5	7	9	6	3	4	8	5	5	5	8	9
Don't know	14	0	0	0	11	17	14	14	13	15	13	14	14	14	14	12

## Do you think the following will or will not happen if Labour wins the coming election?

### The quality of education in state schools will improve

Will	24	21	5	60	11	22	20	19	25	19	21	22	18	17	19	26	34
Will not	55	57	84	15	70	58	56	50	56	64	59	54	60	64	60	50	39
Don't know	22	22	11	25	19	20	24	31	20	17	20	24	22	19	21	24	28

### The number of crimes committed each year will fall

Will	17	14	4	36	12	16	11	14	13	13	13	14	8	11	13	15	26
Will not	63	63	85	29	69	64	63	56	63	71	64	63	68	69	65	58	45
Don't know	21	23	10	34	19	20	26	30	24	17	23	24	24	20	22	26	29

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<b>1473</b>	440	375	205	707	766	445	512	515	808	664	188	480	316	362	128
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**Weighted Sample**  
Unweighted Sample

**Fewer immigrants and asylum seekers will enter Britain each year**

Will	<b>14</b>	<b>15</b>	9	31	12	18	12	11	16	17	15	14	13	13	15	15	21
Will not	<b>67</b>	<b>66</b>	84	38	71	68	64	63	65	69	66	66	65	70	67	64	55
Don't know	<b>19</b>	<b>19</b>	7	31	17	14	24	26	19	14	19	20	22	17	18	21	24

**Britain's economy will grow stronger**

Will	<b>34</b>	<b>32</b>	11	76	36	37	27	34	31	32	33	32	33	30	30	34	39
Will not	<b>46</b>	<b>45</b>	72	7	45	43	46	34	46	53	46	43	46	49	46	41	31
Don't know	<b>20</b>	<b>23</b>	17	18	19	20	26	32	23	16	22	25	21	20	24	25	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	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	53	88
Male 25 to 39	147	191
Male 40 to 54	160	192
Male 55 +	305	235
Female 18 to 24	83	89
Female 25 to 39	249	191
Female 40 to 54	159	206
Female 55 +	317	280
<b>Region</b>		
North England	319	362
Midlands	214	241
East England	149	143
London	215	188
South England	387	337
Wales	66	75
Scotland	123	128
<b>Social Grade</b>		
ABC1	903	809
C2DE	569	664
<b>Newspaper Type</b>		
Express / Mail	370	236
Sun / Star	204	323
Mirror / Record	140	235
Guardian / Independent	128	59
FT / Times / Telegraph	173	140
Other Paper	181	184
No Paper	275	294
<b>Political Party Identification</b>		
Labour Loyal	336	383
Labour Disloyal	87	88
Conservative	399	382
Liberal Democrat	161	177
Others	61	44
None	373	360
Don't know	56	38