

YouGov / The Sun Survey Results

Sample Size: 1434 GB Adults
Fieldwork: 10th - 11th 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
1434	428	391	202	688	746	427	505	502	788	645	184	466	306	352	125
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

	24 - 25 Feb	10 - 11 Mar														
Con	37	100	0	0	35	39	36	34	40	40	33	37	48	39	27	22
Lab	34	0	100	0	36	32	29	41	29	30	39	35	24	32	45	38
Lib Dem	17	0	0	100	16	19	23	15	16	20	15	20	18	15	16	19
Other	12	0	0	0	13	11	11	10	15	10	14	8	10	14	12	20

Other Parties Voting Intention

UKIP	5	0	0	0	5	5	3	3	8	4	5	3	5	7	5	1
BNP	3	0	0	0	3	2	1	4	3	2	4	2	2	3	5	1
SNP / PCY	2	0	0	0	3	1	3	2	2	2	2	1	0	3	0	17
Green	2	0	0	0	2	2	4	1	2	2	3	2	3	1	2	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0

Non Voters

Would Not Vote	7	0	0	0	5	9	9	6	6	5	9	6	7	7	8	6
Don't know	12	0	0	0	9	16	16	11	10	12	12	13	14	10	12	10

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	24	62	4	12	26	23	22	23	29	29	19	28	29	22	22	16
Will not	47	52	12	86	67	57	47	49	54	52	50	54	47	48	57	52	60
Don't know	29	24	26	10	21	17	30	29	23	20	21	27	25	23	21	27	23

The number of crimes committed each year will fall

Will	18	18	44	6	8	21	15	16	18	19	19	16	16	22	19	14	16
Will not	54	56	21	84	77	60	53	53	60	56	57	55	55	51	62	57	63
Don't know	28	26	35	11	15	19	32	31	22	25	24	28	29	27	19	30	21

Fewer immigrants and asylum seekers will enter Britain each year

Will	41	41	69	32	37	47	35	44	39	40	42	39	43	43	41	36	42
Will not	35	36	9	51	45	38	35	30	38	40	37	35	30	33	39	41	38
Don't know	24	23	22	17	18	15	30	26	23	20	21	25	26	25	20	23	20

Britain's economy will grow stronger

Will	31	31	75	7	17	33	29	27	31	36	34	28	32	38	32	24	24
Will not	40	40	5	72	51	44	37	35	44	41	41	40	38	35	40	44	51
Don't know	29	28	20	20	32	23	33	38	26	23	26	32	30	26	28	32	24

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	69	86
Male 25 to 39	146	187
Male 40 to 54	152	186
Male 55 +	312	229
Female 18 to 24	93	86
Female 25 to 39	211	186
Female 40 to 54	168	200
Female 55 +	283	273
Region		
North England	292	352
Midlands	207	235
East England	146	137
London	225	184
South England	349	329
Wales	71	72
Scotland	144	125
Social Grade		
ABC1	839	788
C2DE	594	645
Newspaper Type		
Express / Mail	357	230
Sun / Star	202	315
Mirror / Record	127	229
Guardian / Independent	131	57
FT / Times / Telegraph	162	136
Other Paper	172	179
No Paper	282	286
Political Party Identification		
Labour Loyal	334	372
Labour Disloyal	89	87
Conservative	385	373
Liberal Democrat	141	172
Others	53	43
None	368	351
Don't know	64	36