

YouGov / The Sun Survey Results

Sample Size: 1554 GB Adults
Fieldwork: 23rd - 24th 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
1554	454	439	218	746	808	459	552	544	855	699	199	505	333	382	135
1554	468	426	215	690	864	395	518	641	904	650	190	489	308	401	166
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

	09 - 10 Mar	23-24 Mar	Gender		Age			Social Grade		Region				
			Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Con	36	37	34	37	35	35	39	32	39	42	37	29	22	
Lab	34	34	35	36	34	33	32	38	33	26	39	40	45	
Lib Dem	17	16	18	20	16	16	17	17	17	22	13	18	8	
Other	13	13	12	6	14	16	12	14	11	10	12	14	25	

Other Parties Voting Intention

UKIP	5	5	5	1	4	8	4	6	4	6	6	4	1
BNP	3	3	2	2	4	2	2	3	2	2	2	6	2
SNP / PCY	2	3	2	1	3	3	3	2	1	0	2	0	19
Green	2	1	2	2	3	1	2	2	3	2	0	2	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	1	1	0	2	1	0	1	0	1	1	1

Non Voters

Would Not Vote	6	4	7	9	5	4	5	6	5	4	8	8	1
Don't know	12	9	15	11	14	12	13	12	12	10	14	14	13

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	21	21	5	56	14	23	19	20	22	20	18	24	26	17	19	24	25
Will not	57	55	85	16	61	58	52	49	55	59	58	51	50	60	55	53	47
Don't know	22	24	10	28	25	19	29	30	23	21	24	25	24	23	26	23	28

The number of crimes committed each year will fall

Will	14	13	4	34	11	17	10	16	13	12	13	14	16	12	11	13	21
Will not	63	61	84	32	63	62	61	50	63	70	62	61	62	66	57	62	54
Don't know	23	25	13	35	25	21	29	35	24	18	25	25	21	23	32	25	25

Fewer immigrants and asylum seekers will enter Britain each year

Will	15	12	4	29	12	14	11	9	12	16	12	13	10	9	15	13	18
Will not	66	66	90	38	66	68	64	62	67	69	66	65	68	71	58	67	61
Don't know	19	22	6	33	23	18	25	29	21	16	22	22	21	20	27	20	20

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
1554	454	439	218	746	808	459	552	544	855	699	199	505	333	382	135
1554	468	426	215	690	864	395	518	641	904	650	190	489	308	401	166
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Britain's economy will grow stronger

Will	32	33	10	79	26	38	28	33	33	32	31	34	33	29	32	34	46
Will not	45	43	76	4	37	43	43	34	42	51	45	41	43	46	40	44	33
Don't know	23	25	14	17	37	19	29	33	25	17	24	25	24	25	28	23	21

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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	25	56	11	19	26	24	26	22	28	25	25	29	31	21	23	17
Will not	52	46	17	70	58	50	41	42	48	46	44	47	45	40	46	47	61
Don't know	24	29	27	19	23	24	34	33	29	27	31	28	27	29	33	30	22

The number of crimes committed each year will fall

Will	18	22	48	11	15	26	18	22	24	19	23	20	27	22	20	19	22
Will not	56	47	24	63	54	50	45	41	48	52	46	49	45	45	42	52	58
Don't know	26	31	29	26	31	25	37	37	28	29	32	31	28	33	38	29	20

Fewer immigrants and asylum seekers will enter Britain each year

Will	41	40	72	29	39	44	36	42	40	39	44	36	41	42	37	37	47
Will not	36	33	11	45	36	34	33	29	33	37	31	36	31	30	32	39	38
Don't know	23	26	17	26	25	22	31	29	27	24	25	28	27	28	31	24	15

Britain's economy will grow stronger

Will	31	32	71	14	20	38	26	31	31	33	33	30	37	38	27	27	24
Will not	40	36	8	62	41	38	34	30	38	40	36	37	30	30	38	43	47
Don't know	28	32	21	23	39	24	40	39	31	27	31	33	34	32	35	30	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 no.	Weighted no.
Age and Gender		
Male 18 to 24	57	93
Male 25 to 39	152	202
Male 40 to 54	171	202
Male 55 +	310	249
Female 18 to 24	76	93
Female 25 to 39	236	202
Female 40 to 54	221	218
Female 55 +	331	295
Region		
North England	401	382
Midlands	239	255
East England	128	149
London	190	199
South England	361	356
Wales	69	78
Scotland	166	135
Social Grade		
ABC1	904	855
C2DE	650	699
Newspaper Type		
Express / Mail	337	249
Sun / Star	279	342
Mirror / Record	163	249
Guardian / Independent	112	62
FT / Times / Telegraph	194	148
Other Paper	193	194
No Paper	276	311
Political Party Identification		
Labour Loyal	408	404
Labour Disloyal	91	93
Conservative	416	404
Liberal Democrat	142	186
Others	74	47
None	375	381
Don't know	48	39