

YouGov / The Sun Survey Results

Sample Size: 1484 GB Adults
Fieldwork: 6th - 7th 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
1484	438	374	229	704	763	445	508	514	806	661	188	476	314	362	128
1484	450	360	223	700	767	401	472	594	892	575	190	483	288	379	127
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

23-24 Mar

[Taking into account likelihood to vote]

	Con	Lab	Lib Dem	Other	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
06-07 Apr	37	100	0	0	37	38	36	37	39	41	33	37	44	43	31	20
Con	37	100	0	0	37	38	36	37	39	41	33	37	44	43	31	20
Lab	32	0	100	0	33	30	35	35	27	28	36	31	26	32	38	36
Lib Dem	19	0	0	100	19	20	20	17	21	21	17	19	23	19	18	14
Other	12	0	0	0	12	11	10	11	13	10	14	13	8	6	13	30

Other Parties Voting Intention

SNP / PCY	3	0	0	0	2	3	2	3	3	3	2	0	0	2	0	24
UKIP	3	0	0	0	3	3	2	2	6	3	4	3	4	2	5	3
BNP	3	0	0	0	3	2	2	3	2	1	5	3	1	1	6	1
Green	2	0	0	0	2	2	2	2	2	2	2	4	2	1	1	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	0	1	1	1	2	0	0	2	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	3	0	0	0	3	4	5	2	3	3	4	6	3	3	4	3
1	1	1	0	0	1	1	1	1	1	1	1	0	1	1	0	1
2	1	1	0	1	0	1	1	0	0	1	1	0	1	1	1	1
3	1	1	0	1	1	2	2	1	1	1	1	1	2	1	0	1
4	1	0	1	1	1	1	1	1	1	1	1	0	1	0	1	2
5	4	3	4	4	3	5	6	4	2	3	5	5	3	5	4	2
6	2	1	1	2	1	2	4	1	1	2	2	2	1	3	2	1
7	4	3	2	3	3	4	5	4	2	3	4	3	3	5	4	4
8	8	6	8	9	9	8	11	9	6	9	8	9	10	8	6	10
9	9	9	11	14	9	10	11	10	7	8	11	8	9	10	10	9
10 - Absolutely certain to vote	64	75	71	66	68	60	49	65	75	68	59	62	63	61	67	66
Don't know	2	1	0	0	1	2	3	1	2	1	2	4	1	1	2	0

Weighted Sample
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	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1484	438	374	229	704	763	445	508	514	806	661	188	476	314	362	128
1484	450	360	223	700	767	401	472	594	892	575	190	483	288	379	127
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Con	37	100	0	0	36	38	36	37	38	41	32	37	44	42	31	19
Lab	32	0	100	0	33	30	34	34	26	27	37	31	25	32	38	35
Lib Dem	19	0	0	100	19	20	20	17	21	21	17	19	23	19	18	15
Other	12	0	0	0	12	11	10	12	14	10	14	13	8	7	13	31

Other Parties Voting Intention

UKIP	4	0	0	0	4	3	2	2	6	3	5	3	4	2	5	2
SNP / PCY	3	0	0	0	3	3	2	4	3	3	2	0	0	2	0	25
BNP	3	0	0	0	3	2	2	3	2	1	4	3	1	1	5	1
Green	2	0	0	0	2	2	2	2	2	2	3	4	2	2	1	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	0	1	1

Non Voters

Would Not Vote	3	0	0	0	3	4	5	2	3	3	4	6	3	3	4	3
Don't know	17	0	0	0	10	23	18	19	14	17	16	16	15	21	18	11

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	23	5	63	16	28	18	25	25	19	21	24	21	23	19	25	26
Will not	55	53	84	12	54	53	53	46	49	62	55	50	51	58	52	49	46
Don't know	24	25	11	25	30	19	29	29	26	19	24	26	29	18	29	25	28

The number of crimes committed each year will fall

Will	13	14	4	39	14	17	12	19	15	10	13	16	11	14	15	15	18
Will not	61	61	85	26	62	64	59	51	61	70	62	61	61	63	60	61	57
Don't know	25	25	11	36	25	20	29	31	24	20	25	24	29	23	25	24	25

Fewer immigrants and asylum seekers will enter Britain each year

Will	12	14	5	34	13	16	13	11	16	15	14	14	14	13	14	12	23
Will not	66	65	89	36	65	68	63	63	61	71	65	66	62	69	64	66	58
Don't know	22	21	6	29	22	16	25	25	23	14	21	20	24	18	22	22	18

Britain's economy will grow stronger

Will	33	35	10	85	34	40	31	39	38	30	37	33	33	33	32	39	44
Will not	43	39	72	5	35	40	39	31	39	47	39	40	41	43	39	36	34
Don't know	25	25	18	10	31	20	30	30	24	24	24	27	26	24	29	24	22

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	88
Male 25 to 39	165	191
Male 40 to 54	180	191
Male 55 +	298	235
Female 18 to 24	80	88
Female 25 to 39	215	191
Female 40 to 54	176	205
Female 55 +	296	280
Region		
North England	379	362
Midlands	218	240
East England	134	141
London	190	188
South England	349	336
Wales	70	73
Scotland	127	128
Social Grade		
ABC1	892	806
C2DE	575	661
Newspaper Type		
Express / Mail	356	235
Sun / Star	209	323
Mirror / Record	139	235
Guardian / Independent	103	59
FT / Times / Telegraph	178	139
Other Paper	187	183
No Paper	294	293
Political Party Identification		
Labour Loyal	389	382
Labour Disloyal	86	88
Conservative	388	381
Liberal Democrat	142	176
Others	80	44
None	326	359
Don't know	56	37