

YouGov / The Sun Survey Results

Sample Size: 1545 GB Adults
Fieldwork: 20th - 21st 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
1545	401	336	398	741	804	457	546	540	849	696	199	502	330	380	134
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

06-07
Apr

	20-21 April	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Con	33	100	0	0	33	32	27	32	38	35	30	33	41	38	24	12
Lib Dem	31	0	0	100	30	33	42	29	26	31	32	34	34	27	30	31
Lab	27	0	100	0	27	27	24	33	25	27	28	28	19	25	37	36
Other	9	0	0	0	9	8	7	7	11	7	11	6	5	9	9	22

Other Parties Voting Intention

UKIP	3	0	0	0	3	3	2	3	4	3	4	2	3	3	5	1
SNP / PCY	2	0	0	0	3	2	2	2	2	2	2	0	0	1	0	21
BNP	2	0	0	0	2	1	2	0	3	1	2	2	1	3	2	0
Green	1	0	0	0	1	2	2	1	1	1	1	1	1	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	1	0	0	0	1	0	1	0	0	1	1	0

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	1	2	3	4	5	6	7	8	9	10 - Absolutely certain to vote	Don't know
Con	5	1	1	1	1	2	1	4	5	11	67	1
Lib Dem	1	1	1	0	1	1	2	1	0	1	1	1
Lab	1	0	0	0	1	0	1	1	0	0	1	1
Other	1	0	1	1	1	1	3	1	0	1	2	0
UKIP	2	1	2	1	1	3	2	3	2	1	3	1
SNP / PCY	1	0	0	2	1	2	2	2	1	2	1	3
BNP	4	3	4	5	4	4	5	4	3	4	4	2
Green	5	5	3	7	5	4	6	5	4	5	5	4
Respect	11	8	11	14	10	11	12	11	9	10	11	11
Other	67	80	77	67	68	66	59	66	75	72	62	67
Don't know	1	0	0	1	1	1	1	2	0	1	2	1

Weighted Sample
Unweighted Sample

	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
1545	401	336	398	741	804	457	546	540	849	696	199	502	330	380	134
1545	418	329	395	726	819	427	468	649	951	594	198	503	331	358	155
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Con	32	100	0	0	32	32	25	31	38	34	29	32	41	37	23	12
Lib Dem	32	0	0	100	30	33	42	30	26	32	32	34	34	29	31	33
Lab	27	0	100	0	27	27	24	32	24	27	27	28	19	24	37	33
Other	9	0	0	0	10	8	8	7	12	7	12	6	6	10	9	22

Other Parties Voting Intention

UKIP	3	0	0	0	3	3	2	3	4	3	4	2	3	3	5	1
SNP / PCY	2	0	0	0	3	2	2	2	2	2	3	0	1	1	0	21
BNP	2	0	0	0	2	1	2	1	2	1	2	2	1	2	2	0
Green	1	0	0	0	1	2	2	1	1	1	1	1	1	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	1	0	0	0	1	0	1	0	0	1	1	0

Non Voters

Would Not Vote	5	0	0	0	5	4	7	4	4	3	7	6	3	6	4	6
Don't know	15	0	0	0	12	17	16	16	12	15	14	13	14	14	18	14

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	23	24	5	70	20	28	21	24	28	21	23	26	25	19	24	31	24
Will not	53	54	85	9	58	54	55	51	50	61	57	51	54	64	53	47	44
Don't know	25	21	10	20	22	18	24	25	23	17	20	23	21	17	23	22	32

The number of crimes committed each year will fall

Will	14	18	5	47	16	19	16	21	19	13	16	20	18	15	16	20	21
Will not	61	60	85	18	63	61	59	55	58	67	60	60	61	66	60	55	49
Don't know	25	22	10	35	21	20	25	24	23	20	24	21	21	19	24	24	29

Fewer immigrants and asylum seekers will enter Britain each year

Will	14	16	5	38	17	18	15	17	18	14	16	17	19	14	14	21	14
Will not	65	62	88	24	64	62	62	58	62	66	62	62	62	69	66	54	52
Don't know	21	21	7	38	19	20	23	25	20	20	22	21	19	17	20	25	34

Britain's economy will grow stronger

Will	35	36	10	84	37	42	31	39	39	32	36	37	36	29	41	41	40
Will not	39	40	72	2	37	38	41	33	38	47	40	39	37	48	36	36	31
Don't know	25	24	17	13	26	20	27	28	23	21	24	24	28	23	23	23	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	74	93
Male 25 to 39	171	201
Male 40 to 54	167	201
Male 55 +	314	247
Female 18 to 24	87	93
Female 25 to 39	230	201
Female 40 to 54	166	216
Female 55 +	335	293
Region		
North England	358	380
Midlands	252	253
East England	146	148
London	198	199
South England	357	354
Wales	79	77
Scotland	155	134
Social Grade		
ABC1	951	849
C2DE	594	696
Newspaper Type		
Express / Mail	371	247
Sun / Star	233	340
Mirror / Record	160	248
Guardian / Independent	103	62
FT / Times / Telegraph	185	147
Other Paper	196	193
No Paper	297	309
Political Party Identification		
Labour Loyal	396	401
Labour Disloyal	88	93
Conservative	407	401
Liberal Democrat	157	186
Others	70	46
None	378	378
Don't know	49	39