

# YouGov / The Sun Survey Results

Sample Size: 1456 GB Adults  
Fieldwork: 5th - 6th 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
1456	452	370	200	699	757	451	495	510	800	655	186	474	311	359	126
	460	354	212	667	789	444	433	579	950	505	210	457	286	364	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Taking into account likelihood to vote]

08 - 09  
Mar

	05 - 06 Apr	Con	Lab	Lib Dem	Other	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Con	40	100	0	0	42	38	38	39	43	44	35	44	50	39	31	25	
Lab	32	0	100	0	30	34	29	40	28	31	34	32	26	31	42	32	
Lib Dem	17	0	0	100	16	18	23	11	17	16	18	16	18	19	18	9	
Other	11	0	0	0	12	10	10	10	12	9	14	8	7	11	9	34	

## Other Parties Voting Intention

UKIP	4	0	0	0	5	3	3	5	5	2	6	5	3	6	5	0
SNP / PCY	3	0	0	0	3	2	2	2	4	3	3	0	0	2	0	27
Green	2	0	0	0	2	1	3	1	1	1	2	2	2	1	1	4
BNP	2	0	0	0	1	2	1	2	2	2	2	1	1	2	3	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	0	1	1	0	1	1	1	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?

	08 - 09 Mar	05 - 06 Apr	Con	Lab	Lib Dem	Other	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
0 - Certain NOT to vote	4	4	0	0	0	4	3	6	3	2	3	4	4	4	3	3	4	6
1	1	1	0	1	2	1	2	3	1	0	1	2	1	1	2	1	2	0
2	1	1	0	1	0	1	1	2	0	1	1	2	1	1	1	1	1	0
3	1	1	1	0	0	1	1	2	0	2	1	1	1	1	1	1	2	2
4	1	1	0	1	1	0	1	1	1	1	1	0	0	1	2	0	0	1
5	4	4	3	2	6	3	5	6	3	4	2	6	3	6	5	4	0	0
6	2	2	1	1	2	1	2	3	1	1	1	2	1	2	3	1	0	0
7	4	4	4	5	5	4	4	5	4	3	4	4	4	4	4	3	6	4
8	8	8	8	6	13	8	8	12	8	5	8	8	5	8	8	8	10	9
9	9	9	9	12	8	11	7	9	10	9	9	10	12	10	7	9	7	7
10 - Absolutely certain to vote	63	63	74	71	63	63	63	50	67	71	67	58	64	63	65	59	68	68
Don't know	2	2	0	1	0	1	2	3	2	1	1	3	3	1	1	2	4	4

Weighted Sample  
Unweighted Sample

Total	Voting intention			Gender		Age			Social grade		Region				
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1456	452	370	200	699	757	451	495	510	800	655	186	474	311	359	126
1456	460	354	212	667	789	444	433	579	950	505	210	457	286	364	139
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Con	39	100	0	0	40	38	37	38	42	43	34	43	49	38	30	25
Lab	32	0	100	0	30	34	29	40	28	31	33	31	25	31	43	32
Lib Dem	17	0	0	100	16	18	23	12	18	17	18	18	18	19	18	9
Other	11	0	0	0	13	10	11	11	12	9	15	8	8	12	10	34

Other Parties Voting Intention

UKIP	4	0	0	0	5	3	2	5	5	2	7	5	3	6	5	0
SNP / PCY	3	0	0	0	3	2	2	2	4	3	3	0	0	3	0	27
Green	2	0	0	0	2	2	4	1	1	1	2	2	3	1	1	4
BNP	2	0	0	0	2	2	1	2	2	2	2	1	1	2	3	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	0	1	1	0	1	1	1	1

Non Voters

Would Not Vote	4	0	0	0	4	3	6	3	2	3	4	4	3	3	4	6
Don't know	17	0	0	0	11	23	17	19	16	15	20	18	16	19	16	19

How much progress do you think has been made in the last few years to...?

Build a strong economy

A lot of progress	2	3	0	7	2	4	1	3	2	2	3	2	4	2	2	7
Some progress	19	19	4	48	17	18	19	15	22	18	17	21	19	15	21	17
<b>TOTAL SOME / A LOT OF PROGRESS</b>	<b>21</b>	<b>22</b>	<b>4</b>	<b>55</b>	<b>19</b>	<b>22</b>	<b>20</b>	<b>18</b>	<b>24</b>	<b>20</b>	<b>20</b>	<b>23</b>	<b>23</b>	<b>17</b>	<b>23</b>	<b>24</b>
Not much progress	33	34	29	32	42	32	36	38	33	32	36	31	34	34	31	34
No progress	43	42	66	10	36	44	40	39	39	46	42	41	40	46	43	38
<b>TOTAL NOT MUCH / NO PROGRESS</b>	<b>76</b>	<b>76</b>	<b>95</b>	<b>42</b>	<b>78</b>	<b>76</b>	<b>76</b>	<b>77</b>	<b>72</b>	<b>78</b>	<b>78</b>	<b>72</b>	<b>74</b>	<b>80</b>	<b>74</b>	<b>72</b>
Don't know	3	3	1	3	3	2	4	4	4	1	2	4	2	3	3	2

Improve the NHS

A lot of progress	6	8	1	21	7	10	6	8	8	7	8	7	11	5	8	10
Some progress	32	33	18	56	32	35	31	31	31	36	32	34	30	34	34	30
<b>TOTAL SOME / A LOT OF PROGRESS</b>	<b>38</b>	<b>41</b>	<b>19</b>	<b>77</b>	<b>39</b>	<b>45</b>	<b>37</b>	<b>39</b>	<b>39</b>	<b>43</b>	<b>40</b>	<b>41</b>	<b>41</b>	<b>39</b>	<b>42</b>	<b>40</b>
Not much progress	35	34	45	16	41	33	36	37	37	30	37	32	33	33	31	42
No progress	24	22	35	3	17	20	23	19	20	26	21	22	22	25	24	15
<b>TOTAL NOT MUCH / NO PROGRESS</b>	<b>59</b>	<b>56</b>	<b>80</b>	<b>19</b>	<b>58</b>	<b>53</b>	<b>59</b>	<b>56</b>	<b>57</b>	<b>56</b>	<b>58</b>	<b>54</b>	<b>55</b>	<b>58</b>	<b>55</b>	<b>57</b>
Don't know	3	3	1	4	3	3	4	6	4	1	2	5	4	3	4	2

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1456	460	354	212	667	789	444	433	579	950	505	210	457	286	364	139
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Improve standards of education in state schools

A lot of progress	5	6	1	18	1	7	5	7	7	4	6	6	7	5	7	5	9
Some progress	29	29	12	55	35	29	29	30	29	29	28	31	29	26	32	30	29
<b>TOTAL SOME / A LOT OF PROGRESS</b>	<b>34</b>	<b>35</b>	<b>13</b>	<b>73</b>	<b>36</b>	<b>36</b>	<b>34</b>	<b>37</b>	<b>36</b>	<b>33</b>	<b>34</b>	<b>37</b>	<b>36</b>	<b>31</b>	<b>39</b>	<b>35</b>	<b>38</b>
Not much progress	34	31	36	16	35	32	31	32	31	31	32	30	26	32	29	34	37
No progress	26	27	46	5	21	26	27	19	27	33	28	24	27	31	27	23	20
<b>TOTAL NOT MUCH / NO PROGRESS</b>	<b>60</b>	<b>58</b>	<b>82</b>	<b>21</b>	<b>56</b>	<b>58</b>	<b>58</b>	<b>51</b>	<b>58</b>	<b>64</b>	<b>60</b>	<b>54</b>	<b>53</b>	<b>63</b>	<b>56</b>	<b>57</b>	<b>57</b>
Don't know	6	7	5	7	7	6	8	11	7	4	6	8	11	7	5	8	5

Reduce the crime rate

A lot of progress	4	3	0	6	3	3	2	4	2	2	3	2	4	1	2	3	6
Some progress	28	28	14	54	28	28	28	34	30	22	30	27	36	25	30	27	29
<b>TOTAL SOME / A LOT OF PROGRESS</b>	<b>32</b>	<b>31</b>	<b>14</b>	<b>60</b>	<b>31</b>	<b>31</b>	<b>30</b>	<b>38</b>	<b>32</b>	<b>24</b>	<b>33</b>	<b>29</b>	<b>40</b>	<b>26</b>	<b>32</b>	<b>30</b>	<b>35</b>
Not much progress	34	31	29	29	37	30	32	31	30	32	31	31	22	34	28	34	32
No progress	30	33	56	6	27	36	31	25	34	41	33	34	34	35	35	32	30
<b>TOTAL NOT MUCH / NO PROGRESS</b>	<b>64</b>	<b>64</b>	<b>85</b>	<b>35</b>	<b>64</b>	<b>66</b>	<b>63</b>	<b>56</b>	<b>64</b>	<b>73</b>	<b>64</b>	<b>65</b>	<b>56</b>	<b>69</b>	<b>63</b>	<b>66</b>	<b>62</b>
Don't know	4	5	1	5	5	3	6	7	4	3	3	6	4	5	5	5	3

Increase the standards of living of retired people

A lot of progress	2	3	1	9	2	4	3	5	3	2	4	3	3	4	2	2	8
Some progress	20	21	9	45	17	24	18	24	21	18	20	22	23	17	26	20	22
<b>TOTAL SOME / A LOT OF PROGRESS</b>	<b>22</b>	<b>24</b>	<b>10</b>	<b>54</b>	<b>19</b>	<b>28</b>	<b>21</b>	<b>29</b>	<b>24</b>	<b>20</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>21</b>	<b>28</b>	<b>22</b>	<b>30</b>
Not much progress	34	32	32	29	38	31	33	33	34	29	32	32	26	31	30	35	36
No progress	37	36	55	9	34	34	37	22	34	50	36	34	37	41	35	32	26
<b>TOTAL NOT MUCH / NO PROGRESS</b>	<b>71</b>	<b>68</b>	<b>87</b>	<b>38</b>	<b>72</b>	<b>65</b>	<b>70</b>	<b>55</b>	<b>68</b>	<b>79</b>	<b>68</b>	<b>66</b>	<b>63</b>	<b>72</b>	<b>65</b>	<b>67</b>	<b>62</b>
Don't know	7	8	4	9	10	7	10	17	8	2	8	9	11	7	7	11	8

Implement sensible policies towards immigration and asylum-seekers

A lot of progress	1	2	0	4	1	3	1	3	2	1	2	2	3	1	2	0	4
Some progress	14	13	5	31	13	16	11	18	12	10	13	14	15	12	11	15	13
<b>TOTAL SOME / A LOT OF PROGRESS</b>	<b>15</b>	<b>15</b>	<b>5</b>	<b>35</b>	<b>14</b>	<b>19</b>	<b>12</b>	<b>21</b>	<b>14</b>	<b>11</b>	<b>15</b>	<b>16</b>	<b>18</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>17</b>
Not much progress	26	29	20	40	33	25	32	31	29	26	30	26	27	27	27	28	40
No progress	53	51	74	20	47	52	50	40	52	59	51	50	48	54	53	51	39
<b>TOTAL NOT MUCH / NO PROGRESS</b>	<b>79</b>	<b>80</b>	<b>94</b>	<b>60</b>	<b>80</b>	<b>77</b>	<b>82</b>	<b>71</b>	<b>81</b>	<b>85</b>	<b>81</b>	<b>76</b>	<b>75</b>	<b>81</b>	<b>80</b>	<b>79</b>	<b>79</b>
Don't know	6	6	2	6	6	4	7	9	5	4	4	8	6	6	6	5	4

## 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.
<b>Age and Gender</b>		
Male 18 to 24	55	87
Male 25 to 39	171	190
Male 40 to 54	160	189
Male 55 +	281	233
Female 18 to 24	105	87
Female 25 to 39	227	189
Female 40 to 54	159	204
Female 55 +	298	277
<b>Region</b>		
North England	364	359
Midlands	209	238
East England	143	140
London	210	186
South England	314	334
Wales	77	73
Scotland	139	126
<b>Social Grade</b>		
ABC1	950	800
C2DE	505	655
<b>Newspaper Type</b>		
Express / Mail	361	234
Sun / Star	211	320
Mirror / Record	136	233
Guardian / Independent	116	58
FT / Times / Telegraph	174	138
Other Paper	204	182
No Paper	253	291
<b>Political Party Identification</b>		
Labour Loyal	369	378
Labour Disloyal	81	88
Conservative	384	379
Liberal Democrat	159	174
Others	67	44
None	341	356
Don't know	55	36