

YouGov / The Sun Survey Results

Sample Size: 1595 GB Adults
Fieldwork: 19th - 20th 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
1595	412	348	462	766	829	465	571	558	877	718	204	518	341	392	139
1595	406	362	438	769	826	446	541	608	907	688	176	523	314	408	174
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

05 - 06
Apr

19-20
April

Lib Dem	34	0	0	100	35	33	45	31	29	33	36	31	37	34	36	25
Con	31	100	0	0	29	33	27	29	36	35	25	35	37	31	27	15
Lab	26	0	100	0	26	27	23	31	24	25	29	26	20	28	30	36
Other	9	0	0	0	10	7	5	8	11	7	11	9	6	8	7	24

Other Parties Voting Intention

UKIP	4	0	0	0	4	3	1	3	6	2	6	3	4	3	4	2
SNP / PCY	2	0	0	0	3	2	2	2	2	2	2	1	0	2	0	19
Green	1	0	0	0	1	1	1	2	1	2	0	3	1	0	1	0
BNP	1	0	0	0	1	1	1	1	2	1	2	2	1	1	2	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	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	4	0	0	0	3	4	6	3	3	3	4	5	3	4	4	4
1	1	1	0	1	1	2	1	2	1	1	1	1	1	1	1	1
2	1	1	0	1	1	1	2	1	0	1	1	0	1	2	1	1
3	1	1	0	0	1	0	1	1	0	1	0	0	0	1	1	0
4	1	1	1	1	1	1	2	1	0	1	1	0	1	1	1	1
5	2	1	2	3	2	2	3	3	1	3	2	1	3	2	2	3
6	2	2	2	2	2	1	4	1	1	1	3	2	4	1	0	3
7	3	1	3	2	2	3	4	3	2	2	3	3	2	1	3	5
8	6	3	5	8	6	6	9	5	5	4	8	7	7	5	7	3
9	10	9	10	10	11	9	12	10	8	10	9	11	8	8	12	12
10 - Absolutely certain to vote	69	80	77	72	70	69	58	70	78	73	65	70	70	73	66	67
Don't know	1	0	0	0	1	1	1	1	1	1	1	1	1	0	2	1

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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
1595	412	348	462	766	829	465	571	558	877	718	204	518	341	392	139
1595	406	362	438	769	826	446	541	608	907	688	176	523	314	408	174
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Lib Dem	34	0	0	100	35	34	44	32	29	33	36	32	38	34	36	24
Con	31	100	0	0	29	33	27	29	35	36	25	34	37	31	27	15
Lab	26	0	100	0	26	26	23	30	24	24	28	25	20	28	29	37
Other	9	0	0	0	10	7	5	9	12	7	11	8	6	8	8	24

Other Parties Voting Intention

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

Non Voters

Would Not Vote	4	0	0	0	3	4	6	3	3	3	4	5	3	4	4	4
Don't know	12	0	0	0	8	17	13	14	10	12	13	11	13	16	10	12

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

Build a strong economy

A lot of progress	3	4	0	12	2	5	3	4	4	3	4	3	5	2	5	4	4
Some progress	19	23	8	54	20	22	24	25	24	21	22	24	25	23	22	22	24
TOTAL SOME / A LOT OF PROGRESS	22	27	8	66	22	27	27	29	28	24	26	27	30	25	27	26	28
Not much progress	34	32	27	24	39	30	33	32	33	30	30	33	30	31	29	33	42
No progress	42	40	63	8	38	42	38	36	37	45	42	37	37	43	43	38	30
TOTAL NOT MUCH/ NO PROGRESS	76	72	90	32	77	72	71	68	70	75	72	70	67	74	72	71	72
Don't know	3	2	1	2	2	2	2	3	2	1	2	2	2	2	3	0	

Improve the NHS

A lot of progress	8	12	1	37	8	14	9	7	14	14	12	11	13	10	13	12	11
Some progress	33	35	23	47	38	36	34	36	34	35	35	35	30	35	35	37	37
TOTAL SOME / A LOT OF PROGRESS	41	47	24	84	46	50	43	43	48	49	47	46	43	45	48	49	48
Not much progress	34	32	45	12	34	30	34	36	29	32	31	33	31	33	30	31	37
No progress	22	19	29	2	18	18	20	17	21	18	19	18	23	19	21	17	13
TOTAL NOT MUCH/ NO PROGRESS	56	51	74	14	52	48	54	53	50	50	50	51	54	52	51	48	50
Don't know	3	2	2	1	2	2	2	5	2	1	2	3	3	2	2	3	2

Improve standards of education in state schools

A lot of progress	6	7	1	26	4	9	6	6	8	8	8	7	9	5	8	9	9
Some progress	29	31	16	55	29	30	31	35	32	26	29	33	28	30	32	32	29
TOTAL SOME / A LOT OF PROGRESS	35	38	17	81	33	39	37	41	40	34	37	40	37	35	40	41	38
Not much progress	31	33	42	13	42	33	33	31	33	35	33	33	26	36	35	31	38
No progress	27	23	39	3	19	23	23	19	23	27	25	21	29	25	21	22	16
TOTAL NOT MUCH/ NO PROGRESS	58	56	81	16	61	56	56	50	56	62	58	54	55	61	56	53	54
Don't know	7	6	3	3	5	5	6	9	5	4	6	6	8	4	4	6	8

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	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
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1595	406	362	438	769	826	446	541	608	907	688	176	523	314	408	174

Reduce the crime rate

	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
A lot of progress	3	4	0	15	2	5	4	5	4	4	4	4	5	3	5	5	4
Some progress	28	31	13	58	31	31	30	38	30	25	31	30	29	31	29	32	31
TOTAL SOME / A LOT OF PROGRESS	31	35	13	73	33	36	34	43	34	29	35	34	34	34	37	35	
Not much progress	31	31	32	21	36	29	33	29	32	32	31	32	28	29	30	32	42
No progress	33	31	53	4	28	33	29	22	31	38	31	30	33	34	33	27	21
TOTAL NOT MUCH/ NO PROGRESS	64	62	85	25	64	62	62	51	63	70	62	62	61	63	63	59	63
Don't know	5	3	2	2	2	2	4	6	3	1	3	4	4	3	2	4	2

Increase the standards of living of retired people

A lot of progress	3	4	1	13	2	5	3	4	5	3	4	4	3	2	5	5	6
Some progress	21	22	9	48	18	20	23	26	23	16	19	25	17	21	20	24	28
TOTAL SOME / A LOT OF PROGRESS	24	26	10	61	20	25	26	30	28	19	23	29	20	23	25	29	34
Not much progress	32	32	29	26	36	30	34	34	32	30	32	31	30	33	32	31	34
No progress	36	36	57	8	37	38	34	23	34	50	39	33	38	39	37	33	30
TOTAL NOT MUCH/ NO PROGRESS	68	68	86	34	73	68	68	57	66	80	71	64	68	72	69	64	64
Don't know	8	6	4	5	7	7	6	14	5	1	5	7	12	5	6	6	3

Implement sensible policies towards immigration and asylum-seekers

A lot of progress	2	2	0	8	1	3	2	2	2	2	3	2	3	1	3	3	1
Some progress	13	14	2	38	10	15	13	20	13	11	13	15	12	13	13	14	22
TOTAL SOME / A LOT OF PROGRESS	15	16	2	46	11	18	15	22	15	13	16	17	15	14	16	17	23
Not much progress	29	25	18	31	33	21	30	28	25	24	25	26	29	25	26	24	26
No progress	51	54	78	21	52	58	51	42	57	62	56	52	51	56	56	54	49
TOTAL NOT MUCH/ NO PROGRESS	80	79	96	52	85	79	81	70	82	86	81	78	80	81	82	78	75
Don't know	6	4	2	2	4	3	4	8	3	1	3	5	5	4	2	5	2

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	85	96
Male 25 to 39	182	207
Male 40 to 54	174	207
Male 55 +	328	255
Female 18 to 24	83	96
Female 25 to 39	244	207
Female 40 to 54	219	223
Female 55 +	280	303
Region		
North England	408	392
Midlands	216	262
East England	162	153
London	176	204
South England	361	365
Wales	98	80
Scotland	174	139
Social Grade		
ABC1	907	877
C2DE	688	718
Newspaper Type		
Express / Mail	360	255
Sun / Star	256	351
Mirror / Record	185	255
Guardian / Independent	134	64
FT / Times / Telegraph	167	152
Other Paper	186	199
No Paper	307	319
Political Party Identification		
Labour Loyal	450	415
Labour Disloyal	93	96
Conservative	388	415
Liberal Democrat	154	191
Others	68	48
None	380	391
Don't know	62	40