

YouGov / ITV Wales Survey Results

Sample Size: 1070 Welsh Adults
Fieldwork: 16th - 19th April 2010

	Voting intention				Gender		Age			Social grade		Region						
	Con	Lab	Lib Dem	PC	Male	Female	18-34	35-54	55+	ABC1	C2DE	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	
Weighted Sample	1070	215	308	270	85	519	551	290	359	421	481	589	202	220	124	113	220	183
Unweighted Sample	1070	223	334	247	97	590	480	221	381	468	637	433	199	261	124	109	193	177
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Lab	33	0	100	0	0	33	33	36	36	29	25	39	23	27	46	43	29	40
Lib Dem	29	0	0	100	0	26	32	34	28	27	32	27	28	28	22	23	37	31
Con	23	100	0	0	0	25	21	21	21	26	27	20	26	30	19	20	23	17
Plaid Cymru	9	0	0	0	100	11	7	6	13	9	12	7	17	10	5	12	5	7
Other	6	0	0	0	0	4	7	3	3	10	4	7	5	6	9	3	6	5

Other Parties Voting Intention

UKIP	4	0	0	0	0	3	4	0	2	7	2	5	5	2	9	0	3	2
BNP	1	0	0	0	0	1	2	1	0	2	0	2	1	1	0	2	3	0
Green	1	0	0	0	0	0	2	3	0	0	1	1	0	3	0	0	0	2
Respect	0	0	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	0	0	0	0	0	0	1	0	0	

Non Voters

Would Not Vote	3	0	0	0	0	2	4	6	4	1	2	4	3	4	2	3	3	4
Don't know	10	0	0	0	0	8	12	5	14	10	12	8	7	12	10	9	9	11

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	37	68
Male 25 to 39	127	118
Male 40 to 54	174	139
Male 55 +	252	193
Female 18 to 24	31	67
Female 25 to 39	119	118
Female 40 to 54	114	139
Female 55 +	216	227
Region		
Mid and West Wales	199	202
North Wales	261	220
Cardiff	124	124
South Wales Central	109	113
South Wales East	193	220
South Wales West	177	183
Social Grade		
ABC1	637	481
C2DE	433	589
Newspaper Type		
Express / Mail	240	139
Sun / Star	108	160
Mirror / Record	130	214
Guardian / Independent	104	21
FT / Times / Telegraph	135	54
Other Paper	150	321
No Paper	203	160
Political Party Identification		
Conservative	365	321
Labour	116	74
Liberal Democrat	221	209
Plaid Cymru	60	76
Others	91	80
None	19	18
Don't know	176	254