

YouGov / Scottish Sun Survey Results

Sample Size: 562 Scottish Adults
Fieldwork: 15th - 17th February 2010

	Gender		Age			Social Grade		
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Weighted Sample	562	267	295	158	200	205	253	309
Unweighted Sample	562	307	255	151	189	222	342	220
	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding don't know and wouldn't vote]

Lab	34	34	35	33	43	28	35	34
SNP	24	25	22	18	22	30	22	25
Con	21	23	19	28	17	19	22	20
Lib Dem	15	13	16	16	13	16	14	16
Other	6	4	8	6	6	7	7	5

Other Parties Voting Intention

UKIP	2	1	2	0	2	3	2	1
Green	2	1	2	3	2	1	2	2
BNP	1	1	2	1	1	2	1	1
Respect	0	0	0	0	0	0	0	0
Other	2	1	2	2	1	2	3	1

Non Voters

Would Not Vote	3	3	3	3	5	2	3	4
Don't know	11	8	14	13	13	7	8	13

Results have been re-weighted in line with our new March 2010 weighting scheme.

YouGov Scottish Weighting Data

In addition to weighting by age, gender, and social class (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted	Weighted no.
Age and Gender		
Male 18 to 24	26	34
Male 25 to 39	63	68
Male 40 to 54	88	74
Male 55 +	130	91
Female 18 to 24	27	34
Female 25 to 39	85	68
Female 40 to 54	51	79
Female 55 +	92	114
Social Grade		
ABC1	342	253
C2DE	220	309
Newspaper Type		
Express / Mail	87	73
Sun / Star	70	84
Mirror / Record	69	112
Guardian / Independent	48	11
FT / Times / Telegraph	25	28
Other Paper	198	169
No Paper	65	84
Political Party Identification		
Labour Loyal	128	152
Labour Disloyal	28	34
Conservative	70	62
Liberal Democrat	44	56
Scottish National Party	108	96
Others	12	11
None	153	138
Don't know	19	14

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