

YouGov / Scottish Sun Survey Results

Sample Size: 821 Scottish Adults
Fieldwork: 24th February - 3rd March 2010

			Gender			Age			Social Grade	
	Total		Male	Female	18-34	35-54	55+	ABC1	C2DE	
Weighted Sample	821		389	432	234	287	299	369	452	
Unweighted Sample	821		418	403	208	249	364	459	362	
	%		%	%	%	%	%	%	%	
	15-17 Feb	17-24 Feb	24 Feb - 3 Mar							
Headline Voting Intention <i>[Excluding don't know and wouldn't vote]</i>										
Lab	34	40	39	38	39	37	51	29	36	41
SNP	24	23	24	27	22	16	19	35	23	26
Con	21	18	18	16	19	23	11	19	19	17
Lib Dem	15	14	14	13	15	15	15	13	17	11
Oth	6	5	5	6	5	9	4	4	5	6
Other Parties Voting Intention										
UKIP	2	1	1	2	1	1	1	2	1	2
BNP	1	1	1	1	1	3	1	1	1	2
Green	2	1	1	1	1	3	1	1	2	1
Respect	0	0	0	0	0	1	0	0	0	0
Other	2	1	1	2	1	2	2	1	1	1
Non Voters										
<i>Would Not Vote</i>	3	8	7	7	7	11	7	3	4	9
<i>Don't know</i>	11	15	12	9	16	16	12	9	12	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	39	50
Male 25 to 39	80	99
Male 40 to 54	96	107
Male 55 +	203	133
Female 18 to 24	42	50
Female 25 to 39	95	99
Female 40 to 54	105	116
Female 55 +	161	167
Social Grade		
ABC1	459	369
C2DE	362	452
Newspaper Type		
Express / Mail	138	107
Sun / Star	98	123
Mirror / Record	122	164
Guardian / Independent	40	16
FT / Times / Telegraph	55	41
Other Paper	276	246
No Paper	91	123
Political Party Identification		
Labour Loyal	203	221
Labour Disloyal	55	49
Conservative	105	91
Liberal Democrat	76	82
Scottish National Party	156	139
Others	13	16
None	184	201
Don't know	29	21

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