

## YouGov / Scottish Sun Survey Results

Sample Size: 720 Scottish Adults  
Fieldwork: 3rd - 10th March 2010

	Gender		Age			Social Grade	
	Male	Female	18-34	35-54	55+	ABC1	C2DE
<b>Weighted Sample</b>	<b>342</b>	<b>378</b>	<b>203</b>	<b>255</b>	<b>262</b>	<b>324</b>	<b>396</b>
<b>Unweighted Sample</b>	<b>347</b>	<b>373</b>	<b>217</b>	<b>225</b>	<b>278</b>	<b>426</b>	<b>294</b>
	%	%	%	%	%	%	%

	15 - 17 Feb	17 - 24 Feb	24 Feb - 3 Mar	3 - 10 Mar	%	%	%	%	%	%	%
<b>Headline Voting Intention</b>											
<i>[Excluding don't know and wouldn't vote]</i>											
Lab	34	40	39	39	38	40	39	46	33	40	38
SNP	24	23	24	26	27	25	22	28	27	20	31
Con	21	18	18	18	21	14	16	13	23	20	15
Lib Dem	15	14	14	12	9	15	17	7	13	14	10
Oth	6	5	5	6	5	6	6	6	5	5	6
<b>Other Parties Voting Intention</b>											
UKIP	2	1	1	2	2	1	1	1	3	1	2
BNP	1	1	1	2	1	2	2	2	1	1	2
Green	2	1	1	1	1	2	2	1	1	2	1
Respect	0	0	0	0	0	0	0	0	0	0	0
Other	2	1	1	1	1	1	1	1	0	1	1
<b>Non Voters</b>											
Would Not Vote	3	8	7	7	4	9	11	8	2	5	8
Don't know	11	15	12	11	8	13	14	10	9	12	10

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.
<b>Age and Gender</b>		
Male 18 to 24	47	44
Male 25 to 39	70	87
Male 40 to 54	84	94
Male 55 +	146	116
Female 18 to 24	38	45
Female 25 to 39	123	87
Female 40 to 54	80	101
Female 55 +	132	145
<b>Social Grade</b>		
ABC1	426	324
C2DE	294	396
<b>Newspaper Type</b>		
Express / Mail	118	93
Sun / Star	86	108
Mirror / Record	107	144
Guardian / Independent	38	14
FT / Times / Telegraph	40	36
Other Paper	233	216
No Paper	97	108
<b>Political Party Identification</b>		
Labour Loyal	146	194
Labour Disloyal	39	43
Conservative	86	79
Liberal Democrat	65	72
Scottish National Party	147	122
Others	19	14
None	202	176
Don't know	15	18

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