

YouGov / The Scottish Sun Survey Results

Sample Size: 885 Scottish Adults
Fieldwork: 17th - 24th March 2010

	Gender		Age			Social Grade		
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE
Weighted Sample	885	420	465	255	308	322	398	487
Unweighted Sample	885	442	443	244	280	361	535	350
	%	%	%	%	%	%	%	%

	15 - 17 Feb	17 - 24 Feb	24 Feb - 3 Mar	3 - 10 Mar	10 - 17 Mar	17-24 Mar	%	%	%	%	%	%	%
Headline Voting Intention													
<i>[Excluding Don't Know and Wouldn't Vote]</i>													
Lab	34	40	39	39	39	36	35	37	36	43	29	31	40
SNP	24	23	24	26	24	23	26	21	17	21	30	26	21
Con	21	18	18	18	16	21	21	21	19	22	22	23	20
Lib Dem	15	14	14	12	15	13	12	13	20	8	12	15	11
Oth	6	5	5	6	6	7	6	8	8	6	7	5	8
Other Parties Voting Intention													
Green	2	1	1	1	3	2	1	4	4	3	1	2	3
BNP	1	1	1	2	1	2	3	1	3	1	3	1	3
UKIP	2	1	1	2	1	1	1	1	0	1	3	1	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	2	1	1	1	1	1	1	1	0	2	1	2	1
Non Voters													
Would Not Vote	3	8	7	7	9	5	5	5	6	5	3	4	5
Don't know	11	15	12	11	8	12	9	15	14	13	10	13	12

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	45	54
Male 25 to 39	99	107
Male 40 to 54	107	116
Male 55 +	191	143
Female 18 to 24	47	54
Female 25 to 39	121	107
Female 40 to 54	105	125
Female 55 +	170	179
Social Grade		
ABC1	535	398
C2DE	350	487
Newspaper Type		
Express / Mail	142	115
Sun / Star	127	133
Mirror / Record	118	177
Guardian / Independent	42	18
FT / Times / Telegraph	60	44
Other Paper	278	266
No Paper	118	133
Political Party Identification		
Labour Loyal	211	239
Labour Disloyal	51	53
Conservative	121	97
Liberal Democrat	66	89
Scottish National Party	160	150
Others	20	18
None	231	217
Don't know	25	22

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