

YouGov / The Scottish Sun Survey Results

Sample Size: 936 Scottish Adults
Fieldwork: 24th - 31st March 2010

	Gender		Age			Social Grade	
	Male	Female	18-34	35-54	55+	ABC1	C2DE
Weighted Sample	445	491	257	339	341	421	515
Unweighted Sample	486	450	216	306	414	565	371
	%	%	%	%	%	%	%

	15 - 17 Feb	17 - 24 Feb	24 Feb - 3 Mar	3 - 10 Mar	10 - 17 Mar	17-24 Mar	24-31 Mar							
Headline Voting Intention <i>[Excluding Don't Know and Wouldn't Vote]</i>														
Lab	34	40	39	39	39	36	39	40	38	43	51	27	35	42
SNP	24	23	24	26	24	23	23	24	23	16	17	33	18	28
Con	21	18	18	18	16	21	17	18	17	17	16	19	22	13
Lib Dem	15	14	14	12	15	13	14	13	15	15	12	16	19	10
Oth	6	5	5	6	6	7	6	5	7	9	4	6	6	6
Other Parties Voting Intention														
Green	2	1	1	1	3	2	3	1	4	6	1	2	3	3
BNP	1	1	1	2	1	2	1	1	1	1	0	1	1	1
UKIP	2	1	1	2	1	1	1	1	0	0	1	1	1	1
Respect	0	0	0	0	0	0	0	0	1	1	0	0	0	1
Other	2	1	1	1	1	1	2	2	1	2	1	2	2	1
Non Voters														
Would Not Vote	3	8	7	7	9	5	6	6	7	12	6	3	4	8
Don't know	11	15	12	11	8	12	11	7	15	11	14	8	10	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	35	57
Male 25 to 39	96	113
Male 40 to 54	113	123
Male 55 +	242	152
Female 18 to 24	30	57
Female 25 to 39	139	113
Female 40 to 54	109	132
Female 55 +	172	189
Social Grade		
ABC1	565	421
C2DE	371	515
Newspaper Type		
Express / Mail	146	122
Sun / Star	96	140
Mirror / Record	147	187
Guardian / Independent	48	19
FT / Times / Telegraph	65	47
Other Paper	313	281
No Paper	121	140
Political Party Identification		
Labour Loyal	241	253
Labour Disloyal	39	56
Conservative	123	103
Liberal Democrat	95	94
Scottish National Party	173	159
Others	22	19
None	223	229
Don't know	20	23

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