

YouGov / The Sun Survey Results

Sample Size: 1527 GB Adults
Fieldwork: 8th - 9th April 2010

	Voting intention			Gender		Age			Social grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1527	475	370	243	732	795	447	546	534	839	687	195	496	328	375	133
Unweighted Sample	1527	528	309	241	758	769	397	530	600	992	534	198	511	318	367	133
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

Con	40	100	0	0	37	43	38	38	44	42	38	40	52	40	35	15
Lab	30	0	100	0	34	27	30	29	31	31	29	32	22	29	35	47
Lib Dem	20	0	0	100	18	22	25	21	16	19	21	21	20	20	19	22
Other	9	0	0	0	11	7	7	12	9	8	11	7	6	11	10	16

Other Parties Voting Intention

UKIP	4	0	0	0	4	3	2	5	4	2	5	4	3	5	4	1
SNP / PCY	2	0	0	0	2	1	2	1	2	2	2	0	0	3	0	14
BNP	2	0	0	0	3	2	1	4	1	1	3	1	2	3	3	0
Green	1	0	0	0	1	1	2	1	0	1	1	2	1	0	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	0	0	1	1	0	0	1	1	1	0

The general election will be held on May 6. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	4	0	0	0	2	4	4	5	2	2	6	2	2	7	3	3
1	1	0	1	1	1	1	2	1	0	1	1	1	1	0	1	1
2	1	0	1	1	1	1	2	0	1	1	1	0	2	0	1	4
3	1	0	2	1	1	1	1	2	1	1	2	3	1	0	2	1
4	1	0	1	1	1	1	1	1	0	1	1	0	1	0	2	0
5	3	2	1	3	3	3	3	3	3	3	3	3	3	3	3	1
6	2	1	3	2	2	2	3	2	1	2	2	3	3	2	1	1
7	3	2	4	2	3	2	4	2	2	2	4	3	2	4	3	2
8	7	6	9	7	9	6	10	8	5	8	7	9	5	7	9	9
9	10	11	8	13	9	11	8	10	11	9	10	12	11	8	11	5
10 - Absolutely certain to vote	65	77	71	70	65	65	58	64	73	69	61	62	67	67	62	71
Don't know	2	0	0	0	2	2	3	2	1	1	3	2	2	1	2	3

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	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1527	475	370	243	732	795	447	546	534	839	687	195	496	328	375	133
Unweighted Sample	1527	528	309	241	758	769	397	530	600	992	534	198	511	318	367	133
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Con	39	100	0	0	36	43	37	38	43	41	37	38	50	39	34	15
Lab	31	0	100	0	34	27	32	29	31	31	31	33	23	29	36	46
Lib Dem	20	0	0	100	18	22	25	20	17	19	21	21	20	20	19	22
Other	10	0	0	0	12	8	7	13	9	8	12	7	7	12	10	17

Other Parties Voting Intention

UKIP	4	0	0	0	4	3	2	5	5	3	5	4	3	5	4	1
SNP / PCY	2	0	0	0	2	1	2	2	2	2	2	0	0	2	0	15
BNP	2	0	0	0	2	2	1	4	1	1	3	1	1	3	3	0
Green	1	0	0	0	1	1	2	2	0	1	1	1	1	0	2	0
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	0	0	1	1	0	0	1	1	1	0

Non Voters

Would Not Vote	4	0	0	0	2	4	4	5	2	2	6	2	2	7	3	3
Don't know	18	0	0	0	15	20	19	20	14	18	17	17	19	15	19	18

YouGov Weighting Data

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

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	70	92
Male 25 to 39	149	198
Male 40 to 54	206	198
Male 55 +	333	244
Female 18 to 24	93	92
Female 25 to 39	210	198
Female 40 to 54	199	215
Female 55 +	267	290
Region		
North England	367	375
Midlands	215	250
East England	122	146
London	198	195
South England	389	349
Wales	103	77
Scotland	133	133
Social Grade		
ABC1	992	839
C2DE	534	687
Newspaper Type		
Express / Mail	377	245
Sun / Star	163	336
Mirror / Record	101	244
Guardian / Independent	163	61
FT / Times / Telegraph	261	145
Other Paper	196	191
No Paper	266	305
Political Party Identification		
Labour Loyal	303	397
Labour Disloyal	92	92
Conservative	450	398
Liberal Democrat	146	183
Others	72	46
None	403	374
Don't know	61	38