

YouGov / The Sun Survey Results

Sample Size: 6483 GB Adults
Fieldwork: 4th - 5th May 2010

	Voting intention			Gender		Age			Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	6483	1949	1589	1570	3110	3373	1860	2355	2268	3564	2915	829	2108	1386	1596	564
Unweighted Sample	6483	2154	1394	1532	3053	3430	1459	2424	2600	4059	2420	908	2177	1230	1534	634
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

Con	35	100	0	0	33	37	30	35	38	37	32	35	43	37	28	15
Lab	28	0	100	0	29	28	28	30	27	26	31	31	18	27	38	37
Lib Dem	28	0	0	100	28	27	37	26	23	29	26	26	31	27	26	24
Other	9	0	0	0	10	8	5	9	12	8	11	8	8	9	8	23

Other Parties Voting Intention

UKIP	3	0	0	0	4	3	1	3	6	3	5	4	4	4	3	1
SNP / PCY	2	0	0	0	2	2	1	2	3	2	2	0	0	2	0	19
BNP	2	0	0	0	2	1	1	2	1	1	2	1	1	1	3	1
Green	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1

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	5	0	0	0	4	5	7	4	3	3	6	6	3	6	5	4
1	1	0	0	1	1	1	1	1	0	1	1	1	1	0	1	1
2	1	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1
3	1	1	1	0	1	1	2	0	1	1	1	1	1	1	1	1
4	1	1	0	1	1	0	1	1	0	1	1	1	1	0	0	0
5	2	0	2	1	1	2	2	1	1	1	2	1	1	2	2	1
6	1	0	1	1	1	1	2	1	0	1	1	1	1	1	1	1
7	2	2	2	2	2	2	3	2	1	2	3	3	2	2	2	2
8	5	4	4	5	5	5	6	4	3	5	5	5	5	4	5	4
9	9	8	9	12	10	8	11	10	7	9	9	8	9	10	9	10
10 - Absolutely certain to vote, or have already voted by post	73	83	80	77	72	74	61	74	81	76	69	72	74	73	72	74
Don't know	1	1	0	0	1	1	2	1	0	1	1	1	1	1	0	1

	Voting intention			Gender		Age			Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	6483	1949	1589	1570	3110	3373	1860	2355	2268	3564	2915	829	2108	1386	1596	564
Unweighted Sample	6483	2154	1394	1532	3053	3430	1459	2424	2600	4059	2420	908	2177	1230	1534	634
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Con	35	100	0	0	33	36	30	34	38	37	31	35	43	36	27	15
Lab	28	0	100	0	29	28	28	30	27	26	31	31	18	27	38	37
Lib Dem	28	0	0	100	28	28	36	26	23	29	26	26	31	27	26	24
Other	10	0	0	0	11	8	6	9	13	8	12	8	8	10	9	24

Other Parties Voting Intention

UKIP	3	0	0	0	4	3	1	3	6	2	5	4	4	4	4	1
SNP / PCY	2	0	0	0	3	2	2	2	3	2	2	1	0	2	0	20
BNP	2	0	0	0	2	1	1	2	1	1	2	1	1	1	3	1
Green	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1

Non Voters

Would Not Vote	5	0	0	0	4	5	7	4	3	3	6	6	3	6	5	4
Don't know	8	0	0	0	6	10	10	9	6	7	9	7	8	9	7	9

If you do vote, or have voted, when did you finally decide which party to vote for?

Before the election campaign started	47	62	57	32	51	43	36	47	56	48	46	49	46	46	46	52
At least one week ago	20	18	18	32	19	20	22	19	18	20	19	17	23	19	18	17
Within the past week	15	12	13	23	14	15	17	15	12	14	15	14	14	14	16	13
Within the past 24 hours	5	3	6	5	4	5	6	4	4	4	5	5	4	5	6	4
I have not yet finally decided which party to support	12	4	4	7	10	15	16	13	9	12	13	12	12	15	12	12
Don't know	2	1	1	1	1	2	3	2	1	1	3	3	2	1	2	3

If you do vote, or have voted, did you choose your party mainly because...?

You are enthusiastic about it	32	37	33	31	35	28	33	30	32	32	31	33	32	31	31	34
You are not enthusiastic but think its the least bad party	39	39	43	39	36	41	37	41	38	40	37	39	38	39	41	37
You wanted to defeat another party, locally or nationally	13	14	12	16	14	13	12	13	15	14	13	13	15	13	12	14
You voted for the best local candidate, regardless of their party	10	7	10	13	10	10	9	9	12	9	11	10	10	11	10	8
Don't know	6	2	2	1	5	7	9	6	3	5	7	5	5	6	6	8

	Voting intention			Gender		Age			Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	6483	1949	1589	1570	3110	3373	1860	2355	2268	3564	2915	829	2108	1386	1596	564
Unweighted Sample	6483	2154	1394	1532	3053	3430	1459	2424	2600	4059	2420	908	2177	1230	1534	634
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three of the following issues have been most important to you in deciding which party to support in this general election? (Please tick up to 3.)

The economy	67	73	74	63	71	64	66	69	66	72	61	65	67	69	66	70
Immigration & Asylum	45	63	27	33	45	46	35	46	53	42	50	45	46	49	45	37
Health	30	20	50	27	27	32	28	28	32	30	29	33	27	28	30	36
Tax	28	30	21	38	31	26	38	29	20	30	26	24	30	28	28	29
Education	19	13	25	25	17	22	27	20	13	22	17	24	18	17	21	20
Crime	18	23	15	14	19	17	16	19	19	16	21	24	17	19	17	16
Family life & childcare	16	14	22	16	11	21	18	21	9	15	17	12	18	14	18	14
Pensions	14	14	16	14	15	14	4	8	29	14	16	12	15	16	14	15
Europe	12	15	6	10	15	10	11	12	14	12	13	12	14	12	12	9
Iraq / Afghanistan	9	7	7	11	10	9	8	8	12	9	10	9	8	9	9	14
The environment	9	3	7	17	9	9	10	8	8	9	8	10	9	9	7	10
Transport	3	2	3	4	4	2	4	3	2	3	3	4	3	3	2	3
Don't know	3	1	2	3	3	3	5	2	2	2	4	3	3	3	3	3

Irrespective of which party you support, which of these three Britain-wide parties has run the most impressive campaign?

Liberal Democrat	37	22	36	64	39	35	43	38	30	39	34	34	36	37	39	37
Conservative	19	48	4	8	20	19	21	16	22	20	19	21	23	20	17	10
Labour	7	1	22	1	7	6	6	7	7	5	8	6	5	5	8	12
None of them have been impressive	30	24	31	22	29	31	21	31	36	30	31	32	28	31	29	34
Don't know	7	6	6	4	5	9	9	7	5	6	9	8	7	7	7	7

If you HAD to choose between a Labour government in Westminster led by Gordon Brown and a Conservative government led by David Cameron, which would you vote for?

Labour government led by Gordon Brown	43	1	98	51	44	42	44	44	40	42	44	43	34	41	50	61
Conservative government led by David Cameron	47	99	1	36	47	47	44	45	51	50	43	46	57	49	40	26
Don't know	10	1	1	13	9	11	12	10	9	8	13	10	9	10	11	13

Who would make the best Prime Minister?

David Cameron	34	88	2	9	34	33	28	33	39	36	31	36	41	34	28	18
Gordon Brown	25	1	80	9	27	23	22	26	26	24	27	25	18	23	29	43
Nick Clegg	22	4	7	64	23	21	28	22	17	22	21	18	23	23	22	19
Don't know	20	7	11	18	16	23	21	19	19	18	22	21	18	20	20	20

	Voting intention			Gender		Age			Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	6483	1949	1589	1570	3110	3373	1860	2355	2268	3564	2915	829	2108	1386	1596	564
Unweighted Sample	6483	2154	1394	1532	3053	3430	1459	2424	2600	4059	2420	908	2177	1230	1534	634
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the UK Government has, on balance, been honest and trustworthy or not?

Yes - honest and trustworthy	21	4	54	17	23	18	22	22	18	21	19	25	17	19	22	28
No - not honest and trustworthy	69	91	31	74	68	70	67	67	73	70	68	65	74	71	67	57
Don't know	11	5	14	9	9	12	12	11	9	9	12	11	9	9	12	15

Do you think that if a Conservative government were elected it would, on balance, be honest and trustworthy or not?

Yes - honest and trustworthy	23	58	5	10	25	21	20	21	28	25	20	25	27	24	19	12
No - not honest and trustworthy	55	14	84	72	57	53	58	58	49	53	57	53	48	53	60	70
Don't know	22	29	10	19	18	26	21	22	23	22	22	22	24	23	21	18

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians.

Where would you place Gordon Brown, the leader of the Labour Party, on this scale?

Very left-wing	5	11	1	2	5	5	4	5	6	5	5	7	5	5	4	4
Fairly left-wing	16	28	10	11	16	15	14	15	18	19	12	18	18	15	13	12
Slightly left-of-centre	28	24	36	30	32	23	24	30	28	31	23	29	28	27	26	31
TOTAL LEFT	49	63	47	43	53	43	42	50	52	55	40	54	51	47	43	47
Centre	17	9	24	19	17	16	15	17	18	16	18	15	15	15	19	21
Slightly right-of-centre	7	4	7	11	9	6	6	8	8	7	7	6	7	8	7	7
Fairly right-wing	2	2	1	4	3	2	2	2	3	2	2	2	2	3	2	3
Very right-wing	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1
TOTAL RIGHT	10	7	9	16	13	9	8	11	12	10	10	9	10	12	10	11
Don't know	25	21	19	23	16	33	35	22	19	19	32	21	23	27	27	22

	Voting intention			Gender		Age			Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	6483	1949	1589	1570	3110	3373	1860	2355	2268	3564	2915	829	2108	1386	1596	564
Unweighted Sample	6483	2154	1394	1532	3053	3430	1459	2424	2600	4059	2420	908	2177	1230	1534	634
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And where would you place the Labour Party as a whole?

Very left-wing	5	12	1	1	5	5	4	5	6	5	5	6	5	5	5	4
Fairly left-wing	17	29	12	12	18	16	13	17	20	20	13	20	20	15	15	13
Slightly left-of-centre	28	26	36	31	33	24	26	30	28	32	24	30	28	26	28	29
TOTAL LEFT	50	67	49	44	56	45	43	52	54	57	42	56	53	46	48	46
Centre	15	7	23	18	17	14	14	17	16	15	16	14	15	15	16	20
Slightly right-of-centre	7	4	8	10	8	6	6	7	8	7	7	6	7	7	7	8
Fairly right-wing	3	2	1	5	3	2	2	3	3	3	3	3	3	4	2	3
Very right-wing	1	1	1	0	1	1	0	1	1	0	1	1	1	1	1	1
TOTAL RIGHT	11	7	10	15	12	9	8	11	12	10	11	10	11	12	10	12
Don't know	24	20	18	22	16	32	35	21	18	18	31	20	22	27	26	21

Where would you place David Cameron, the leader of the Conservatives?

Very left-wing	1	0	1	1	1	1	1	1	0	0	1	0	0	1	1	1
Fairly left-wing	2	1	2	1	2	1	3	1	1	1	2	2	1	2	2	1
Slightly left-of-centre	3	3	3	4	4	3	3	3	3	4	3	5	3	3	3	3
TOTAL LEFT	6	4	6	6	7	5	7	5	4	5	6	7	4	6	6	5
Centre	11	18	5	7	12	10	9	11	12	11	11	12	13	11	9	8
Slightly right-of-centre	28	41	19	28	34	23	24	31	29	33	23	28	31	27	26	25
Fairly right-wing	21	16	27	25	21	20	18	21	23	23	18	23	20	20	21	23
Very right-wing	10	3	21	11	11	10	6	10	14	10	12	9	9	9	12	17
TOTAL RIGHT	59	60	67	64	66	53	48	62	66	66	53	60	60	56	59	65
Don't know	24	17	22	23	16	32	35	22	18	18	31	20	22	27	27	23

Where would you place the Conservative Party as a whole?

Very left-wing	1	0	1	1	1	1	1	1	0	0	1	0	0	2	1	1
Fairly left-wing	2	1	3	1	2	1	3	1	1	1	2	2	2	2	2	1
Slightly left-of-centre	3	2	3	2	3	2	3	2	2	2	3	3	3	2	2	2
TOTAL LEFT	6	3	7	4	6	4	7	4	3	3	6	5	5	6	5	4
Centre	9	14	4	5	8	9	8	9	9	8	9	9	10	8	8	7
Slightly right-of-centre	20	35	11	17	23	18	16	22	22	24	16	21	23	21	18	17
Fairly right-wing	25	26	24	30	28	22	23	24	27	28	21	26	25	23	26	24
Very right-wing	17	4	33	22	19	15	11	18	21	18	17	19	16	15	17	25
TOTAL RIGHT	62	65	68	69	70	55	50	64	70	70	54	66	64	59	61	66
Don't know	24	18	22	22	16	31	35	21	18	18	31	20	22	27	26	23

	Voting intention			Gender		Age			Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	6483	1949	1589	1570	3110	3373	1860	2355	2268	3564	2915	829	2108	1386	1596	564
Unweighted Sample	6483	2154	1394	1532	3053	3430	1459	2424	2600	4059	2420	908	2177	1230	1534	634
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place Nick Clegg, the leader of the Liberal Democrats?

Very left-wing	3	7	1	1	4	3	4	3	2	3	3	4	3	3	2	2
Fairly left-wing	8	12	5	7	9	7	11	7	6	9	7	9	9	8	8	6
Slightly left-of-centre	20	22	17	27	23	18	19	20	21	23	17	24	22	18	18	19
TOTAL LEFT	31	41	23	35	36	28	34	30	29	35	27	37	34	29	28	27
Centre	29	24	30	36	31	26	22	32	30	31	26	28	28	28	30	29
Slightly right-of-centre	9	7	15	6	10	7	5	9	11	9	8	6	9	9	8	12
Fairly right-wing	2	1	3	1	2	2	2	2	2	2	2	2	2	2	2	3
Very right-wing	1	0	1	0	1	0	0	1	1	1	1	0	1	0	1	1
TOTAL RIGHT	12	8	19	7	13	9	7	12	14	12	11	8	12	11	11	16
Don't know	29	27	27	21	20	37	36	27	25	23	36	27	27	31	32	28

Where would you place the Liberal Democrat Party as a whole?

Very left-wing	4	8	1	1	4	3	5	4	3	4	3	5	4	4	3	3
Fairly left-wing	10	15	7	9	12	8	14	9	8	11	8	12	11	11	9	7
Slightly left-of-centre	20	20	17	29	23	17	20	20	21	23	16	24	22	17	18	21
TOTAL LEFT	34	43	25	39	39	28	39	33	32	38	27	41	37	32	30	31
Centre	28	23	30	33	30	25	20	31	30	29	26	25	28	27	28	29
Slightly right-of-centre	8	6	12	5	8	7	4	7	10	7	8	5	7	8	10	
Fairly right-wing	2	1	3	0	2	2	2	1	2	2	2	2	2	2	2	3
Very right-wing	1	0	1	0	1	0	0	1	1	1	1	0	0	0	1	1
TOTAL RIGHT	11	7	16	5	11	9	6	9	13	10	11	7	9	10	11	14
Don't know	29	27	27	21	20	37	36	26	25	23	36	26	27	31	31	27

Finally, where would you place yourself?

Very left-wing	2	0	4	2	3	2	3	2	2	2	3	4	2	2	2	3
Fairly left-wing	10	1	20	15	11	10	12	10	10	11	10	12	9	10	11	14
Slightly left-of-centre	17	4	30	26	20	15	16	18	18	19	15	20	15	17	18	21
TOTAL LEFT	29	5	54	43	34	27	31	30	30	32	28	36	26	29	31	38
Centre	24	21	23	29	24	25	18	26	28	23	26	20	25	25	26	24
Slightly right-of-centre	14	31	4	7	16	12	10	16	16	17	11	15	17	12	11	13
Fairly right-wing	8	21	1	2	10	7	6	8	10	9	7	9	10	9	7	5
Very right-wing	2	5	0	0	3	2	2	2	4	2	3	2	3	2	3	1
TOTAL RIGHT	24	57	5	9	29	21	18	26	30	28	21	26	30	23	21	19
Don't know	20	15	17	20	14	27	33	18	13	16	26	18	19	23	22	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	154	389
Male 25 to 39	723	842
Male 40 to 54	920	843
Male 55 +	1256	1036
Female 18 to 24	234	390
Female 25 to 39	945	842
Female 40 to 54	907	909
Female 55 +	1344	1232
Region		
North England	1534	1596
Midlands	923	1062
East England	605	624
London	908	829
South England	1572	1484
Wales	307	324
Scotland	634	564
Social Grade		
ABC1	4059	3564
C2DE	2420	2915
Newspaper Type		
Express / Mail	1748	1038
Sun / Star	860	1426
Mirror / Record	575	1036
Guardian / Independent	363	259
FT / Times / Telegraph	641	615
Other Paper	867	810
No Paper	1427	1296
Political Party Identification		
Labour Loyal	1422	1684
Labour Disloyal	397	389
Conservative	1869	1687
Liberal Democrat	646	778
Others	329	195
None	1613	1587
Don't know	207	162